Center for Community Outreach

As a provider of community-based healthcare, Marshfield Clinic Health System recognizes the importance of building bridges between the healthcare system and the places in the community where our patients live, work, and play. Since 1998, the Marshfield Clinic Center for Community Outreach has fulfilled this role within the health system, working closely with communities to assess needs, plan, and implement effective solutions for the health priorities identified by community stakeholders.

The Center for Community Outreach strives to engage in health empowerment strategies with communities across our service area while also providing feedback to clinical leadership about the health priorities most important to the communities we serve, including effective practices to meet ongoing needs. We find inspiration while working with coalitions, businesses, educational systems, law enforcement agencies, Tribal Nations, local governments, other healthcare providers, nonprofit organizations, and other entities to improve community health and seek to link this good work to the state-of-the-art and compassionate care provided by Marshfield Clinic Health System.

To build bridges between community health empowerment and clinical care, 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.

The programs, projects, and approaches described in this annual report reflect the long-term commitment of the Marshfield Clinic Health System to building community relationships and addressing health needs in the communities we serve. Please read on to learn more about how we partnered with community and clinical stakeholders to address health needs outside clinic walls in 2016.

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

Narayana S. Murali, MD, FACP
Executive Director, Marshfield Clinic
President/CEO, Marshfield Clinic Health System Hospitals, Inc.
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

Building bridges is part of Center for Community Outreach Director Ronda Kopelke’s personal philosophy. Long ago, she used a fallen log as a bridge to help her boys across the water. Ever since, she has built bridges to achieve better health outside clinic walls.
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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 approximately 300 students ages 8 to 18. Programming and services focus on academic success, social/emotional development, and healthy active living.

Highlights

- Served 297 students

- Launched mental health/wellness initiatives:
  - Daily health/wellness activities and mindfulness practices
  - Bi-weekly support groups focused on identification and management of feelings for 20 students in partnership with Marshfield Clinic Psychiatry and Behavioral Health Department

- Administered parent, teacher, and student surveys to measure changes in academic success, social/emotional development, and healthy active living:

  **217 teacher surveys**
  - 67% reported improvement in students’ academic work habits

  **114 student surveys**
  - 78% said they had fun at Youth Net
  - 77% said they had fun with physical fitness activities
  - 76% made friends at Youth Net
  - 68% felt their grades got better
  - 63% reported making healthy food choices

  **159 parent surveys**
  - 93% felt their child had friends at Youth Net
  - 88% felt program met their child’s needs
  - 83% felt program improved home life
  - 77% felt their child enjoyed the recreational and physical activities offered
  - 67% felt their child’s grades improved

“The Marshfield Clinic Center for Community Outreach Youth Net program has been a true asset to our community and a valuable resource to our students, families and school system. Youth Net works closely with teachers and school staff to provide the most support to our children. They build relationships with families that promote school and community involvement and help kids succeed.”

- Joanne Greenlee, Social Worker, Grant Elementary, School District of Marshfield
**Partners**

*A special thank you for the contributions of time, effort, and other resources provided by:*

- Everett Roehl Marshfield Public Library
- Family Health Center of Marshfield, Inc.
- Marshfield Area Coalition for Youth
- Marshfield Area United Way
- Marshfield Area YMCA
- Marshfield Clinic AmeriCorps
- Marshfield Clinic Psychiatry and Behavioral Health Department
- Marshfield Community Foundation
  - Bette Schloesser Youth Net Fund
  - John & Marjorie O’Reilly Memorial Fund
- Marshfield Municipal Court
- Marshfield Parks & Recreation Department
- Mike’s Run
- Ministry Saint Joseph Hospital
- Pathway Partners Mentoring Program
- Personal Development Center
- Sacred Heart Catholic Church
- Samoset Council Boy Scouts
- School District of Marshfield
- Security Health Plan
- Steven Meissner Memorial Classic “Fore the Kids”

*Students participating in a Youth Net afterschool activity.*
Wisconsin Afterschool Network

Since 2008, Marshfield Clinic has provided leadership for the Wisconsin Afterschool Network (WAN). Wisconsin is one of 49 states that receive funding from the Charles Stewart Mott Foundation to provide statewide leadership for afterschool programs. Marshfield Clinic is the only healthcare provider in America serving as the lead and fiscal agent for a statewide afterschool network.

