



GREEN COUNTY COMMUNITY HEALTH REPORT 2023

Boosting Population Health



Wisconsin
Community Health
Empowerment Fund

*Growing & Focusing Resources
Enabling Healthy Communities*

REPORT SUMMARY

The Green County Community Health Report – Boosting Population Health – summarizes activities and learning from the area’s second *DHS You Stop The Spread Covid-19 Outreach Grant*. Outreach activities for the second project included a countywide vaccination and education campaign – The Green County Boost - with incentives and support for a variety of community health topical events aimed at engaging and inspiring a broader rural population with connection to vaccines, education and expanded infrastructure for ongoing community health improvement. Information in this report also includes feedback from a compilation of interviews with local Latinx community leaders as a continued dialog and learning opportunity from the first report.

Results from this outreach effort **applaud the effort of various Green County partners and organizations who assist with pandemic support and recovery** and the expansion of community health infrastructure including the **creation of the new Green County Moving Health Forward Fund**. The outreach effort further commends the county’s **expansion of community health workers to three organizations within the County** and the emerging of **new community health leaders like pharmacists, grocery stores, businesses and schools to combat and evolve Covid-19 recovery and other community health challenges**.

The Wisconsin Community Health Empowerment Fund was honored to serve as a trusted advisor and community clinical linkage bridge connecting various sectors and partners towards improved opportunities in health and further encourages the expansion of more multi-sector community health improvement teams throughout Wisconsin growing opportunities for health and life.





BOOST CAMPAIGN OVERVIEW

- Countywide Vaccination Incentives and Education – Boosting Health!
- Latinx Community and Health Observations
- Business Partnerships
- Boosting Nutrition
- Boosting Mental Health
- School Partnerships
- Community Health Leaders – Pharmacists
- Community Health Leaders – Grocery Stores
- Community Health Leaders – Community Health Workers
- New – Green County Moving Health Forward Fund
- Partnerships and Results
- Opportunities and Recommendations
- Multi-Sector Community Health Empowerment Fund Team Impact
- Contact Information

Green County Boost Vaccination Recommendations

You do not need any identification or insurance to get vaccinated

	COVID-19 VACCINES				
	PFIZER		MODERNA		NOVAVAX
	6 mo – 4 yrs	5+ yrs	6 mo – 5 yrs	6+ yrs	12+ yrs
Step 1:	First dose	First dose	First dose	First dose	First dose
Wait:	Wait 21 days	Wait 21 days	Wait 28 days	Wait 28 days	Wait 28 days
Step 2:	Second dose	Second dose	Second dose	Second dose	Second dose
Wait:	Wait 8 weeks	Wait 2 months		Wait 2 months	Wait 2 months
Step 3:	Third dose	Pfizer or Moderna bivalent booster*		Pfizer or Moderna bivalent booster	Pfizer or Moderna bivalent booster**

Bivalent boosters better protect you against new COVID-19 sickness
If you got a Johnson & Johnson vaccine, wait at least 2 months then get a bivalent booster
Specific instructions for immunocompromised people are on the CDC website
*5 year olds can only get the Pfizer bivalent booster
**A monovalent Novavax vaccine is available for adults 18+

Find a COVID-19 vaccine or booster at [vaccines.gov/search](https://www.vaccines.gov/search)



BOOSTING VACCINATIONS – BOOSTING HEALTH!

With the addition of incentives – \$20 gas cards – for vaccinations from expanded partners for Covid-19 outreach and education, The Green County Boost Campaign incentivized **748 Covid-19 vaccinations** of which 41% were bivalent boosters.

The vaccination program was especially successful in vaccinating residents ages 5-11 – a demographic group with some of the lowest vaccination uptake – incentivizing over 8.5% of Green County’s total Covid-19 vaccinations among this age group as of December 2022.

