Baldwin Area Medical Center

Community Health Needs Assessment

2013 - 2016

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Executive Summary

Baldwin Area Medical Center, Inc. (BAMC) is an independent, integrated clinic and hospital located in western Wisconsin. BAMC takes pride in delivering high quality health and wellness services to the people of this region and in being a healthcare resource for everyone we serve.

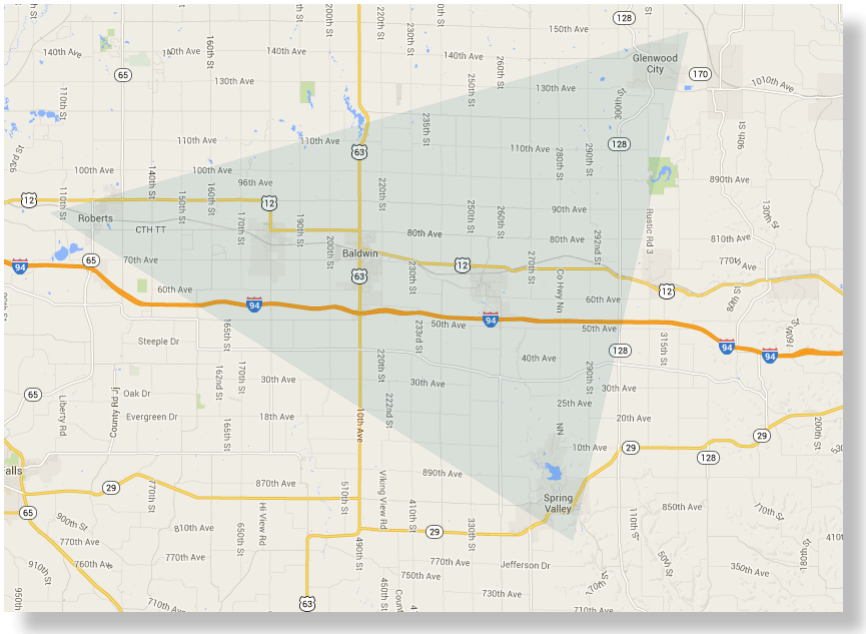
The BAMC medical staff consists of four full-time family practice physicians, two physician assistants, three nurse practitioners, a palliative care physician, a general surgeon, an orthopedic surgeon, a pediatrician and a midwife. In addition, BAMC has relationships with 25 visiting medical specialists in the region who provide specialty health care services in Baldwin. The medical center's services include primary care, behavioral health, emergency care, maternity care, surgery, cardiac care, and orthopedic services.

BAMC is governed by an eight-member board of trustees, made up of community members and business leaders from Baldwin, Hammond, and Woodville. BAMC has approximately 187 full-time employees and 94 part-time employees.

Our Community

Geographic Area

Baldwin Area Medical Center is located in St. Croix County. Baldwin Area Medical Center's primary service area is defined as Baldwin, Hammond, and Woodville. This report is based on the needs of the communities of Baldwin, Woodville, Hammond, Roberts, Wilson, Glenwood City, and Spring Valley.



Demographic Data

The Village of Baldwin has a population of 3,960 people, 1,724 households, and 703 families residing in the village. The population density was 1,720.4 people per square mile. There were 1,724 housing units at an average density of 820.9 per square mile. The racial makeup of the village was 96.03% White, 0.8% Black or African American, 0.37% Native American, 0.55% Asian, 0.6% from other races, and 1.5% from two or more races. 1.5% of the population are Hispanic or Latino of any race.

There were 1,115 households, out of which 31.1% had children under the age of 18 living with them, 52.4% were married couples living together, 7.4% had a female householder with no husband present, and 36.9% were non-families. 30.1% of all households were made up of individuals and 15.7% had someone living alone who was 65 years of age or older. The average household size was 2.33 and the average family size was 2.92.

