Building Bridges: Healthcare and Communities

Center for Community Outreach
2015 Annual Report
In 1998, Marshfield Clinic established the Center for Community Outreach (CCO) to help find better ways to improve the lives of our patients. In the search for solutions over the years, we have repeatedly found that there is much more to health than health care and that where we live, learn, work and play profoundly influence our health. We believe improving the health of an entire community goes beyond doctor-patient visits and we value the importance of looking beyond clinic walls as part of our overall commitment to better health. We welcome opportunities to build bridges between health care and communities to address the social determinants of health.

The programs, projects and approaches in this annual report reflect the strong belief of Marshfield Clinic Health System that we all - coalitions, businesses, educational systems, law enforcement agencies, Tribal Nations, governments, health-care providers, nonprofit organizations, etc. - need to join together to improve health in our communities. The Center for Community Outreach:

- Assists in developing healthy environments that foster resilient, successful children, youth, and families;
- Serves as a catalyst for program design and development; and
- Provides technical assistance, consultation, education, training, and other resources to support community health improvement.

Susan L. Turney MD, MS, FACP, FACMPE
Chief Executive Officer
Marshfield Clinic Health System, Inc.

Narayana S. Murali, MD, FACP
Executive Director, Marshfield Clinic
Chief Clinical Strategy Officer
Marshfield Clinic Health System, Inc.

Ronda Kopelke,
Director, Center for Community Outreach
Marshfield Clinic
Community Health Improvement: Bridging Health Care and Communities

Ronda Kopelke, Dr. Narayana S. Murali, Dr. Susan L. Turney
Looking Beyond Clinic Walls to Achieve Better Health
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Youth Net

Youth Net is a comprehensive afterschool program located in the former Sacred Heart School in Marshfield. Year-round programming is provided to over 300 students ages 8 to 18. Programming and services focus on academic success, social/emotional development, and healthy active living.

Highlights

- 303 students served.
- 113 average daily attendance during the school year.
- 59 average daily attendance during the summer.
- 16 mentors hired to provide tutoring, socialization, and health/wellness activities.
- 9,938 snacks and 1,088 meals served through the food service program.
- 6 students participated in the bicycle program resulting in the repair of 26 bicycles.

Parent, teacher, and student surveys were administered, measuring changes in academic success, social/emotional development, and healthy active living:

- 144 student surveys were completed. Results indicated:
  - 7% of students increased their grades to Bs
  - 9% of students increased their grades to As
  - 59% of students felt their grades got better
  - 70% of students said they have fun at Youth Net
  - 9% of students increased their grades to As
  - 7% of students increased their grades to Bs

- 121 parent surveys completed. Results indicated:
  - 64% felt their child was physically active for one hour each day
  - 74% of parents felt their child’s organizational skills improved
  - 83% of parents were satisfied with child’s grades
  - 93% felt their child had friends at Youth Net

- 156 teacher surveys completed. Results indicated:
  - 70% of teachers were satisfied with homework completion
  - 74% of teachers were satisfied with students’ grades

“Youth Net has been a life line for my daughter, Rachel. The mentors that work with her every day after school have built up her self confidence in a way I would not have been able to accomplish as ‘just her mom.’ Rachel has been attending Youth Net for the last 5 years and we have steadily seen an increase in her school performance, as well as, an overall growth and maturity in her as a person. I cannot thank them enough for the efforts of this program and the benefit it has provided to all of us, but especially to Rachel.”

- Heather Schmidt, MSN, RN
29 students in grades 2-5 with a BMI at or above the 85th percentile were enrolled in the BMI project, which provided:

- Nutrition education.
- Diet and activity tracking.
- Meetings with a nurse to make healthy goals.
- Care packages for families.
- Telephonic support for families.
- Opportunities to meet with Marshfield Clinic resident physicians.

As a result of the BMI project:

- Parents provided a healthy meal at home at least 3 days of the week.
- Parents engaged in physical activity with their children at least 3 days a week.

Puberty workshops were offered at 6 schools attended by 91 students in grades 4-5 along with their parent(s) or guardian. Topics:

- My Body Changes – What to Expect?
- Feelings and How to Cope.
- Family Communication.

Participating school districts:

- Abbotsford
- Athens
- Edgar
- Marathon
- Spencer
- Stratford

Community Partners

- Boy Scouts
- Family Health Center of Marshfield, Inc.
- Girl Scouts
- Marshfield Area Coalition for Youth
- Marshfield Area United Way
- Marshfield Area YMCA
- Marshfield Community Foundation
- Marshfield Clinic AmeriCorps
- Marshfield Department of Parks & Recreation
- Marshfield Municipal Court
- Pathway Partners
- Personal Development Center
- School District of Marshfield

“United Way is pleased to partner and provide funding for Youth Net since we believe that the program is a leader in our community in providing services and delivering results for at-risk youth and their families. In particular, United Way supports Youth Net’s comprehensive model that seeks to serve the whole child. Youth Net has a unique energy from the moment you enter the building, there is a hum of activity and controlled chaos that pairs serious services like educational tutoring and academic support and health services with enough fun and enjoyment that keep kids coming back to this voluntary program.”

- Paula Jero, Executive Director, Marshfield Area United Way
Wisconsin Afterschool Network

Since 2008, Marshfield Clinic has provided leadership for the Wisconsin Afterschool Network (WAN). Wisconsin is one of 47 states that receive funding from the Charles Stewart Mott Foundation to provide statewide leadership for afterschool programs. Marshfield Clinic is the only health care provider in America serving as the lead and fiscal agent for a statewide afterschool network.

“As a founding partner of the Wisconsin Afterschool Network (WAN), the Wisconsin Department of Public Instruction has been an active participant in, and supporter of, the work done by and through the network for more than a decade. In this past year, the DPI’s connections with WAN have grown significantly as WAN is now in a position of being able to provide ongoing professional development services on a broad scale that can and have benefitted our 21st Century Learning Community grantees.”