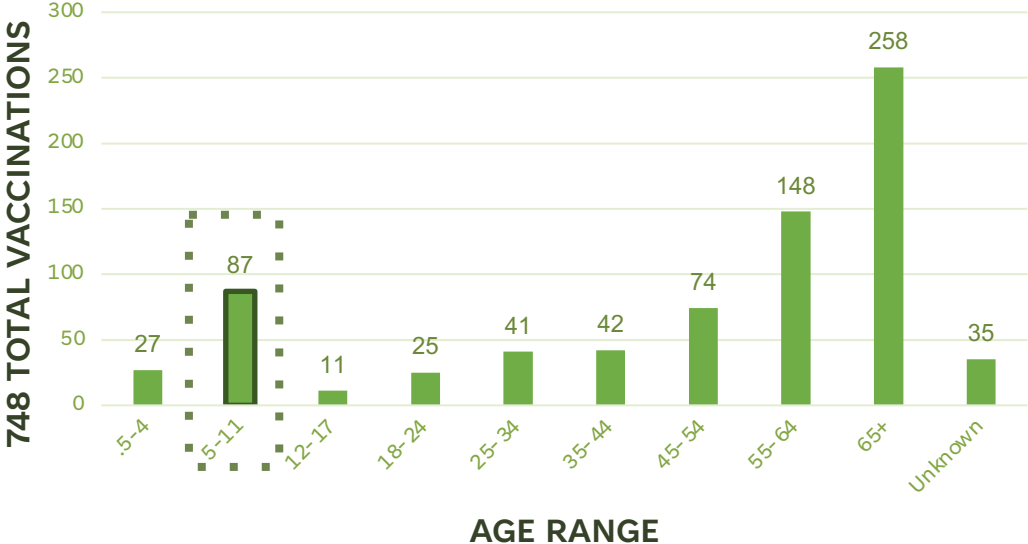
748

748 Covid-19 vaccinations

8.5%

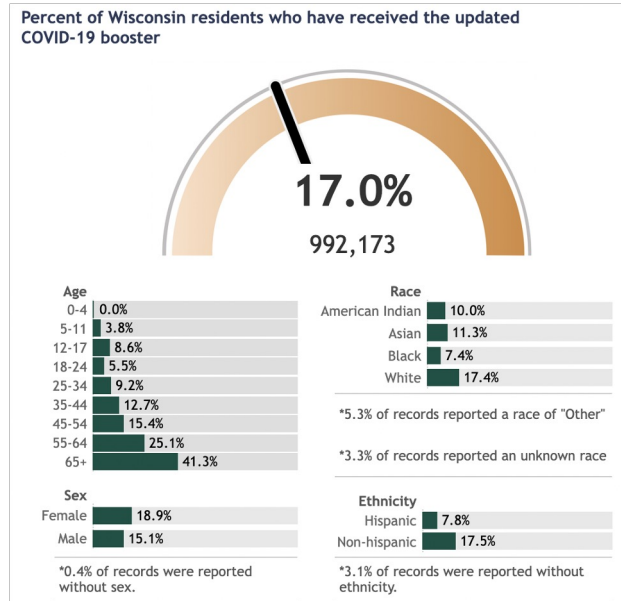
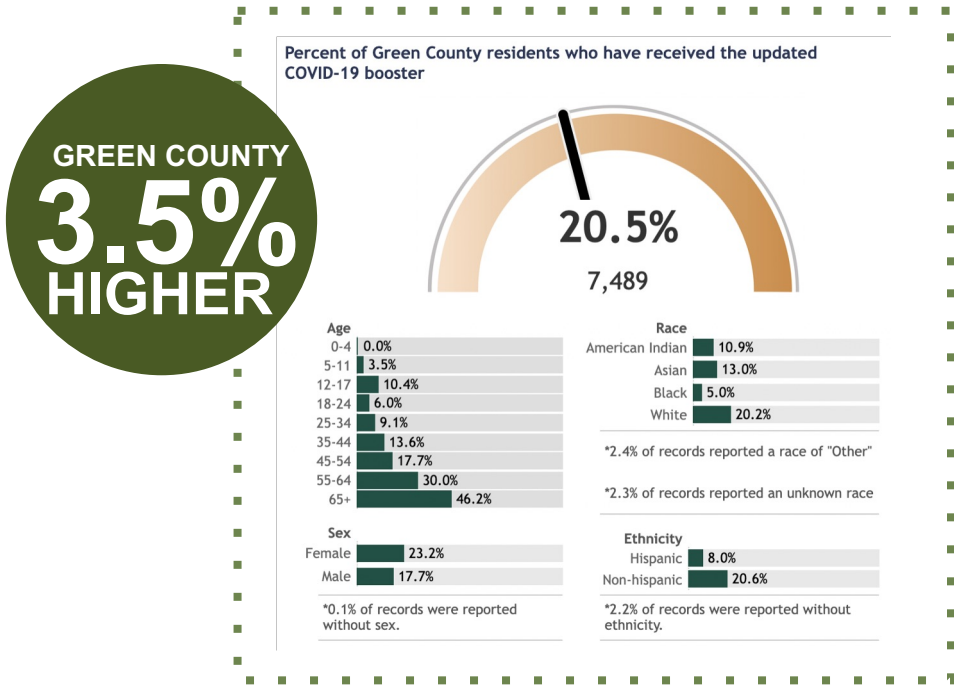
8.5% of Green County’s total 5-11 year-old Covid-19 vaccinations