The median income for a household in the village was $40,313, and the median income for a family was $51,250. Males had a median income of $37,216 versus $26,250 for females. The per capita income for the village was $20,748. About 3.0% of families and 5.5% of the population were below the poverty line, including 3.0% of those under age 18 and 5.6% of those ages 65 or over.

Community Health Resources

EXERCISE FACILITIES/SERVICES
Baldwin Center for Personal Wellness
Snap Fitness
Curves
Fitness To Go
Jill Tiffany

WALKING, RUNNING & HIKING TRAILS
Wildwood Trail
Willow River State Park

AQUATICS
Baldwin Area Medical Center-Therapeutic Pool
Baldwin Pool - outdoor/seasonal hours
AmericInn

ACUPUNCTURE
Healing Point Acupuncture-Carolyn Serier
Joyanne Kohler Acupuncture

MASSAGE THERAPY
Active Healing Massage Therapy-Wendy Campbell
Massage Therapy-Christine Wolf
Country Serenity Massage & Wellness Center
Tera Cloe Amber Wells Massage Therapy
J Rose Massage
Purely Natural Health
Anatripsis
Healing Waters QiGong Center
re-Creations Massage Therapy
Heart and Soul Reflexology
Kelley Pure Essential Oils
Positive Action Therapeutic Center
Being Whole Massage
Sacred Lotus
CMK Energy

CHIROPRACTIC & SPORTS THERAPY
Gilhousen Chiropractic Health & Sports Center
Baldwin Chiropractic Health Center SC
Hillcrest Chiropractic LLC-Grant Hutchins
Family Chirocare
Catalyst Sports Medicine
Walker Chiropractic (Dr. Todd Walker)

SMOKING CESSATION
Baldwin Area Medical Center Respiratory Therapy Department

COUNSELING SERVICES
Northwest Counseling Services
Boorman Counseling
St. Croix Family Resource Center
Living Hope Ministries and Christian Counseling

PANTRY & FOOD PROGRAMS
Baldwin Community Food Pantry
Roberts Food Pantry
Woodville Food Pantry
Community Meal - Gethsemane Lutheran Church
Baldwin Senior Center
Hammond Senior Center
Roberts Senior Center
Woodville Senior Center

FRESH AND LOCAL PRODUCERS
2013 Western WI Local Food Directory

HOME HEALTH AND HOSPICE
ADORAY Home Health & Hospice

AGING AND DISABILITY RESOURCES
Aging and Disability Resource Center

COMMUNITY EDUCATION
Baldwin-Woodville Community Education
Hammond/ Roberts Community Education
Spring Valley Community Education

PARENTING EDUCATION PROGRAMS
St. Croix County Family Resource Center
United Way Success By 6

LOCAL LIBRARIES
Hammond Community Library
Hazel Mackin Community Library
Woodville Community Library
Baldwin Public Library

LOCAL CHAMBER OF COMMERCE
Baldwin-Woodville Chamber of Commerce
Central St. Croix Area Chamber of Commerce

Assessing the Needs of the Community

Baldwin Area Medical Center utilized the community health needs assessment process from Healthier Together- St. Croix County in addition to health screening and health risk assessment data from the B_Well Initiative health screenings.

A Community Health Needs Assessment (CHNA) was conducted for Baldwin Area Medical Center and St. Croix County as part of Healthier Together – St. Croix County. Baldwin Area Medical Center is a participating member in Healthier Together- St. Croix County, a group in which local hospitals, public health, other health related and government entities, and community members in St. Croix County work together to better understand the current and future health needs of St. Croix County. The Healthier-Together - St. Croix County team followed the Centers for Disease Control (CDC) community health assessment and group evaluation (CHANGE) tool, which was designed to help communities develop an action plan through assessment and prioritization.

The top priorities previously identified by Healthier Together – St. Croix County for their 2009-2014 Community Health Improvement Plan were: Access to Primary and Preventative Health Services; Overweight, Obesity, and Lack of Physical Activity; Adequate and Appropriate Nutrition; Access to Mental Health; Alcohol and Substance Abuse, and Tobacco Use. This was re-evaluated by the Community Health Needs Assessment Survey in fall 2013.