- Steve Feman, Acting Director, Student Services Team
  Wisconsin Department of Public Instruction

Highlights

- 4 regional institutes held on Best Practices in Afterschool, attended by 144 afterschool professionals.

- 40 afterschool professionals registered to receive online technical assistance.

- 50 afterschool directors and their staff attended the state-approved 15 hour Guiding Children’s Behavior and School-age Curricular Framework courses.

- Over 100 afterschool leaders attended the WAN pre-conference held during Wisconsin Department of Public Instructions (DPI) 21st Century Community Learning (CLC) state conference.

- Over 800 afterschool programs in Wisconsin participated in the school-age YoungStar rating system, modified in partnership with the Wisconsin Department of Children & Families (DCF).

- Developed the state-approved Introduction to the School Age Care Profession course.

- Advocated for continued federal funding of the 21st CLC program. Wisconsin has 230 21st CLC sites in the state serving over 30,000 Wisconsin students per year.

- Over 75 21st CLC afterschool site directors completed the Professional Development survey that was created by Marshfield Clinic/WAN.
Statewide Partners

- City of Madison Community Development Division
- Greater Milwaukee Area Boys and Girls Clubs
- Green Bay Area Boys and Girls Clubs
- Lacrosse Area YMCA
- Marathon County United Way
- Milwaukee Public Schools
- Racine Unified School District
- Rock County YWCA
- Supporting Families Together Association (SFTA)
- The Registry
- University of Wisconsin-Green Bay
- University of Wisconsin-Milwaukee
- University of Wisconsin-Platteville
- University of Wisconsin-Stevens Point
- Wisconsin Afterschool Association
- Wisconsin Department of Children and Families
- Wisconsin Department of Public Instruction
- Wisconsin Early Childhood Association (WECA)
- Wisconsin Obesity Prevention Network
- Wisconsin Youth Company
- YMCA Alliance of Wisconsin
AmeriCorps

The AmeriCorps national service program engages Americans in service to meet critical needs in education, public safety, health, and the environment. Marshfield Clinic provides AmeriCorps members for community coalitions, afterschool programs, nonprofit organizations, and Tribal Nations across Wisconsin through 4 programs.

Coalition Program

The coalition program is designed to strengthen the capacity of coalitions and nonprofit organizations to achieve positive outcomes related to substance abuse and positive youth development.

Highlights

- **25** AmeriCorps members were placed with **14** community coalitions providing **38,944 hours** of service valued at **$860,006.**
- **17** Guiding Good Choices presentations provided as a skill-based training to prevent substance abuse, teaching **143** parents of preteens and younger adolescents skills needed to improve family communication and bonding.
- **10** community coalitions supported local Parent Networks, uniting over **204** parents through substance abuse prevention strategies.
- Members provided leadership and support for **1,005** substance abuse prevention events, including Drug Take Back days, Parents Who Host Lose the Most campaigns, Town Hall meetings, etc.
- **1,601** volunteers were recruited and provided **14,337 hours** of substance abuse prevention service to local communities, valued at **$317,421.**
- **19** host site supervisors were trained on AmeriCorps policies and strategies.
- **122** members/host site supervisors received education, training, and technical assistance during **8** meetings focused on substance abuse prevention and workforce skills.

*Based on a national volunteering rate of $22.14 per hour

“I valued my time as an AmeriCorps member and being able to give back to my community, and thank Marshfield Clinic for giving me the resources necessary to maximize my skills as an AmeriCorps member.”

- Zach Radue, AmeriCorps member, Marshfield Area Coalition for Youth, Marshfield Clinic
AmeriCorps Programming

Community Coalitions
- Action Alliance (Langlade County)
- Barron County Safe & Stable Families Coalition
- Clark County Prevention Partnership
- Dunn County Partnership for Youth
- Eau Claire Coalition for Youth
- Healthy People Wood County
- Marathon AOD Partnership
- Marshfield Area Coalition for Youth (Wood County)
- New Paradigm Partners-The Rural CODE (Washburn)
- Rusk County Youth Council
- Taylor County Drug Opposition Partners
- Voices in Prevention (Chippewa County)
- Waushara Prevention Council
- Youth Action Hudson

Afterschool Program
The afterschool program is designed to provide a case management process that promotes academic success, social/emotional development, and healthy active living for students ages 8-18.

Highlights
- 23 AmeriCorps members were placed with 14 afterschool programs providing 36,579 hours of service valued at $809,859.*
- 642 youth were enrolled.
- 143 (88%) of 163 students surveyed stated they improved academically during the year.
- 1,220 volunteer events were held, including recreational activities, mentoring, homework assistance, field trips, etc.
- 444 volunteers were recruited and mobilized, providing 4,981 hours of service to their afterschool programs, valued at $110,279.*
- 15 host site supervisors were trained on AmeriCorps policies and strategies.
- 124 members/host site supervisors received education, training, and technical assistance during 8 meetings that focused on working with youth in an afterschool setting and workforce skills.
- 4 professional development opportunities were provided to members to advance skills to succeed in today's workforce.
- 746 students were provided with homework assistance and at least 30 minutes of physical activity 3 days per week.
- 51 outreach visits to afterschool programs provided education and technical assistance to promote quality programming.

*Based on a national volunteering rate of $22.14 per hour

“I have had the opportunity to give back to a community that has given so much to me, even if it’s just in a small way.”
- Carrie Quinton, AmeriCorps member, Shell Lake Afterschool Program, Shell Lake School District
Approximately 700 parent, teacher, and student surveys were administered throughout the year, measuring changes in academic success, social/emotional development, and healthy active living. Results indicated:

- 203 teacher surveys were completed:
  - 23% noted improvement in assignments completed by due date.
  - 66% satisfied with youth’s current grades.
- 245 parent surveys were completed:
  - 93% reported programming meeting the needs of the youth and family.
- 65% felt youth grades improved since participating.
- 76% felt participation improved family’s home life.
- 245 youth surveys were completed:
  - 63% felt their grades improved.
  - 81% felt safe at the afterschool program.