Highlights

- Received funding from Wisconsin Department of Children and Families, Wisconsin Department of Public Instruction, and Supporting Families Together Association to provide statewide technical assistance and professional development for afterschool professionals

- Provided more than 24 opportunities for training and technical assistance and an online technical assistance platform for:
  - Afterschool professionals
  - 21st Century Learning Centers afterschool sites
  - YoungStar program participants

- Developed state-approved curriculum for afterschool professionals:
  - Guiding Children’s Behavior
  - School-age Curricular Framework
  - Skills and Strategies

“School-age trainings are a vital part in the development of professional child care providers. We appreciate the partnership & relationships we’ve developed with WAN over the past number of years. The value of their professional development opportunities and their policy work has helped us become the provider we are known for today with in the community.”

-Amanda Blaskowski, Childcare Director, Marshfield Area YMCA
Statewide Partners

- Boy & Girls Club of Green Bay
- Boys & Girls Club of Greater Milwaukee
- City of Madison Community Development Division
- Fox Valley Boys and Girls Club
- Green Bay Area Public School District
- La Crosse Area YMCA
- Madison School & Community Recreation (MSCR)
- Marshfield Clinic Center for Community Outreach
- Milwaukee Public Schools
- Racine Unified School District
- Rock County YWCA
- Supporting Families Together Association’s (SFTA)
- The Registry
- University of Wisconsin – Green Bay
- University of Wisconsin – Milwaukee
- University of Wisconsin – Platteville
- University of Wisconsin – Stevens Point
- Wisconsin AfterSchool Association (WAA)
- Wisconsin Department of Children & Families (DCF)
- Wisconsin Department of Public Instruction (DPI)
- Wisconsin Early Childhood Association (WECA)
- YMCA of Dane County
- YMCA of Metropolitan Milwaukee

“I wanted to thank you Marshfield Clinic and WAN for the training topics you offered this year. The topics were relevant, important, and right on time for the agencies providing service to children in Milwaukee. Sometimes we don’t know how significant our impact can be. I wanted to be sure you were aware. Thank you for what you provide professionals of our industry!!!”

-Denisha Take, Chief Strategic Officer, Boys & Girls Clubs of Greater Milwaukee
AmeriCorps

The AmeriCorps national service program engages Americans in service to meet critical needs in education, public safety, health, and environment. In 2016, the Center for Community Outreach provided support for three AmeriCorps programs that placed members in afterschool programs, non-profit organizations, and Tribal Nations in Wisconsin.

Afterschool

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

- Placed 32 AmeriCorps members with 14 afterschool programs (49,944 hours service, $1,176,680 value*)
- Provided 609 students with homework assistance and 30 minutes physical activity 3 days per week
- Teachers reported that 88% of enrolled students improved academic work habits
- Recruited and mobilized 235 volunteers to assist with afterschool programs (4,246 hours service, $100,035 value*)

*Based on a national volunteering rate of $23.56 per hour
Afterschool Program Host Sites

- Amery Lien Elementary & Amery Intermediate Schools, The Clubhouse
- Bruce School, Afterschool Achievers
- Chippewa Falls Center Boys and Girls Club
- Jackson County Center-Black River Falls Boys and Girls Club
- Lake Holcombe School District
- 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
- Portage County Boys and Girls Club
- Shell Lake Afterschool Program
- Wisconsin Rapids, Club Mead, Mead Elementary Charter School
- Wautoma School District
Volunteer Wisconsin

The Volunteer Wisconsin program is designed to improve nonprofit organizational capacity through volunteer engagement.

Highlights

- Placed 47 AmeriCorps members with 40 nonprofit organizations (69,287 hours service, $1,632,401 value*)

- AmeriCorps member support improved organizational efficiency and effectiveness according to reports from 97% of nonprofit organizations

- Recruited and mobilized 3,026 volunteers to assist nonprofit organizations (36,315 hours service, $855,581 value*)

- Members recruited volunteers to provide support for over 2,728 community building activities, including:
  - Serving senior meals
  - Organizing book giveaways
  - Sorting and distributing donations
  - Recycling home building supplies
  - Assisting with vision screenings and blood drives
  - Leading nature hikes
  - Providing website maintenance
  - Coaching/mentoring/tutoring youth
  - And many others…

*Based on a national volunteering rate of $23.56 per hour

“Marshfield Clinic AmeriCorps has had a large impact on United Way of Marathon County, our members not only receive a chance to grow and excel in their professional careers, but also get immersed into the community involvement here at United Way. They help connect volunteers to opportunities in Marathon County and help to keep some of our programs flourishing. They are truly a wonderful asset to our community!”