GREEN COUNTY BOOST CAMPAIGN VACCINATIONS BY AGE



BOOSTING VACCINATIONS – BOOSTING HEALTH!

- The Green County Boost incentivized 4.1% of all Covid-19 bivalent vaccinations in Green County.
- As of December 15, 2022, the percent of residents who have received the updated Covid-19 booster is **3.5% higher than the percent of all Wisconsin residents who have received the updated Covid-19 booster.**



LATINX COMMUNITY & HEALTH OBSERVATIONS

As a continuation of the first Green County Community Health Report, Green County Latinx leaders shared their perceptions, experiences and ideas to expand community health opportunities throughout the county.



Important Health Factors - Social Connectedness and Healthy Working and Living Environments – Vital components of a healthy community include opportunities for more social connections and access to healthy working and living environments that can mitigate barriers to health. Things like good work pay, work satisfaction and opportunities to grow social connections in the workplace and community increase opportunities for the receiving of community health resources and trusted community health information.

Unequal Opportunities for Good Health – Interview responses noted unequal opportunities for good health based on immigration status and related insurance eligibility coverage. Demanding workloads were further noted as a barrier to good health. Latinx leaders continue to encourage the spread of community health education and information in both Spanish and English languages.

The interviews with Green County Latinx leaders revealed that the **greatest barriers to good health are connected to economic autonomy and connections to affordable health care, housing and childcare.** Opportunities for social-connectedness were also noted as a challenge especially for populations of color.

The number one recommendation to overcome barriers and continue or strengthen health progress throughout Green County is the continued formation, growth and leverage of business partnerships as trusted advisors to disseminate important health-related information in both Spanish and English and the offering of more opportunities for social connectedness.

Overall, in 2023, respondents were more likely to suggest leveraging opportunities for business partnerships and virtual connections to promote good health in comparison to 2021.

COMMUNITY STRENGTHS

- Hardworking attitude
- Strong familial connections
- Generous demeanor
- Well-traveled community members with diverse strengths and solutions
- Opportunity for connection and channeling strengths through social media

IMPROVEMENT OPPORTUNITIES

- Establish and leverage business partnerships to disseminate trusted health-related materials and information in Spanish and English
- Distribute more health education videos in Spanish via social media
- Establish virtual modes of community connection via health-focused social media and WhatsApp groups
- Increase access to affordable, accessible health coverage and streamline existing application processes

BOOSTING HEALTH THROUGH BUSINESS PARTNERSHIPS

“The number one Boost Campaign recommendation to overcome barriers and to strengthen health progress and pandemic recovery throughout Green County is through the continued engagement of businesses as trusted advisors and leaders in health.”

Throughout the Boost Campaign, partnerships with businesses remained a vital avenue for spreading important Covid-19 and community health education through their natural daily engagement with employees and the community.

The Boost Campaign developed a **Covid-19 Recovery Business Toolkit** in partnership with the SSM Health Monroe Clinic helping to share vital and up-to-date vaccine information as well as recommended employment practices promoting a safe return to in-person work environments.

VIEW THE TOOLKIT AT wchef.org/green-county-boost

In addition to toolkit dissemination and spread, businesses also played a vital role in the offering of onsite vaccination clinics as well as sharing important Covid-19 and community health education to their employees, customers and community.



On-site Covid-19 vaccination and health education services at the Woodford State Bank community SHRED event.

BOOSTING NUTRITION

In the second Covid-19 outreach effort as an opportunity to reach new members and areas of the County, Covid-19 education and outreach was combined with other important community health topics like mental health and nutrition, boosting access to needed health information.

Thank you to Val Johnson and staff at the Woodford State Bank and to Teresa Keehn from United Way of Green County for hosting a **Healthy You – Healthy New Year Community Event** and to Sean Casey, Dietician with Hometown Pharmacy and Evolve Wellness, for highlighting the importance of nutrition, sleep and deep breathing in two-minute intervals twice a day as vital factors to strengthening health and combatting Covid-19.