Afterschool Programs

- Adams-Friendship Elementary
- Amery Lien Elementary & Amery Intermediate Schools, The Clubhouse
- Bruce School, Afterschool Achievers
- Chippewa Falls Center Boys and Girls Club
- Chippewa Falls, Voyagers Community Learning Center, Explorers
- Hurley Elementary School, Students Afterschool Reach Success
- Jackson County Center-Black River Falls Boys and Girls Club
- Lincoln Elementary School, 21st Century CLC
- Marshfield Clinic Youth Net Afterschool Program
- Menomonie Center-Boys and Girls Club
- Nekoosa Youth and Community Alliance, Alexander Middle School
- Pitsch Center-Wisconsin Rapids Boys and Girls Club
- Shell Lake Afterschool Program
- Wisconsin Rapids, Club Mead, Mead Elementary Charter School

Volunteer Program

The volunteer program is designed to support the development of nonprofit organizational capacity to engage volunteers.

Highlights

- 26 AmeriCorps members were placed with 25 nonprofit organizations providing 41,824 hours of service valued at $925,983.*
- 8 volunteer management trainings reached 345 individuals in locations across Wisconsin; 96% of participants indicated the training was useful.
- 21 (84%) of the 25 nonprofit organizations indicated they were more efficient and effective as an organization after receiving AmeriCorps member support.
- 25 host site supervisors were trained on AmeriCorps policies and strategies.
AmeriCorps Programming

• Members provided support at 1,338 community building activities, such as presenting home buyer education classes, reading weekly with elementary students, packing easy-to-prepare food in backpacks to send home with high-risk students on weekends, training individuals to serve on boards, etc.

• 117 members/host site supervisors received education, training, and technical assistance during 8 meetings that focused on volunteer management and workforce skills.

• 1,798 volunteers were recruited and provided 14,414 hours of service to nonprofit organizations, valued at $319,125.*

• 16 outreach visits to nonprofit organizations provided education and technical assistance to implement effective volunteer management practices.

*Based on a national volunteering rate of $22.14 per hour

“[Our Volunteer Wisconsin AmeriCorps member] helped develop a first rate volunteer plan with effective policies and procedures for our agency. In addition, we have clearly defined opportunities for potential volunteers. It is much easier to bring in a volunteer than ever before.”
- Ginny Ballantine, Administrative & Marketing Director, BRIDGE for Community Life

Nonprofit Organizations

• Blessings in a Backpack DC Everest Wausau
• Boys and Girls Club of Door County
• Boys and Girls Clubs of Sheboygan County
• BRIDGE for Community Life (BRIDGE for Youth and Adults with Disabilities)
• Door County YMCA
• Feeding America Eastern Wisconsin
• Goodman Community Center
• Habitat for Humanity
• Interfaith Caregivers of Polk County, Inc.
• Kids Matter, Inc.
• L.E. Phillips Career Development Center
• Marshfield Clinic
• Mentor Superior
• Milwaukee Center for Children and Youth, Inc.
• National Multiple Sclerosis Society-Wisconsin Chapter
• NeighborWorks Green Bay
• Omro Area Community Center, Inc.
• Skaters R’ Us
• South Wood County YMCA
• United Way of Dane County - Volunteer Center
• United Way of Marathon County
• United Way of Portage County
• Vernon County Unit on Aging
• Volunteer Center of Brown County, Inc.
• Wisconsin Woodland Owners Association, Inc.
**Tribal AmeriCorps Program**

Marshfield Clinic is committed to serving the 11 Tribal Nations in Wisconsin, one of the most underserved populations in our state and Nation, through the Tribal AmeriCorps Program (TAP). Northwoods NiiJii Enterprise Community, Inc. served as the fiscal agent and Tribal State Collaboration for Positive Change served as the Tribal Advisory Board for TAP. TAP recruits members to serve in tribal communities as mentors and volunteers for youth, families, parents, elders, and others and help tribal coalitions build capacity, with a special focus on substance abuse prevention.

**Highlights**

- 12 AmeriCorps members were placed with 8 tribal coalitions providing a total of 18,645 hours of service to over 1,598 individuals valued at $412,800.*

- 10 tribal coalitions received training and technical assistance in implementing substance abuse programs.

- 8 tribal coalitions effectively demonstrated utilization of the CADCA’s 7 Strategies for Change.

- 278 volunteers were recruited and provided 3,612 hours of service valued at $79,969.*

- 4 members returned for an additional term of service, 3 members were hired into full-time jobs as a direct result of their service, and 2 members pursued additional schooling.

*Based on a national volunteering rate of $22.14 per hour

*Tribal AmeriCorps at midterm training*
AmeriCorps Programming (Tribal Services)

**Tribal Coalitions**

- Community Action Board
- Community Action Team
- Community Coalition of Forest County
- Lac du Flambeau Minobimaadiziiwin Coalition
- Mole Lake Coalition
- Netaenawemakanok Coalition
- Red Cliff AODA Reduction Team
- Sawyer County/LCO Prevention Programming Coalition

"My success story is about me and how far I have come throughout my year with AmeriCorps. Since I have started I have been put in situations that were not familiar or comfortable to me, leading a group of kids during Game Night, or leading AA meetings every week. I feel that I have become more professional and more of a leader throughout my year here. I have great mentors who are pushing me to try new things and explore every aspect the tribe has to offer. My community has seen all the good that I do with our youth and they appreciate everything that I do for these kids.

I call these kids “my kids” that is how much they mean to me. When they are with me they know that they are safe and that they are going to have a fun enjoyable time. When we decided to take about 27 youth to Valley Fair, I didn’t want the programs to pay for any of it. I wanted the kids to earn it by fundraising. So the trip wouldn’t be just handed to them, they had to work for it. In about four fundraisers we did well over $1,400. We had people that doubted us but we pulled it off. When we finished fundraising I believe we did a total of 6-8 fundraisers and walked away with over $2,200. We earned this trip and some good eating while were down there.

