

Marshfield Clinic Center for Community Outreach 2016

Marshfield Clinic and Family Health Center of Marshfield, Inc. recognized that improving the health of an entire community goes beyond doctor-patient visits when it created the Center for Community Outreach (CCO) in 1998. CCO partners with coalitions, businesses and other organizations to promote quality of life and reduce the incidence of lifestyle related disease. Focus is placed on evidence-based strategies that address health priorities identified by the state plan, "Healthiest Wisconsin 2020: Everyone Living Better, Longer". CCO provides education, training, technical assistance and other resources through the following programs:

AmeriCorps: This national service program engages Americans in service to meet critical needs in education, public safety, health and the environment. CCO provides AmeriCorps members for coalitions, afterschool programs, Tribal Nations and nonprofit organizations to help build capacity to promote volunteerism, positive youth development and to prevent substance abuse and other health-risk behaviors across Wisconsin.

Substance Abuse Prevention: Formed in 1995, *Northwoods Coalition* is the largest and oldest coalition dedicated to substance abuse prevention in Wisconsin. Over 50 coalitions in northwest Wisconsin, including coalitions from all 11 Tribal Nations, come together to address public health issues related to the use of alcohol, tobacco and other drugs. The *Marshfield Area Coalition for Youth*, a core member of Northwoods Coalition, works to prevent the use of alcohol, prescription drugs and heroin by Marshfield youth. CCO was a founding member of each coalition and provides education, training, technical assistance and other resources to both coalitions. Marshfield Clinic AmeriCorps members placed with these coalitions provide the capacity for more services in local communities.

Substance Abuse Treatment: Family Health Center of Marshfield, Inc. and Marshfield Clinic provide oversight to the *Hope Consortium*, a partnership of 13 organizations in northcentral Wisconsin that have come together to address growing problems associated with opioid addiction. Focus is placed on detoxification, treatment and recovery oriented systems of care in efforts to improve quality of life and reduce the number of deaths associated with opioid addiction. Those served include men, women and affected family members, with a priority for women of child-bearing age from Oneida, Vilas, Forest, Price and Iron counties and Forest County Potawatomi, Lac du Flambeau Chippewa and Sokaogon Chippewa Tribal Nations.

Afterschool Programming: Marshfield Clinic owns the *Youth Net* afterschool program. CCO operates Youth Net, which serves over 325 Marshfield youth, ages 8-18, on an annual basis. As part of a comprehensive case management process, personal learning plans are developed for each child to promote academic success, personal/social development and healthy active living. With the assistance of Marshfield Clinic AmeriCorps members, the Youth Net case management process is replicated each year in approximately 15 afterschool programs across northwest Wisconsin. CCO provides leadership to the *Wisconsin Afterschool Network*, which consists of representatives from the Wisconsin Department of Children and Family, Wisconsin Department of Public Instruction and local, regional and statewide organizations that support the development of high quality afterschool programs, practices and policies.

Healthy Lifestyles: CCO provides technical assistance, education, and other resources to the Marshfield Clinic Healthy Lifestyles Network, a group of 16 coalitions from northwest Wisconsin dedicated to

improving quality of life and reducing incidence of lifestyle-related disease. The healthy eating, active living programs, practices and policy approaches developed by the *Healthy Lifestyles-Marshfield Area Coalition*, which is staffed by CCO, are shared through this venue.

Registry for Effectively Communicating Immunization Needs (RECIN): RECIN is a detailed registry that allows public and private immunization providers access to accurate, up-to-date information on all vaccinations a patient has received. These records help health care providers to determine when immunizations are due so they can take the steps necessary to protect both adults and children from preventable diseases. CCO monitors and supports the registry.

Volunteerism: CCO provides an array of volunteer opportunities to support community health improvement. Leadership is provided to *Volunteer Wisconsin*, a statewide office funded by the Corporation for National Community Service that works with non-profit organizations across Wisconsin to promote and strengthen volunteerism. Marshfield Clinic and Tribal AmeriCorps members recruit, mobilize and track the time and effort of thousands of volunteers that support the prevention efforts of coalitions, afterschool programs and other organizations each year. Nearly 40 Marshfield Clinic volunteers help meet the needs of the children in the Youth Net program. Marshfield Clinic Merrill Center, CCO and the Lincoln County Falls Coalition created the Independent and Upright Falls Prevention program. Physicians in the Merrill area rely on Marshfield Clinic volunteers to complete assessments of patient homes in an effort to prevent falls. Efforts are being made to expand this program to other Marshfield Clinic locations.

Tribal Services: Through CCO, Marshfield Clinic has a strong commitment to serving the 11 Tribal Nations in Wisconsin, one of the most underserved populations in our state and Nation. CCO provides leadership for the Wisconsin Tribal Initiative, a collaborative of Tribal Health, Education and Behavioral Health Directors, state agencies, and other organizations that are developing Tribally-guided projects to address health priorities. Through a contract with the Wisconsin Department of Public Instruction, CCO also provides leadership for an Intercultural Leadership Professional Development Project which brings American Indian facilitators into schools that serve Tribal students to provide professional development for school staff, administrators and school boards to improve cultural competency, responsiveness and school achievement. Through CCO leadership and efforts, 10 of the 11 Tribal governments have signed Resolutions of Support making them eligible to participate in the Tribal AmeriCorps Program.

Community Connections Team: Family Health Center of Marshfield, Inc., Marshfield Clinic and the University of Wisconsin-Eau Claire developed a program to engage rigorously prepared students and community volunteers to be patient advocate volunteers. Volunteers are housed within Marshfield Clinic to connect patients with community resources with the goal of improving health and quality of life. Volunteers provide the means for Marshfield Clinic healthcare providers to look beyond the usual scope of healthcare and offer remedies to social needs like food, shelter, transportation, afterschool care, etc. During the medical visit, patients are screened for their social needs and referred to the volunteers for assistance.

Future of Medicine/Physicians as Community Health Improvement Experts: Marshfield Clinic is committed to engaging physicians in medicine and public health, and relies on CCO to provide community outreach experiences for pediatric residents and medical students in the WARM (Wisconsin Academy of Rural Medicine) program. Pediatric residents implement an obesity intervention program for children and families participating in Youth Net. The WARM students choose from a menu of CCO opportunities to develop and implement a community project each year, gaining an appreciation and understanding of evidence-based community practices that can improve the lives of patients.