



## Community Health Moves Forward

### New name, responsibilities position efforts for the future

**FROM:** Jay Shrader, Vice President, Community Health & Wellness,  
Marshfield Clinic Health System (MCHS)

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Marshfield Clinic and Family Health Center of Marshfield, Inc. (FHC), recognized several decades ago that improving a community's health was more than patient-doctor visits so the Center for Community Outreach (CCO) was created to address community needs.

CCO partnered with coalitions, businesses and other organizations to promote quality of life and reduce lifestyle-related disease incidence. Over time, CCO's reach and responsibilities broadened and now, to better reflect this growth, its name has been changed to Center for Community Health Advancement (CCHA).

We wanted our center's name to be more action oriented and reflect our purpose – communities, health and advancement.

Marshfield Clinic Health System's community health focus has grown far beyond the Clinic and now has a comprehensive approach that includes Security Health Plan and Marshfield Medical Center hospitals. CCHA, then, is under the auspices of Community Health & Wellness, MCHS, which also includes all community health and community benefit staff from throughout the system.

CCHA has identified three key community health priorities for the system as a result of extensive data analysis. This involved over 50 key informant interviews with partners and internal key stakeholders; interviews with MCHS subject matter experts; and current program and initiative review.

Through this work, our key priorities are our ABCs of Community Health: Alcohol and Substance Abuse, Behavioral Health and Chronic Disease Prevention.

As our work progresses, you'll see more information about the ABCs of Community Health.

*If you have questions, please feel free to contact Becky Wagner, Assistant Manager, Center for Community Health Advancement at [wagner.rebecca@marshfieldclinic.org](mailto:wagner.rebecca@marshfieldclinic.org).*