I’ve seen my kids grow from irresponsible and disrespectful to awesome, respectful, honorable, and responsible. They know what is expected of them during Game Night and any other activities that we hold.

Overall I became a better more confident person since I have started with AmeriCorps, and I’m not done yet I still got another wonderful year with Bad River AODA and I’m going to make it even better than the last!"

–Shane Wilmer, Tribal AmeriCorps member, Bad River AODA
Wisconsin Tribal Initiative

Marshfield Clinic provided leadership for the Wisconsin Tribal Initiative (WTI), a collaborative of tribal health directors, education directors, behavioral health directors, state agencies, and others. The purpose of WTI was to launch a project that would bring these entities together to address a common health priority.

Highlights

Substance abuse was identified as a compelling priority and partners agreed that an opioid treatment grant released by Wisconsin Department of Health Services (DHS) provided an opportunity to work together. Five counties (Iron, Price, Vilas, Forest, and Oneida) and three Tribes (Lac du Flambeau, Forest County Potawatomi, and Sokaogon Chippewa Community), formed the HOPE Consortium (described fully on page 19) and received DHS funding to develop a coordinated system of care for individuals addicted to opioids.

American Indian Student Achievement Initiative

Wisconsin Department of Public Instruction (DPI) contracted with Marshfield Clinic to oversee the American Indian Student Achievement Initiative. Launched in 2013, the first year of the program brought American Indian facilitators into schools that serve Tribal students to provide professional development for staff, administrators, and board members to improve cultural competency, responsiveness and school achievement. In the second year, Tribal education directors from the Stockbridge-Munsee Community, Lac Courte Oreilles, and Red Cliff Bands of Lake Superior Chippewa Indians brought together key stakeholders to conduct focus-group interviews and surveys to identify professional development needs for people working with Tribal youth in schools.

A final report, with guidance and oversight from the Wisconsin Indian Education Association (WIEA) Board of Directors, was submitted to DPI that listed insights, suggestions, and comments from a wide variety of Tribal elders, leaders, educators, parents, youth, and other community members from the three Tribal communities where meetings were held. The outcomes and recommendations will help inform DPI in the development of a Professional Development Plan for Schools Serving Tribal Youth in Wisconsin.

Highlights

• The Stockbridge-Munsee Community facilitated a stakeholder meeting.
• The Red Cliff Tribe conducted 2 surveys, including one at the annual Early Childhood Center Health Fair and pow wow for community members and the other within the Bayfield School District for school staff.
• The Lac Courte Oreilles education department facilitated a stakeholder dinner/working meeting.
• Final report submitted to Wisconsin Department of Public Instruction.
• The final report was published in the DPI booklet, Wisconsin Success Stories-Safe and Supportive Schools (S3) Grant.

“The American Indian Student Achievement Initiative that was part of the S3 strategies in Bayfield, Hayward, and Bowler contributed to their success and the success of the larger project over the past few years. I agree that we are just scratching the surface with this work, but every step we take to break down barriers to communication or erase stereotypes is a step in the right direction.”

- Steve Fernan, Wisconsin Department of Public Instruction
Healthy Lifestyles

Marshfield Clinic provides technical assistance, education, and tools to coalitions interested in designing programs, practices, and policies to promote healthy eating and active living.

Healthy Lifestyles Network

The Healthy Lifestyles Network provides a forum for 15 coalitions to share effective evidence-based strategies and policies to address obesity in communities and schools.

- 100% of participants rated their overall satisfaction with network meetings as excellent or good.

Network Members

- Barron County Community Coalition
- Chippewa Health Improvement Partnership-Challenge Chippewa Action Team
- Eau Claire Healthy Communities
- Healthy Clark County Coalition
- Healthier Community Action Team-Lac du Flambeau (Vilas County)
- Healthier Cumberland Coalition (Barron County)
- Healthy Eating Active Living (HEAL) (Marathon County)
- Healthy Lifestyles-Marshfield Area Coalition (Wood County)
- Healthy People Wood County-Chronic Disease Prevention and Management Team
- Ladysmith Area Safety Wellness Council (Rusk County)
- Northwoods LEAN (Oneida & Vilas Counties)
- Northwoods Tobacco Free Coalition (Florence, Forest, Lincoln, Oneida, Price, and Vilas Counties)
- Portage County CAN
- Price County Health and Wellness Coalition
- Waupaca County Nutrition and Activity Coalition
Healthy Lifestyles – Marshfield Area Coalition

The goal of the coalition is to enhance community efforts to promote and deliver opportunities for healthy eating and active living in Marshfield. The coalition is comprised of over 150 individuals from multiple sectors of the community.

Highlights

- **150** children (ages 3 – 12) participated at the Bike Rodeo held in conjunction with the annual Marshfield Children’s Festival. Coalition members conducted bicycle checks, provided safety tips and information on local trails, and coordinated a bike course.
- **26** businesses participated in the bicycle discount program and 82% indicated they would participate again; over **1,000** participant cards were distributed throughout the community, the WAOW morning show featured the bicycle discount program.
- **13** walking paths were measured and mapped throughout the city; **11** of the **13** paths were repainted; **1** new downtown path was added.
- Over **1,000** students participated in Walk to School Day.
- Over **900** students participated in the Walk/Bike to School Challenge.
- Educational information regarding healthy eating was placed in the Nutrition on Weekends (NOW) backpacks; results from the NOW program survey indicated that **68%** of participants always or usually needed assistance feeding their children on the weekends; **84%** of participants indicated they always or almost always read the educational material.
- Over **90** students participated in the Youth Gardens Education program.
- Over **2,000** Healthy Lifestyles program materials were distributed at community events.
- **4** articles were published in the Marshfield News Herald and Hub City Times.
- **80** garden beds were established in **3** community garden sites:
  - **79** of the **80** beds were rented to **55** gardeners.
  - **2** beds were maintained by volunteers for food donations.
  - **70%** of gardeners reported eating more vegetables and **64%** reported being more physically active.
  - **77%** of gardeners agreed that they gained a new skill.
  - **90%** of gardeners rated their overall garden experience as either good or excellent.
  - **83** volunteers contributed **277** hours of service equaling **$6,133.*
- **2** community garden plots were utilized for educational and food production purposes at the YMCA Summer Day Camp; over **100** students planted, tended, and harvested a variety of vegetables from the garden plots.