–Jaciuelynn Sirianni, Volunteer Connection Director, United Way of Marathon County
Nonprofit Organization Host Sites

- Action Alliance, Inc. of Langlade County
- Barron Area School District
- Barron County: Department of Health and Human Services
- Blessings in a Backpack DC Everest - Wausau
- Clear Lake Area Community Center
- CORE/El Centro
- Department of Public Instruction
- Door County YMCA, Inc.
- Eau Claire Area School District Homeless Program
- Friedens Community Ministries, Inc.
- Friends of Beaver Creek Reserve
- Girl Scouts of Wisconsin Southeast
- Goodman Community Center
- Junior Achievement of Wisconsin Inc. in Brown County
- Kids Matter Inc.
- LE Phillips Career Development Center
- Lead2Change
- Lighted School House (Oshkosh Area School District)
- Marshfield Clinic Center for Community Outreach (Marshfield Area Coalition for Youth, Northwoods Coalition, and Volunteer Wisconsin)
- Mead Elementary Charter School
- Mentor Superior
- Milwaukee Center for Children and Youth, Inc.
- Milwaukee Academy of Sciences
- Nature’s Edge Therapy Center
- NeighborWorks Green Bay
- Omro Area Community Center
- RedLine Milwaukee
- South Wood County YMCA
- The Central Rivers Farmshed, Inc.
- The Salvation Army/Grace Place
- United Way of Dane County
- United Way of Greater Milwaukee & Waukesha County
- United Way of Marathon County
- United Way of Portage County
- Volunteer Center of Brown County, Inc.
- Voyagers Community Learning Center
- WasteCap Resource Solutions
- Waushara Prevention Council Inc.
- Wisconsin Woodland Owners Association Inc. (WWOA)
- Wood County Health Department/Healthy People Wood County
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 across the country. Northwoods NiiJii Enterprise Community, Inc. serves as fiscal agent for the Tribal AmeriCorps Program (TAP) and contracts with Marshfield Clinic to provide program management support. TAP provides funding for local Tribal coalitions to recruit 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. The Tribal State Collaboration for Positive Change serves as the Tribal Advisory Board for TAP with membership from behavioral health directors from the 11 Tribal Nations in Wisconsin, White Pine Consulting, and the Wisconsin Department of Health Services.

Tribal Nations with signed resolutions in support of TAP include Bad River Band of Lake Superior Tribes of Chippewa Indians, Forest County Potawatomi, Ho-Chunk Nation, Lac Courte Oreilles Band of Lake Superior Chippewa Indians, Lac du Flambeau Band of Lake Superior Chippewa Indians, Menominee Indian Tribe of Wisconsin, Red Cliff Band of Lake Superior Chippewa Indians, Sokaogon Chippewa Community, and Stockbridge-Munsee Community Band of Mohican Indians.

Highlights

- Placed 12 AmeriCorps members with 11 Tribal coalitions (15,355 hours service, $361,764 value*)

- Provided training and technical assistance in implementing substance abuse prevention programs to 11 Tribal coalitions

- Recruited and mobilized 98 volunteers to support Tribal coalition initiatives (1,500 hours service, $35,340 value*)

*Based on a national volunteering rate of $23.56 per hour

“My success story is my Alcohol and Other Drugs of Abuse (AODA) Program. We came a long way and we have an awesome team that is committed to helping those in need and struggling. We are like a family, and it doesn’t feel like a job it feels like a second home. We now have our Day Treatment up and running, our prevention team is thriving, and we have all these new and unique ideas on delivering this to our youth. I can’t wait to start another year working with Bad River AODA.”

–Shane Wilmer, TAP member, Mashkiiziibii Drug Awareness Coalition – Bad River
Tribal Coalition Host Sites