Several methods were used by Healthier Together- St. Croix County to assess the health needs of the county. One of these methods was a survey conducted by 421 St. Croix County residents in fall 2013 where participants identified the health priorities that they think are the most imperative to address. Health priorities that ranked the highest in this survey by order of precedence are as follows:

1. Overweight, Obesity, and Lack of Physical Activity
2. Access to Primary and Preventive Health Services (with an emphasis on mental health care in the open comments section)
3. Adequate and Appropriate Nutrition

In 2012, BAMC launched a community wide wellness initiative called the B_Well Initiative. The program is funded through a grant from Allina Health and The George Family Foundation. The B_Well Initiative provides free health screenings for community members. The screening includes cholesterol and glucose labs, behavioral health, blood pressure, and BMI calculations. In 2012, 625 members were screened. This provided BAMC with some baseline data on the health needs of its direct service area.

Each member that is screened is also provided a Health Risk Assessment through a program on the BAMC website called The Family Health Manager. The Health Risk Assessment asks people questions about their individual stress, nutrition, smoking, sleep, pain, medical issues, alcohol consumption, weight and well-being. It then gives each participant an overall health score between 0 and 100, with 0 being the worst and 100 being the best. The average Health Risk Assessment score for the participants screened was 60 to 79. The biometric and Health Risk Assessment results are then discussed with a health coach, and participants also have the opportunity to continue ongoing sessions with a health coach.

As a result of the B_Well Initiative health risk assessment information and Healthier Together- St. Croix County survey and community health assessment results, BAMC has prioritized these three health needs:

1. Promote Increasing Physical Activity and Access to Nutrition Resources to Prevent and Treat Obesity
2. Increase Access to Mental Health Care
3. Improve Access to Primary and Preventative Care

Addressing The Needs of the Community

Objectives

Objective One: *Promote Increasing Physical Activity and Access to Nutrition Resources to Prevent and Treat Obesity*

BAMC's B_Well Initiative will teach, encourage, and promote the importance of exercise and appropriate nutrition in the community to reduce obesity and related chronic conditions.

The baseline data from the health screenings showed that over 68% of the participants were overweight or obese. This was determined by BMI and waist circumference. It also showed that 28% of the participants were Borderline Diabetic.

Health Risk Assessment Data – Weight

	Number of Participants	Percent of Participants
Underweight	12	3%
Normal	96	28%
Overweight	90	26%
Obese	145	42%

Health Risk Assessment Data – Blood Glucose

	Number of Participants	Percent of Participants
Normal	366	68%
Borderline	133	28%
Abnormal	40	7%

Implementation Activities:

- BAMC will continue to offer free health screenings to community members. In addition, they will offer free ongoing health coaching sessions. (2013- 2015)
- BAMC has partnered with area businesses to provide them with free employee health screenings and assisted them in establishing a standardized employee wellness program. (2013- 2015)
- BAMC provides health challenges to community members three times a year. The challenges provide education and an incentive for people to establish lifestyle changes for physical activity as well as other behaviors that impact weight such as nutrition, sleep, etc. (Ongoing)
- In conjunction with Healthier Together, BAMC offers a program called B_Fit Kids. This after school program is offered for free to elementary students in the Baldwin-Woodville and St.Croix Central School Districts teaching children lifestyle activities specifically focused on exercise and healthy eating. (Ongoing)
- BAMC encourages women to breastfeed and offers breastfeeding education. Currently, BAMC has three nurses that are Certified Lactation Counselors. (Ongoing)
- BAMC offers a nutrition and exercise program called HealthSwitch. This 12 week class is taught by a Registered Dietitian offering 60 minutes of nutrition education and 30 minutes of physical fitness class. (Ongoing)
- BAMC will continue to work with the Healthier Together – St. Croix County health and wellness initiative. (Ongoing)
- BAMC has an American Diabetes Association recognized program that teaches diabetes self management to patients with Type I and Type II Diabetes. This program is actively working on diabetes prevention through community education classes. BAMC is also working on a Diabetes Initiative to improve care of diabetic patients. This is done through physician and medical assistant education, following guidelines and reporting results through Minnesota Health Measures (D5). (Ongoing)
- BAMC supports our local Community Supported Agriculture (CSA) by utilizing their fresh produce for meal preparation and by serving as a pick-up location for staff. (Ongoing)
- BAMC employs two registered dietitians to promote physician awareness and nutrition education to patients and the community. (Ongoing)
- The B_Well Initiative will be working with local restaurants to help them offer healthy dining options on their menus. (Program will be launched in 2014)