*Based on a national volunteering rate of $22.14 per hour

“Healthy Lifestyles is dedicated to providing the Marshfield area with education, activities, and resources on improving nutrition, and fostering active lifestyles for the overall benefit of the community.”

-Josh Miller, City Planner, City of Marshfield, Coalition Chair

Garden Program at local elementary schools teach 4th graders gardening skills.
Coalition Members

• 2 1/2 Cups Cupcakery & Bake Shop
• Aging & Disability Resource Center
• Arby’s
• Auxiliary Police
• Bakerville Sports Bar and Grill
• Belvedere Supper Club
• BIGGBY Coffee
• Blue Heron BrewPub and West14th
• Bread & Butter Shop (Baltus)
• China Chef
• Chips of Marshfield
• Chronic Disease and Prevention Team
• City of Marshfield
• Columbus Catholic Schools
• Community Development Authority
• Companion Day Services
• Culver’s
• Dairy Queen
• Dental Crafters
• Dunham’s Sports
• Dunkin Donuts
• Family Health Center of Marshfield, Inc.
• Festival Foods
• First Presbyterian Church
• Forward Vending
• Girls Scouts
• Good Shepherd Lutheran Church
• Healthy People Wood County
• Hub City Ice Cream Company
• JJ’s Bakery
• Lammar’s Smokehouse
• Main Street Marshfield
• Marshfield Alternative School
• Marshfield Chamber of Commerce & Industry
• Marshfield Clinic Research Foundation
• Marshfield Clinic Youth Net
• Marshfield Master Gardeners
• Marshfield News Herald
• Marshfield Noon Rotary Club
• Marshfield Department of Parks & Recreation
• Marshfield Public Library
• Marshfield United Way
• Marshfield YMCA
• McDonald’s
• Melody Gardens
• Mid State Technical College
• Opportunity Development Center
• Perkin’s Restaurant and Bakery
• Pick ‘n Save
• Roehl Transport
• Rose Bowl Lanes
• Rubi Reds
• Saint Alban’s Episcopal Church
• School District of Marshfield
• Scotty’s Pizza
• Security Health Plan
• Soup or Socks Food Pantry
• Spine & Sport Physical Therapy
• Sports Den
• St. Vincent De Paul Outreach
• Staab Construction Corporation
• Sustainable Marshfield
• Taco John’s
• Target
• The Rentmeester Family
• The Scheppa Family
• Thomas House
• Tropical Smoothie
• University of Wisconsin-Wood County
• University of Wisconsin-Wood County Extension
• Victory Apparel
• Vintage House
• Weilers
• Wenzel’s Farm Sausage
• Wood County Health Department

“The students saw the vegetables growing, saw the results of their weeding, and were able to taste what they saw growing. It was exciting to see them want to try vegetables they hadn’t tried before. Some of the students told me afterwards that they ‘really liked’ kale even though they hadn’t ever had it before.”
- Anne Dick, Project SEARCH Instructor/Coordinator, Marshfield School District
Marshfield Area Coalition for Youth

Marshfield Area Coalition for Youth (MACY) is working to make Marshfield the best place to raise a family. Formed in 1990, MACY is striving to reduce and prevent underage drinking, prescription drug abuse and heroin use by Marshfield youth. Coalition work is supported by Marshfield Clinic and over 100 members representing over 40 organizations in Marshfield.

Highlights

- 43 meetings were coordinated to facilitate the efforts of MACY.
- 438 people completed the Prescription Drug and Heroin Survey. Results indicated that over 80% felt illicit prescription drug and heroin use was a moderate or serious problem, 70% were moderately or extremely concerned about the effects of illicit prescription drug and heroin use, and 77.5% stated that additional education on prescription drug and heroin use would have some impact or be useful to them.
- 20 coalition members volunteered at Central Wisconsin State Fair booth to unveil a community education and awareness campaign developed by MACY.
- 752 pounds of unwanted and expired medication were collected at the May 2015 prescription drug take-back event.
- Created infographic, Marshfield’s Prescription Drug and Heroin Epidemic.
- Created Wood County Area Mental Health and Substance Use Recovery Resources.
- 27 liquor license establishments participated in the Marshfield C.A.R.E.S. program, which included 5 new establishments and 14 people who attended Responsible Beverage Server training.
- Over 900 parents, community members and local schools participate in the Marshfield Area Parent Network (MAPN) in an effort to promote and maintain a safe and healthy, alcohol and drug free environment for youth.
- 4 MAPN presentations were attended by over 450 people. Wisconsin State Attorney General, Brad Schimel, facilitated a presentation by Rise Together which attracted over 250 guests and over 1,500 Marshfield students. Rise Together is comprised of individuals in recovery from substance abuse dependence.
- 49 volunteers attended the Parents Who Host Lose the Most Human Billboard event.
- 852 students in Marshfield private and public schools (grades 8, 10 and 12) completed the Wisconsin Youth Risk Behavior Survey.

Children playing at a Marshfield Area Parent Network event
Substance Abuse Prevention

- 25 community partners honored at recognition banquet.
- Appeared in the media 40 times.
- Created MACY Twitter and Facebook pages.
- Youth from private and public high schools in Marshfield joined Youth Initiatives to:
  - Host an anti-bullying Day of Kindness at Marshfield and Columbus high schools.
  - Participate in National Drug and Alcohol Facts Week.
  - Host a Teen Movie Night at Rogers Cinema for grades 7-12.
  - Host the 2nd Annual Post Prom Lock-In at Rogers Cinema.
  - Participate in a retreat to plan for the upcoming school year.