- Community Action Team (Stockbridge-Munsee Band of Mohicans) (Shawano)
- Community Coalition of Forest County (Sokaogon Chippewa Community/Forest County Potawatomi Tribe)
- Giwii-Mino Bimaadiziwin Coalition (Lac Courte Oreilles Band of Lake Superior Chippewa Indians) (Sawyer)
- Ho-Chunk Youth Services Collaboration Committee (Ho-Chunk Nation) (Spans 14 Wisconsin counties)
- Maehnow Pematesen Coalition (Menominee Indian Tribe of Wisconsin) (Menominee)
- Mashkiiziibii Drug Awareness Coalition (Bad River Band of Lake Superior Chippewa Indians) (Ashland)
- Minobimaadiziwin Coalition (Lac du Flambeau Band of Lake Superior Chippewa Indians) (Vilas)
- Mole Lake Coalition (Sokaogon Chippewa Community) (Forest)
- Netaenawemakanok Coalition (Menominee Indian Tribe of Wisconsin) (Menominee)
- Red Cliff AODA Reduction Team Coalition (Red Cliff Band of Lake Superior Chippewa Indians) (Bayfield)
- Sawyer County – LCO Prevention Programming Coalition (Lac Courte Oreilles Band of Superior Chippewa Indians)

“During my term of service for Tribal AmeriCorps, I have learned a lot. I am glad that AmeriCorps took a chance on me and let me be a part of the great team at Lac du Flambeau grade school. I was involved in many programs, and I got to take a lead role in some of them. I got to know students very well. We as a team at the grade school, the teaching staff and students, took a big stand against bullying. We made it clear that it was not ok and that love, respect, honesty, bravery, humility, truth, and wisdom was to be implemented in all affairs. I believe I have made an impact in my community by helping the youth understand the 7 grandfather teachings. I thank you AmeriCorps for the opportunity to help my community the best way I could.”

–Wayne Valliere, TAP member, Minobimaadiziwin Coalition (Lac du Flambeau Band of Lake Superior Chippewa Indians) (Vilas)
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.

“Good conversations and good topics. I enjoyed listening and meeting people from all over the state. Great learning experience.”
– Anonymous Healthy Lifestyles Network meeting participant survey response

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
The goal of the Healthy Lifestyles – Marshfield Area Coalition (HL-MAC) is to enhance community efforts to promote and deliver opportunities for healthy eating and active living in Marshfield. The coalition includes over 250 individuals from multiple sectors of the community.

**Highlights**

- Recruited and mobilized **180** HL-MAC volunteers to conduct coalition work (**750 hours service, $17,605 value**)  
  - Encouraged bicycling in the Marshfield area:  
    - Enhanced Bicycle Discount Program, **200** individuals visited participating businesses  
    - Conducted bicycle checks, provided safety information, and distributed helmets for **89** children at the Marshfield Children’s Festival Bike Rodeo  
- Provided Wellness Bags to **234** School District of Marshfield staff to encourage use of non-food incentives in the classroom

“**The Healthy Lifestyles – Marshfield Area Coalition (HL-MAC) has raised public awareness of the importance of healthy eating and active living. The coalition works to educate us and to remove barriers to what we all know is better for us. Whether it is community garden plots, marked walking paths, farm-to-table eating at restaurants, home or school, or safe routes to school, the HL – MAC accomplishing great things in achievable steps.**

**The recent Local Food Expo was held at the Marshfield Public Library. The room was abuzz with conversations and excitement as people met and learned more from the producers of the food they eat. It was everything we hope for when we plan programs. People were learning, questioning and enthused.”**

– Lori Belongia, Director, Everett Roehl Marshfield Public Library

marshfieldhealthylifestyles.org
Highlights (continued)

- Encouraged healthy food consumption in the Marshfield area:
  - Hosted Local Food Expo attended by 117 community members and 15 local food producers
  - Conducted 3 cooking demonstrations at the Pick ‘n Save Farmers Market attended by 81 community members
  - Worked with the School District of Marshfield Wellness Committee to bring local foods to schools

- Encouraged community gardening in the Marshfield area:
  - 55 gardeners reserved 67 community garden beds
  - 215 youth engaged in gardening at 4 sites
  - 900 community members attended 8 garden and nutrition education sessions
  - 63% of gardeners reported eating more vegetables
  - 53% gardeners reported being more physically active