Objective Two: *Increase Access to Mental Health Care*

The St. Croix County Community Health needs assessment identifies critical barriers to mental health services including: transportation, stigma, and cultural misunderstandings.
In 2012, 42% of the area community members reported that they have medium to high stress levels which are likely linked to the need for mental health care and resources.

Health Risk Assessment Data - Stress

	Number of Participants	Percent of Participants
High	44	12%
Medium	112	30%
Low	219	58%

Implementation Activities:

- In 2011, BAMC merged with Northwest Counseling Services, a group of seven behavioral health counselors. They provide behavioral health counseling in our rural health clinic. (Ongoing)
- BAMC accepts Medicaid for behavioral health services. (Ongoing)
- Free health screenings are available to all community members each year as part of the B_Well Initiative. Each participant is given a mental health evaluation using a PHQ-9 and GAD-8. If mental health risk appears high, participants will be given one free behavioral health session to connect them to a behavioral health professional. (2013-2015)
- BAMC is a member of the Valley Co-op Behavioral Health Team. This team represents six hospitals – Amery, Baldwin, Hudson, Osceola, New Richmond, and St. Croix Falls. The group is using research from a previous county mental health workgroup to assess various options for improvement in access, marketing, services, and transportation related to mental health. (Ongoing)
- BAMC will provide free community health education seminars geared towards reducing stress, increasing resiliency, and other integrative approaches to managing stress. A Resilience Training program will be offered to the community starting in late-2014. (Ongoing)
- Members of our behavioral health team will participate in the QPR training put on the by the St. Croix County Suicide Prevention Taskforce. In 2012, there were 11 suicide related deaths in St. Croix County. (2013-2014)

Objective Three: *Increase Access to Preventative Health Services*

Baldwin Area Medical Center will support efforts to eliminate barriers to access of primary and preventative health care.

- The BAMC B_Well Initiative will continue to offer free health screenings to area community members. The screening includes cholesterol and glucose labs, behavioral health screening, blood pressure, and BMI calculations. (2013 - 2015)
- BAMC has a full-time Financial Assistance Counselor that oversees its' financial assistance program, assists patients enrolling in government programs, assists in finding other sources of payment, and assists in finding access to services beyond medical care. (Ongoing)
- BAMC has van transport services for a suggested donation of $3.00/round trip ride for patients within a 15 mile radius. (Ongoing)
- BAMC will start an integrative health program that will combine complementary therapies such as integrative medicine physician consultation, acupuncture, biofeedback, nutritional counseling, therapeutic yoga, exercise education, and resilience training along with mainstream medicine. (Program will be established in 2014)
- BAMC will assist public health in communicable disease prevention efforts. (Ongoing)

Health Needs Not Addressed:

Alcohol and Other Substance Abuse

There is currently another group working on this in the county.

Tobacco Use and Exposure

We will continue to support the decrease of tobacco use through ongoing patient education guided by our Respiratory Therapy Department.