“Marshfield Area Coalition for Youth has been a wonderful community partner to the Marshfield Police Department. The enthusiasm of the individuals dedicated to the coalition is top notch. I look forward to a continued partnership with [Marshfield Clinic and] MACY.”
- Chief Rick Gramza, Marshfield Police Department, MACY Chair

Coalition Partners

- ATTIC Correctional Services/
  Wood County Adult Treatment Court
- Baltus Oil Company
- Big Brothers/Big Sisters
- Central Wisconsin State Fair
- Central Wisconsin Tobacco Free Coalition
- Chestnut Avenue Center for the Arts
- Children Disability Resource Center, Inc.
- Children’s Hospital of Wisconsin
- Chippewa Valley Council Boy Scouts of America
- City of Marshfield
- City Watch
- Columbus Catholic Schools
- CROSSroads 2 Recovery
- Girl Scouts of the Northwestern Great Lakes
- Good Shepherd Lutheran Church
- Hub City Times
- Lutheran Social Services
- Marshfield Area Chamber of Commerce & Industry
- Marshfield Area United Way
- Marshfield Clinic
- Marshfield Insurance Agency
- Marshfield Municipal Court
- Marshfield News-Herald/Gannett
- Marshfield Police Department
- Marshfield Public Library
- Mid-State Independent Living Consultants, Inc.
- Ministry Saint Joseph’s Hospital
- Pathway Partners Mentoring Program
- Personal Development Center, Inc.
- Rogers Cinema
- Samoset Boy Scouts of America
- School District of Marshfield
- Security Health Plan
- The Family Center
- Walmart Asset Protection
- Wisconsin Department of Corrections
- Wood County Health Department
- Wood County Human Services
- Wood County Sheriff’s Department
- Wood County UW-Extension
Northwoods Coalition

Formed through a partnership between Marshfield Clinic and several community coalitions in 1995, Northwoods Coalition is the largest and oldest coalition dedicated to substance abuse prevention in Wisconsin. Representatives from over 50 coalitions in a 37-county region, including the 11 Wisconsin Tribal Nations, serve on a non-governing advisory board to help shape polices, practices, and programs that address public health issues arising from use of alcohol and other drugs.

Since 2007, through a contract with Wisconsin Department of Health Services, Marshfield Clinic has served as a Regional Center for the Alliance for Wisconsin Youth. The purpose of the Alliance for Wisconsin Youth is to enhance and support the capacity of coalitions in substance abuse prevention and youth development. Over 100 Wisconsin coalitions are members of the Alliance for Wisconsin Youth, including those belonging to Northwoods Coalition.

Highlights

• 22 meetings were coordinated to facilitate the efforts of Northwoods Coalition (1 annual meeting, 3 board of director meetings, 2 executive committee meetings, and 16 regional meetings).
• 60 people completed the Northwoods Coalition Training & Technical Assistance Survey resulting in the coordination of 23 trainings and presentations (8 substance abuse prevention trainings attended by 175 participants and 15 presentations attended by over 160 participants).
• 24 town hall meetings were hosted to unite communities around issues of substance abuse.
• 33 local policies were implemented by communities establishing formal changes in written procedures, by-laws, proclamations, rules, or laws with written documentation and/or voting procedures around the issues of substance abuse.
• 16 coalitions collaborated with their counties to discuss how substance abuse prevention dollars were spent and how to unify efforts.
• 21 coalitions participated in the Parents Who Host Lose the Most public awareness campaign.
• 23 coalitions participated in prescription drug take-back events resulting in the safe disposal of 8,547 pounds of unwanted and expired medicines; 11 permanent drug drop boxes or sharps collection sites were established.
• 40 News You Can Use newsletters published and distributed.
• Created the Northwoods Coalition Epidemiological Profile: Alcohol, Opioids (Prescription Drug Abuse and Heroin Use) and Other Drugs that summarized current drug trends, use, misuse, and abuse across 35 northern and western Wisconsin counties and 11 Native American Tribes.
Coalition Members

- Action Alliance (Langlade)
- Alliance for Substance Abuse Prevention (Eau Claire)
- Bad River Community Advisory Board (Bad River Band of Lake Superior Chippewa Indians) (Ashland)
- Barron County Community Coalition
- Buffalo County ATOD Partnership Council
- Burnett County Adolescent AODA Prevention Coalition Central Wisconsin Tobacco Free Coalition (Marathon/Portage/Wood)
- Changing the Culture of Risky Drinking Behavior Coalition (La Crosse)
- Chequamegon Coalition on Emerging Drugs (Ashland)
- Clark County Prevention Partnership
- Community Action Team (Stockbridge-Munsee Community) (Shawano)
- Community Advisory Board (Ashland)
- Community Coalition of Forest County (Sokaogon Chippewa Community/Forest County Potawatomi Tribe)
- Dunn County Partners for Resilience
- Dunn County Partnership for Youth
- Eau Claire Coalition for Youth
- Eau Claire Healthy Communities
- Have You Had Enough? Community Alcohol Abuse Reduction Coalition (Bayfield)
- Healthier Community Action Team (LDF Band of Lake Superior Chippewa Indians) (Vilas)
- Healthy People, Healthy Oneida County Coalition
- Healthy People Wood County
- Iron County Underage Drinking/AODA Prevention Coalition
- La Crosse County Prevention Network
- Lac Courte Oreille Community Coalition (Lac Courte Oreille Band of Superior Chippewa Indians) (Sawyer)
- Marathon AOD Partnership
- Marshfield Area Coalition for Youth (Wood)
- Mashkiiziibii Youth Prevention Coalition (Ashland)

"The collaborative partnership with the Northwoods Coalition and the Marshfield [Clinic] Center for Community Outreach has been very beneficial for obtaining resources and mini-funding for the Minobimaadiziwin Coalition in Lac du Flambeau to be able to provide substance abuse prevention in our community."