*Based on a national volunteering rate of $23.56 per hour
Coalition Partners

- 2 1/2 Cups Bupcakery & Bakeshop
- Aging & Disability Resource Center
- Arby's
- Bakerville Sports Bar and Grill
- Belvedere Supper Club
- BIGGBY Coffee
- Bike Federation of Wisconsin
- Blue Heron BrewPub and West14th
- Bread & Butter Shop (Baltus)
- C&M Crossroads Trattoria
- China Chef
- Chips of Marshfield
- City of Marshfield
- Columbus Catholic Schools
- Community Development Authority
- Companion Day Services
- Culver's
- Dairy Queen
- Dental Crafters
- Draxler's Service Center of Hewitt
- Dunham's Sports
- Dunkin Donuts
- Everett Roehl Marshfield Public Library
- Family Health Center
- Festival Foods
- First Presbyterian Church
- Forward Vending
- Girls Scouts
- Good Shepherd Lutheran Church
- Healthy People of Wood County – Chronic Disease and Prevention Team
- Hub City Ice Cream Company
- JJ's Bakery
- Lammar’s Smokehouse
- Main Street Marshfield
- Marshfield Alternative School
- Marshfield Chamber of Commerce
- Marshfield Clinic Research Foundation
- Marshfield Clinic Youth Net
- Marshfield Convention and Visitors Bureau
- Marshfield News Herald
- Marshfield Noon Rotary Club
- Marshfield Parks & Recreation
- Marshfield Police Auxiliary
- Marshfield United Way
- Marshfield YMCA
- McDonald’s
- Melody Gardens
- Mid State Technical College
- Opportunity Development Center
- Perkin's Restaurant and Bakery
- Pick 'n Save
- Rose Bowl Lanes
- Rubi Reds
- Saint Alban Ministry Center
- School District of Marshfield
- Scotty’s Pizza
- Security Health Plan
- Soup or Socks Clothes and Food Pantry
- Spine & Sport Physical Therapy Specialists
- St. Vincent de Paul Outreach
- Staab Construction Corporation
- Sustainable Marshfield Committee
- Taco John’s
- Target
- The Central Rivers Farmshed, Inc.
- The Rentmeester Family
- The Scheppa Family
- The Sports Den
- Thomas House
- Trierweiler Construction & Supply Co.
- UW-Wood County
- UW-Wood County Extension
- Victory Apparel
- Vintage House
- Weber's Farm
- Weilers
- Wood County Health Department
- Wood County Master Gardener Volunteers
- And many others…
Marshfield Area Coalition for Youth

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

Highlights

- Conducted a Prescription Drug and Heroin Survey with 1,125 respondents:
  - 91% stated that community events or presentations on prescription drug and heroin use would be useful or somewhat useful to them
  - 75% felt illicit prescription drug and heroin use was a moderate or serious problem
  - 72% were moderately or extremely concerned about the effects of illicit prescription drug and heroin use

- Collected and safely disposed of 1,544 pounds of unwanted and expired medication

- Maintained the Marshfield C.A.R.E.S. (Community Alcohol Resources for Establishments and Servers) program for 28 participating liquor license establishments:
  - 2 new establishments
  - 16 Responsible Beverage Server training participants

- Received support from over 900 parents, community members, and local schools who agreed to promote and maintain a safe and healthy, alcohol and drug free environment for youth

- Over 330 participants attended four Marshfield Area Parent Network (MAPN) events

- Worked with 20 youth from private and public high schools in Marshfield who joined Youth Initiatives to:
  - Host 2 anti-bullying Days of Kindness at local high schools
  - Participate in National Drug and Alcohol Facts Week
  - Host a Teen Movie Night at Rogers Cinema for grades 7-12
  - Host the 3rd Annual Post Prom Lock-In at Rogers Cinema
  - Participate in a retreat to plan for the upcoming school year
Coalition Partners

- ATTIC Correctional Services/Wood County Adult Treatment Court
- 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
- City of Marshfield
- Columbus Catholic Schools
- Compassion in Action (City Watch)
- CROSSroads 2 Recovery
- Fredric Ozanam Transitional Shelter
- Good Shepherd Lutheran Church
- Hub City Times
- Marshfield Area Chamber of Commerce & Industry
- Marshfield Area United Way
- Marshfield Clinic
- Marshfield Municipal Court
- Marshfield News Herald/USA Today
- Marshfield Police Department
- Marshfield Public Library
- Mid-State Independent Living Consultants, Inc.
- Ministry Saint Joseph’s Hospital
- NAMI of Portage and Wood Counties
- Pathway Partners Mentoring Program
- Personal Development Center, Inc.
- Rogers Cinema
- School District of Marshfield
- Security Health Plan
- The Family Center
- Wisconsin Department of Corrections
- Wood County Health Department
- Wood County Human Services
- Wood County Sheriff’s Department
- Wood County UW-Extension
- Youth for Christ – Juvenile Justice Ministries

MACY Youth Initiatives members hosting a bake sale at Marshfield High School to benefit coalition substance abuse prevention efforts.
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 53 coalitions in a 34-county region, including the 11 Wisconsin Tribal Nations, serve on a non-governing advisory board to help shape policies, practices, and programs that address 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