Death caused by motor vehicle accidents

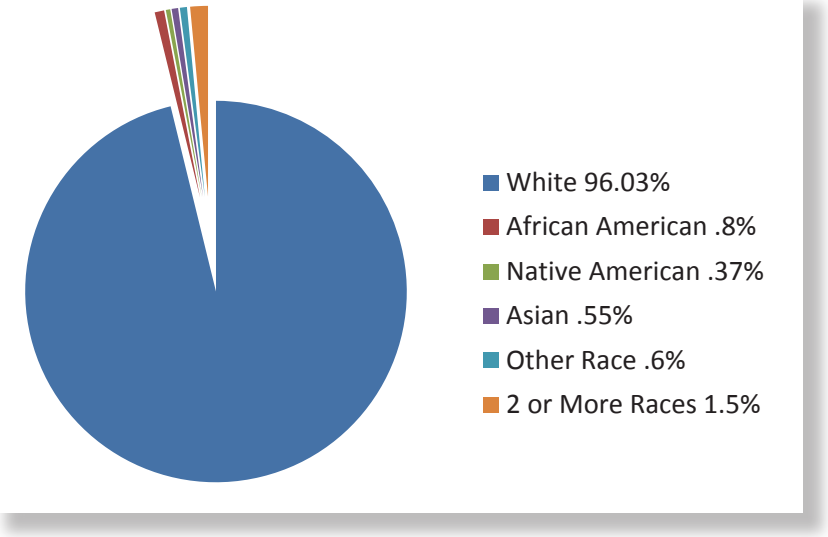
There are other community groups working on this issue.

Access to Dental Care

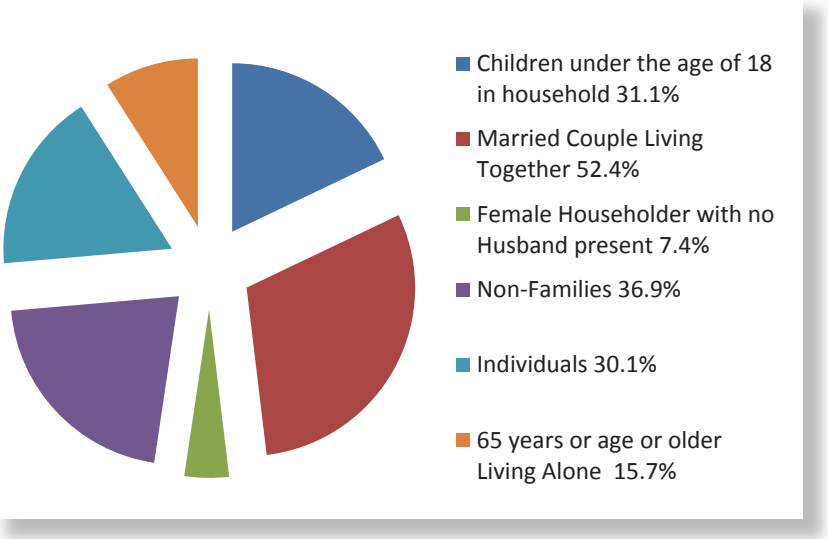
This is outside the expertise and resources available at the hospital. However, this is a priority for Healthier Together- St. Croix County to continue its efforts to improve access to dental care through 2016.

Appendix A: Demographics

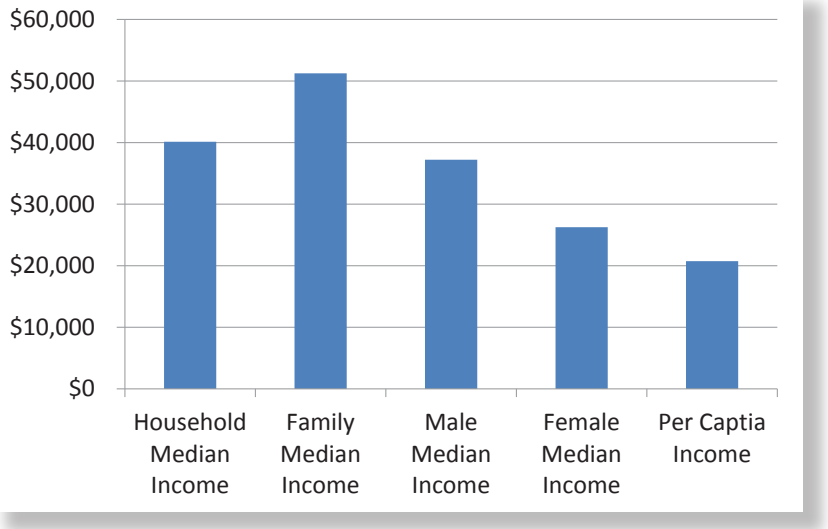
Population Distribution by Race/Ethnicity