– Sue Wolfe, Lac du Flambeau Public School District, Minobimaadiziwin Coalition, NWC Board Member
HOPE Consortium

In 2013, Representative Nygren introduced seven bills that laid the foundation for a statewide Heroin, Opioid Prevention, and Education (HOPE) Agenda. These bills, passed unanimously by both houses of the Legislature, focused on combating Wisconsin’s heroin epidemic. When opportunities were announced for 5-year Wisconsin Department of Health Services (DHS) opioid treatment grants, Family Health Center of Marshfield, Inc. and Marshfield Clinic collaborated with 5 counties and 3 Tribal Nations in the development of a successful application that began in May 2015. The HOPE Consortium is committed to developing a rural treatment model that pools resources and standardizes use of evidence-based practices that value a regional recovery oriented system of care.

The goals of the HOPE Consortium are to:

1. Provide treatment for opioid addiction.
2. Improve quality of life to increase retention and reduce relapse.
3. Reduce opioid-related deaths.
4. Prioritize women, especially pregnant women.

Highlights

HOPE Consortium partners have completed or are in the process of developing:

- A database to continuously monitor patient status across consortium partners.
- Access to Care Coordinators (wrap-around services) for all program clients.
- Access to quantitative urine testing and interpretation for patients across the consortium, as a major strategy to prevent diversion.
- A pilot program to test patient flow processes prior to consortium roll-out.
- Phone access 24/7 and a website for individuals and families for access to treatment resources.
- Telehealth model for affordable, accessible education and treatment.
- Training opportunities for consortium members targeting opioid addiction.

Consortium Partners

- DLM Consulting, LLC
- Family Health Center of Marshfield, Inc.
- Forest County Potawatomi
- The Human Service Center (Forest, Oneida, and Vilas counties)
- Iron County Human Services
- Lac du Flambeau Chippewa
- Marshfield Clinic
- Ministry Behavioral Health
- Options Counseling Services/Koinonia Residential Treatment Center
- Price County Health and Human Services
- Sokaogon Chippewa Community Health Clinic
Mental Health Initiative

In June 2015, Marshfield Clinic expanded programming to promote quality of life and reduce the incidence of lifestyle-related disease associated with mental health concerns. This expansion was in direct response to compelling needs assessment data. Efforts were made possible through the generous support of the Mike’s Run committee in Marshfield.

Highlights

- Promoted Mike’s Run to the Marshfield community via email distribution to listservs reaching over 1,300 people representing local business, schools, faith-based organizations, non-profits, government, health-care, and community members.

- Achieved certification of 2 staff as Question, Persuade, Refer (QPR) trainers. QPR is a one hour training to help individuals recognize warning signs of people who are at risk for harming themselves:
  - 5 QPR trainings were held in the Marshfield Community.
  - 127 individuals were trained in skills needed to help prevent suicide.

- Customized and distributed QPR training materials that included information on Marshfield-area community resources.

Marshfield Clinic staff volunteering at Mike’s Run
Wisconsin Academy of Rural Medicine

Marshfield Clinic is committed to engaging physicians in medicine and public health and relies on the Center for Community Outreach to provide community experiences for medical students in the Wisconsin Academy of Rural Medicine (WARM) program. The WARM program is a rural medical education program at the University of Wisconsin School of Medicine and Public Health.

The program’s goal is to increase the number of physicians that practice medicine in rural Wisconsin and improve the health of rural Wisconsin communities. WARM students choose from a menu of projects to implement during their primary care clerkship, gaining an understanding of evidence-based strategies to improve the health of our communities.

**Highlights**

- **10 WARM students** completed a variety of projects:
  - Engaged with the Barron County Boys & Girls Club Triple Play, a comprehensive health and wellness initiative striving to improve the overall health of youth by increasing daily physical activity, nutrition education and developing healthy relationships. Over 100 students participated in the program.
  - Engaged with students with an elevated BMI that were enrolled in the Healthy Lifestyles program at Marshfield Clinic Youth Net. In partnership with pediatric resident physicians, worked with 20 youth and their families to create care plans that included measurable healthy eating and active living goals, telephonic counseling, and monthly care packages.
  - Provided support to Independent and Upright, a falls prevention program created by Marshfield Clinic and the Lincoln County Falls Coalition. In partnership with Marshfield Clinic volunteers, provided patients with in-home assessments, prevention education, and referrals to community resources.
  - Collaborated with Marshfield Area Coalition for Youth (MACY) to deliver training for the Marshfield Area Parent Network (MAPN) in sessions attended by over 240 individuals that addressed underage drinking, bullying, unsafe use of internet and texting, etc.
Registry for Effectively Communicating Immunization Needs

Through the Registry for Effectively Communicating Immunization Needs (RECIN), public and private immunization providers are able to obtain an accurate, up-to-date record of all vaccinations a patient has received. This detailed record enables health-care providers to determine when immunizations are due and take the steps necessary to protect both adults and children from preventable diseases.

**Highlights**

- Over 2,000 monthly reminder letters were sent to the parents of 18-23 month old children and 12 year old Marshfield Clinic Health System patients who were coming due, due, or overdue for immunizations.
- Identified process improvement strategies with Marshfield Clinic pediatric providers and staff to increase immunization rates.
- 53 organizations contracted with Marshfield Clinic to access RECIN for tracking and monitoring immunizations.