- Responded to coalition requests for training and technical assistance by hosting 24 substance abuse prevention trainings and presentations attended by nearly 500 participants

“Prevention work in northern Wisconsin is not an easy task, but having support on a regional level is collaboration at its best. We have a problem and want to tackle it on a bigger level, so we contact Northwoods Coalition and Marshfield Clinic to coordinate. There is something to be said about making a difference on a bigger scale to reach the masses. That is Northwoods Coalition.”
- Lil Piñero, Burnett County Adolescent AODA Prevention Coalition
• Local coalitions worked to:
  − Host 8 forums to educate candidates/current legislators about substance abuse issues, solutions, and prevention
  − Engage with or create new Drug Endangered Children (DEC) programs in 12 counties and Tribes
  − Support changes to 15 local policies, procedures, by-laws, proclamations, rules, or laws related to substance abuse
  − Collaborate with 16 counties to discuss use of substance abuse prevention block grant dollars
  − Host 44 prescription drug take-back events for safe disposal of expired medicines
  − Establish 2 permanent drug drop boxes or sharps collection sites established
  − Collect and safely dispose of 17,044.6 pounds of prescription drugs
  − Educate 34 communities on the legal consequences of serving alcohol to minors through the Parents Who Host Lose the Most public awareness campaign

Coalition Members

− Action Alliance (Langlade)
− Alliance for Substance Abuse Prevention (Eau Claire)
− AODA Community Coalition (Douglas County)
− Barron County Community Coalition
− Buffalo County Partnership Council
− Burnett County 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 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

northwoodscoalition.org
Coalition Members (continued)

- Eau Claire Healthy Communities
- Florence County AODA & Mental Health Coalition
- Giwii-Mino Bimaadiziwin Coalition (Lac
- Courte Oreilles Band of Lake Superior Chippewa Indians) (Sawyer)
- Have You Had Enough? Community Coalition (Bayfield)
- Healthier Community Action Team (LDF Band of Lake Superior Chippewa Indians) (Vilas)
- Healthy People Wood County
- Ho-Chunk Youth Services Collaboration Committee (Ho-Chunk Nation) (Spans 14 Wisconsin counties)
- Iron County Underage Drinking/AODA Prevention Coalition
- La Crosse County Prevention Network
- Lincoln County Drug Free Coalition
- Machnow Pematesen Coalition (Menominee Indian Tribe of Wisconsin) (Menominee)
- Marathon County AOD Partnership
- Marshfield Area Coalition for Youth (Wood)
- Mashkiiziibii Drug Awareness Coalition (Bad River Band of Lake Superior Chippewa Indians) (Ashland)
- Minobimaadiziwin Coalition (LDF Band of Lake Superior Chippewa Indians) (Vilas)
- Mole Lake Coalition (Sokaagon Chippewa Community) (Forest)
- Monroe County Safe Community Coalition
- Netaenawemakanok Coalition (Menominee Indian Tribe of Wisconsin) (Menominee)
- New Paradigm Partners-The Rural Community
- Rural CODE (Community Organized for Drug Elimination) Coalition (Washburn)
- Northwoods COPE (Community, Outreach, Prevention and Education) (Forest/Oneida/Vilas)
- Northwoods Tobacco-Free Coalition (Florence/Forest/Lincoln/Oneida/Price/Vilas)
- Pepin County CHIP Partnership
- Pierce County Partnership for Youth
- Polk United Healthier Together
- Portage County Alliance for Youth
- Portage County AODA Coalition
- Positive Alternatives Coalition (PAC) (Oneida/Vilas)
- Price County AODA/Mental Health Coalition
- Red Cliff AODA Reduction Team Coalition (Red Cliff Band of Lake Superior Chippewa Indians) (Bayfield)
- Rusk County Youth Council
- Sawyer County – LCO Prevention Programming Coalition (Lac Courte Oreilles Band of Superior Chippewa Indians)
- Taylor County Drug Opposition Partners
- Together for Jackson County Kids
- Tribal State Collaboration for Positive Change (Forest) (Includes all 11 Tribes)
- Vilas County Youth Coalition
- Voices in Prevention (Chippewa)
- Waushara Prevention Council, Inc.
- Western Marathon County Healthy Communities
- Western Wisconsin Working for Tobacco free Living (W3TFL) (Barron/Burnett/Pierce/Polk/Rusk/St. Croix)
**HOPE Consortium**