Household Status of Individual



Captia by Household



Appendix B: Data Sources

21st Edition of America's Health Rankings: A call to Action for Individuals and their Communities
http://www.americashealthrankings.org/

County Health Rankings, Mobilizing Action toward Community Health
http://www.countyhealthrankings.org/

Wisconsin Hospital Association Wisconsin Hospitals 2012 WHA Community Benefit Survey
http://www.wiservepoint.org/

Centers for Disease Control and Prevention (CDC.) Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.
http://apps.nccd.cdc.gov/BRFSS/.

State Indicator on Fruits and Vegetables
http://www.cdc.gov/nutrition/downloads/State-Indicator-Report-Fruits-Vegetables-2013.pdf

Local Data on Poverty Status and Health Insurance Coverage in Wisconsin- St. Croix County
http://www.dhs.wisconsin.gov/publications/P0/P00406/p00406b-StCroix-2013.pdf

Appendix C: County Health Rankings

County Health Rankings & Roadmaps
A Healthier Nation, County by County

St. Croix (SC)

	St. Croix County	Error Margin	Wisconsin	National Benchmark*	Rank (of 72)
Health Outcomes					**3**
Mortality					**10**
Premature death	4,836	4,297-5,375	5,878	5,317	
Morbidity					**2**
Poor or fair health	8%	5-11%	12%	10%	
Poor physical health days	2.5	1.8-3.2	3.2	2.6	
Poor mental health days	1.9	1.4-2.3	3.0	2.3	
Low birthweight	5.6%	5.1-6.1%	7.0%	6.0%	
Health Factors					**6**
Health Behaviors					**12**
Adult smoking	17%	13-22%	19%	13%	
Adult obesity	28%	23-34%	29%	25%	
Physical inactivity	17%	13-21%	23%	21%	
Excessive drinking	30%	24-37%	24%	7%	
Motor vehicle crash death rate	10	7-13	12	10	
Sexually transmitted infections	140		409	92	
Teen birth rate	15	13-17	29	21	
Clinical Care					**24**
Uninsured	8%	7-9%	11%	11%	
Primary care physicians**	2,110:1		1,247:1	1,067:1	
Dentists**	2,508:1		1,799:1	1,516:1	
Preventable hospital stays	58	52-65	55	47	
Diabetic screening	90%	81-99%	90%	90%	
Mammography screening	70%	61-78%	73%	73%	
Social & Economic Factors					**2**
High school graduation**	95%		88%		
Some college	75%	71-79%	64%	70%	
Unemployment	5.9%		7.5%	5.0%	
Children in poverty	9%	7-11%	18%	14%	
Inadequate social support	11%	7-16%	17%	14%	
Children in single-parent households	22%	19-25%	30%	20%	
Violent crime rate	59		261	66	
Physical Environment					**48**
Daily fine particulate matter	10.8	10.7-11.0	10.1	8.8	
Drinking water safety	13%		7%	0%	
Access to recreational facilities	13		11	16	
Limited access to healthy foods**	2%		5%	1%	
Fast food restaurants	42%		41%	27%	

* 90th percentile, i.e., only 10% are better.
** Data should not be compared with prior years due to changes in definition.
Note: Blank values reflect unreliable or missing data

2013

Baldwin
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