**Contracted Organizations**

- ABC Child Care Centers, LLC
- Almond-Bancroft Public Schools
- Antigo School District
- Appleton City Health Department
- Aspirus Wausau Family Medicine
- Auburndale School District
- Barron Area School District
- Barron County Health Department
- Bethl Nursing/Rehab Center
- Birchwood School District
- Bridge Community Health Clinic (Merrill and Wausau)
- Child Care Center of Marshfield
- Child Health Care Center
- Clark County Rehab and Living Center
- Colonial Nursing and Rehab Center
- Columbus Catholic Schools
- Community Care of Central Wisconsin
- DC Everest School District
- Edgar School District
- Greenwood School District
- Heritage Manor
- Ladysmith Care & Rehab
- Ladysmith School District
- Lakeview Medical Center
- Langlade County Health Department
- Marathon County Head Start
- Marathon County Health Department
- Neillsville Care and Rehab
- Neillsville School District
- Nekoosa School District
- Newman Catholic Schools
- Pine Crest Nursing Home
- Pittsville School District
- Portage County Health Department
- Rice Lake School District
- Riverview Hospital
- Rosholt School District
- Rusk County Health Department
- Rusk County Memorial Hospital
- Saint Joseph's Catholic School
- School District of Bruce
- School District of Flambeau
- School District of Marshfield
- Stevens Point Area Public School District
- Stevens Point Catholic Schools
- Taylor County Health Department
- The Helen R. Godfrey University Child Learning Center
- UW-Health Augusta Family Practice
- UW-Health Eau Claire Family Practice
- Vilas County Health Department
- Washburn County Health Department
- Wausau School District
- Wisconsin Rapids School District
- Wood County Health Department
Community Connections Team

Family Health Center of Marshfield, Inc., Marshfield Clinic, and the University of Wisconsin-Eau Claire (UWEC) developed a program to engage community health workers, most of whom are UWEC student volunteers, to provide referrals to community-based services for patients identifying social needs. The program offers direct contact between community health workers and patients to help meet needs and improve health outcomes.

This experience helps student volunteers and other community health workers to better understand how social, economic, and environmental factors affect overall health and allows Marshfield Clinic healthcare providers to look beyond the usual scope of practice to improve health. During the medical visit, patients are screened and referred to the community health workers who discuss needs, locate and share resources, and provide follow-up to ensure patients are connected with the resources needed.

Highlights

Evidence from the research shows socio-economic factors impact overall health. To improve the health of the community, a key element of our mission is to find ways to partner with educational institutions like UW-Eau Claire to bridge the medical and economic determinants of health. Service-learning opportunities, such as the Community Connections project, provide students with a much broader experience than traditional health-care, and our hope is to recruit more students into the health-care field. We’re excited about providing an opportunity to test different strategies to improve the health of our patients and communities.”

- Greg Nycz, Director, Family Health Center of Marshfield, Inc.

Nearly 200 patients at the Eau Claire Center screened positive for needs

- 45% - utilities
- 37% - tooth care
- 23% - childcare
- 24% - housing
- 3% - other
- 9% - job search
- 11% - transportation
- 42% - food
- 37% - clothing
- 2% - caregiver support
- 19% - dental
- 11% - transportation
- 9% - job search
- 3% - other
• 68% of patients served resided in Eau Claire; the remainder resided within 15 surrounding cities.

• 73% of the 454 referrals successfully met the patients’ needs or were in progress.

• 33 volunteers were recruited and mobilized, providing over 1,200 hours of service to the CCT program valued at $26,568.*

*Based on a national volunteering rate of $22.14 per hour

"The Community Connections Team is a good example of Marshfield Clinic's dedication to caring for patients' total health care needs that in many situations goes beyond the physician office and addresses patients' social needs."

- Dr. William Barkley, District Medical Director, Marshfield Clinic

"The Community Connections project gives students direct contact with patients to help meet their needs and improve health outcomes. The patient rapport piece is something undergraduates don't normally get to experience. This allows students to see how social, economic, and environmental factors can impinge on patient health. Some unfortunately will have very tragic stories. This will be a very vivid education for students in parts of health-care that aren't normally thought of as health-care."

- Dr. Ruth Cronje, Professor of English and Honors Program faculty fellow, UWEC

UW-Eau Claire students prepare for Community Connections Team training at Marshfield Clinic in Eau Claire

Future of Medicine
Volunteer Wisconsin

Marshfield Clinic provides staff support for Volunteer Wisconsin, a statewide steering committee originally designed and developed by Serve Wisconsin to promote and support effective volunteerism across the state. The overarching purpose of Volunteer Wisconsin is to increase the number of volunteers engaged in meaningful roles that address community needs. An interactive website serves as a repository for learning and sharing and helps individuals find volunteer opportunities at nonprofit organizations.

**Highlights**
- Recognized 20 volunteers from 13 counties with a Volunteer Rock Star award.
- Established a 14-member steering committee consisting of volunteers and representatives from a wide variety of local, regional, and state organizations.
- Documented an average of 12,544 unique visitors on the Volunteer Wisconsin website.
- Posted 212 volunteer opportunities for nonprofit organizations located in communities that do not have the support of a local volunteer center.
- Provided 254 online referrals to individuals seeking volunteer opportunities.
- Maintained the Volunteer Wisconsin Facebook page, documenting over 150 posts and 343 likes during the year.

**Steering Committee**
- Alliance Church of Appleton
- Angel Enterprises
- Girl Scouts of the Northwestern Great Lakes
- Marshfield Clinic
- Nonprofit Center of Milwaukee
- Rotary Botanical Gardens
- Serve Wisconsin
- University of Wisconsin - Eau Claire Continuing Education
- Volunteer Center of Brown County
- Wisconsin Campus Comact
- Wisconsin Emergency Management

Volunteer Wisconsin Steering Committee Members
Independent and Upright Falls Prevention

The Aging and Disability Resource Center, Lincoln County Falls Coalition, and Marshfield Clinic partnered in the development of Independent and Upright, a falls prevention program. Marshfield Clinic volunteers conduct home visits to assess for fall risks, provide prevention information, and make referrals to community resources. Individuals are referred to the program by physicians and other providers in the Marshfield Clinic - Merrill Center, family members, or are self-referred.

Highlights

- 3 Marshfield Clinic volunteers provided 32.5 hours of service valued at $720.*

- 24 individuals participated in the program.

- 70% of participants decreased their number of fall risks.

- 30% of participants were referred to the Aging and Disability Resource Center for further services and assistance.

*Based on a national volunteering rate of $22.14 per hour

Partners

- Aging and Disability Resource Center of Central Wisconsin
- Lincoln County Falls Coalition

“I enjoy working with program participants and getting to know them. My goal is to link participants with the resources they need to keep them safe in their home.”

- Ellen Cerney, Independent and Upright Volunteer