In 2013, Representative John Nygren introduced seven bills that laid the foundation for a statewide Heroin, Opioid Prevention, and Education (HOPE) Agenda to combat Wisconsin’s heroin epidemic. These bills passed unanimously in both houses of the Legislature and established funding for the HOPE Consortium, a collaborative effort including Marshfield Clinic Health System’s Family Health Center of Marshfield, Inc. and Center for Community Outreach and organizations representing 5 counties and 3 Tribal Nations in northern Wisconsin. The HOPE Consortium developed a rural treatment model that pools resources, standardizes use of evidence-based practices, and emphasizes 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

“I’m still in the program. I love it! It has helped me in a variety of ways. The suboxone really helps my cravings and helps a little with my pain relief. My care coordinator is very resourceful. I really enjoy my wrap appointments. I think it is great that I have a whole healthcare team helping me sort out all my problems, develop realistic goals that are attainable, and to help me see how far I’ve come and compliment me on my progress. All this helps me to keep working hard and stay on task. Thanks for all your help with me living a happy life in recovery. PEACE.”

– HOPE Consortium Client evaluation of care coordination services
Substance Abuse Treatment

Highlights

- Facilitated training of regional substance abuse treatment providers by:
  - Hosting 10 HOPE Consortium sponsored trainings for 165 attendees
  -Providing 43 scholarships for 11 trainings

- Developed REDCap database system to facilitate inter-agency communication and track patient data

- Provided care coordination services for 112 patients with an opioid use disorder diagnosis

- Promoted access to treatment via HOPE Consortium website and 24/7 HOPE Line

Consortium Partners

- DLM Consulting, LLC
- Family Health Center of Marshfield, Inc. (FHC)
- FHC Alcohol & Drug Recovery Services – Minocqua
- Forest County Potawatomi AODA Services
- Iron County Human Services
- Lac du Flambeau Chippewa Family Resource Center
- Marshfield Clinic Center for Community Outreach
- Ministry Ascension Behavioral Health
- Options Counseling Services/Koinonia Residential Treatment Center
- Price County Health and Human Services
- Sokaogon Chippewa Community Health Clinic
- The Human Service Center (Forest, Oneida, and Vilas Counties)

“My children are happy to have mom home to do things with them. My kids seem to be more settled and secure with me being clean and sober. I feel like they had been waiting a long time for this moment. So with their smiles and joy of my change I feel I couldn’t go backwards and really don’t want to. I am happy being me.” – HOPE Consortium Client in response to the question “How has your family been affected by your recovery?”
Mental Health Initiative

In June 2015, the Center for Community Outreach 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. More recent efforts were made possible thanks to the generous support of Security Health Plan, including development of a Marshfield Area Coalition for Youth (MACY) Mental Health Workgroup to engage community leaders from law enforcement, healthcare, human services, city administration, school districts, and other non-profit organizations in conversations about mental health needs in the Marshfield community.

Highlights

- Supported community-based mental health initiatives:
  - Promoted Mike's Run for Mental Health Awareness
  - Provided Question, Persuade, Refer (QPR) training to promote recognition of people at risk for self-harm for 352 individuals in Marshfield area
  - Co-sponsored the Healthy People Wood County Mental Health Conference attended by over 195 individuals

- Coordinated four Everyday Mindfulness: A Community Wellness Series events in collaboration with presenters from the Marshfield Clinic Psychiatry and Behavior Health Department for over 700 attendees:
  - Stress Management and Resilience Training (SMART) Concepts by Dr. Edward Krall and Mindy Gribble
  - Create Success by Using the Power of Emotions: Emotional Intelligence presented by Jami Kaiser
  - Sleep Management presented by Dr. Joseph Chojnacki
  - The Science and Practice of Mindfulness presented by Dr. Jennifer Michels
Highlights (continued)

- Incorporated mental health and wellness into Marshfield Clinic Youth Net programing:
  - 3 monthly topics (mindful coloring, 5-7-8 breathing technique, stress management)
  - Partnered with local agencies to provide 2 ongoing personal/social development programs (Wellness Wednesdays, Yoga Club)
  - Created sensory room for youth to de-stress
  - Trained 4 staff to teach Mindful Schools curriculum to at-risk youth
Marshfield Clinic relies on the Center for Community Outreach to provide community experiences for medical students in the Wisconsin Academy of Rural Medicine (WARM) program, a rural medical education program at the University of Wisconsin School of Medicine and Public Health.

The goal of the WARM program 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 community projects related to:
  - Alcohol abuse prevention strategies
  - Advance care planning
  - Risk factors for metabolic syndrome
  - Pediatric weight management
  - Social determinants of health
  - Safe sleep environments for infants
  - Teen health
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 healthcare providers to determine when immunizations are due and take the steps necessary to protect adults and children from preventable diseases.

Highlights

- Sent reminder letters to parents of more than 2,000 18-23 month and 12 year old Marshfield Clinic Health System patients coming due, due, or overdue for immunizations
- Increased 24 month immunization completion rates in the Marshfield Center Pediatric Department
- Contracted with 53 organizations for access to RECIN to monitor immunizations

RECIN immunization reminder letters include additional information regarding the importance of flu shots.
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 Eau Claire Family Practice
- Washburn County Health Department
- Wausau School District
- Wisconsin Rapids School District
- Wood County Health Department
Community Connections Team

In April 2015, Family Health Center of Marshfield, Inc., Marshfield Clinic, and the University of Wisconsin-Eau Claire (UWEC) launched a program to engage volunteers, most of whom are UWEC students, to provide referrals to community-based services for patients identifying social needs. The program offers direct contact between volunteers and patients to help meet needs and improve health outcomes. In 2016, the program was available at the Marshfield Clinic – Eau Claire, Clairemont, and Oakwood Centers and Marshfield Clinic Chippewa Falls Dental Center.

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 medical and dental visits, patients are screened for social needs and referred to volunteers who discuss needs, locate and share resources, and provide follow-up to ensure patients are connected with resources.

**Highlights**

- Served nearly 2,220 patients with unmet social needs
- Made over 4,700 referrals to community agencies for needs related to utilities, food, clothing, housing, dental, transportation, job search, childcare, caregiver support, and others
- 54% of referrals to community agencies successfully met patients’ needs or remain in progress
- Recruited and mobilized 84 volunteers (4,614 hours service, $108,694.06 value*)
Future of Medicine

- Conducted initial and follow-up patient satisfaction surveys:

**681 initial surveys**
- 86% found information provided helpful
- 78% learned about new resources
- 62% indicated they would not have pursued resources on their own

**234 follow-up surveys**
- 79% indicated they would recommend Community Connections Team to others
- 70% were satisfied
- 69% agreed resources met specific needs

*Based on a national volunteering rate of $23.56 per hour*

Information about the Community Connections Team program is provided with appointment reminders.
Volunteer Wisconsin

Volunteer Wisconsin is a collaborative initiative between Marshfield Clinic, Serve Wisconsin, and Volunteer Centers to promote and support effective volunteerism across the state. The overarching purpose of Volunteer Wisconsin is to address community needs by connecting volunteers to nonprofits and building nonprofit capacity through the development of effective volunteer programs.

Volunteer Wisconsin maintains an interactive website at www.VolunteerWisconsin.org where potential volunteers can find service opportunities in their community and nonprofits can access resources regarding best practices in volunteer management and continuing education opportunities.

Highlights

- Recognized 20 volunteers from 11 counties as Volunteer Rock Stars
- Maintained Volunteer Wisconsin website:
  - Documented 14,877 unique website visitors
  - Posted 315 volunteer opportunities for nonprofit organizations in communities without local volunteer centers
  - Provided 178 online referrals to individuals seeking volunteer opportunities
Independent and Upright Falls Prevention

The Aging and Disability Resource Center, Lincoln County Falls Coalition, and Marshfield Clinic partnered in the development of the Independent and Upright Falls Prevention program. Marshfield Clinic volunteers conduct home visits to assess 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

- Recruited and mobilized 3 volunteers to provide 43 hours service ($1,013.08 value*)
- Conducted 52 home visits since program inception
- Decreased fall risk for 73% of participants
- Referred 27% of participants to the Aging and Disability Resource Center for further assistance

*Based on a national volunteering rate of $23.56 per hour

“I enjoy volunteering because I feel I’m filling a need which may help someone stay in their own home that much longer. We are the ‘teachers and reinforcers’, and doing it in a loving and compassionate manner goes a long way. Besides, I’ve gotten to meet people I probably never would have otherwise. This is a win-win service!!”
- Heidi Lefferts, Independent and Upright Volunteer

Marshfield Clinic Independent and Upright volunteer conducting a home visit.

Marshfield Clinic