BOOSTING MENTAL HEALTH

Resilience Film Screening & Mental Health Resources

With support from the Green County Healthy Community Coalition and the United Way of Green County, the Boost Campaign **facilitated a local screening of *Resilience*, a film covering the impact of adverse childhood experiences** to area public health, business, and social service sector leaders combining opportunities for mental health training and Covid-19 recovery and support.

Following the movie, event participants led group discussions exploring avenues to promote mental health and Covid-19 recovery resulting in the following community health improvement opportunities:

- Encouragement of Green County schools to use and promote Adverse Childhood Experiences (ACEs) education, training and resources as an integral part of their curriculum and school service offerings
- Further sharing of the Resilience film and the creation of more community discussion groups covering mental health and Covid-19 recovery topics to additional audiences including targeted groups like health care providers
- Expansion of mental health first aid training in schools
- Enhanced community health education and outreach to farmers and farm families with an emphasis on mental health supports and Covid-19 recovery



BOOSTING SCHOOL MENTAL HEALTH

Following the Resilience Film Screening event, the Boost Campaign connected with area schools regarding mental health opportunities for Green County youth. A comprehensive and promising example was found in the Monticello School District who administers the PASS assessment tool with 5k through 12th grade students. The assessment aims to document the following:

- feelings about school and confidence in learning
- perceived learning capability
- self-regard, attitudes to teachers
- general work ethic
- attitudes toward attendance
- preparedness for learning
- response to curriculum demands

Older students also complete the Wisconsin Youth Risk Behavior Survey to direct the school health team's efforts in promoting good health.

In addition to assessments, students have regular mental health and guidance education through the 8th grade and access to guidance counselors, a pupil service coordinator, a school psychiatrist, a contracted mental health counselor, school administration, and the school nursing team. Furthermore, the district has partnered with the Monroe Clinic to provide school-based counseling services to students, a resource they are extremely pleased to have available for the district.



School Health Improvement Opportunity – Continued promotion of the ACEs – Adverse Childhood Experiences – Screening tools and the offering of mental health services within the school setting

BOOSTING HEALTH THROUGH PARTNERSHIPS WITH SCHOOLS

“The Green County Boost Campaign was especially successful in vaccinating residents ages 5-11 years old – a demographic group with some of the lowest vaccination uptake – **incentivizing over 8.5% of Green County’s total Covid-19 vaccinations among this age group as of December 2022.**”

In partnership with the Monroe Hometown Pharmacy West and two local school districts, the Green County Boost program incentivized two Covid-19 vaccine clinics at the Monroe Middle School and the New Glarus Elementary School fulfilling a request too from the area’s Multicultural Outreach Center to focus Covid-19 vaccination efforts for rural, Hispanic populations.

A special thank you to the school nurses and administrators for vaccination event success! Total Vaccinations: 173

An additional thank you to the Juda, Monticello, Albany, and Brodhead School Districts for their assistance to promote community vaccination events.



School-based Community Vaccination Clinics =
Vaccine Success Among Kids

VITAL COMMUNITY HEALTH LEADERS

Pharmacists

Important learning from the Green County Boost Campaign included the emergence of new leaders to address population health challenges including pharmacists as key leaders and facilitators of both direct care and needed community health education. Throughout the Campaign, the county Hometown Pharmacies in New Glarus, Brodhead and Monroe as well as Walgreens and Walmart pharmacies were instrumental in helping to disseminate and spread vital Covid-19 vaccines, community health education and incentives throughout the county.

"Pharmacists have easy accessibility to the general public as a trusted resource for health education." — Mike Kuckes, Managing Pharmacist and Partner at Monroe Hometown Pharmacy West

To read more about Mike's story and the contributions of pharmacists, please visit: wchef.org/green-county-boost

H O M E  T O W N
PHARMACY



VITAL COMMUNITY HEALTH LEADERS

Grocery Stores

With the successful closure of the Green County Hispanic and Non-Hispanic population vaccination gap throughout the first Covid-19 Outreach Grant, continued focus and effort was placed on an ongoing partnership with the Green County grocery store, Veracruz Mexican Market, who offers a market to Green County with a focus or emphasis on specialty foods and resources for local Latinx populations.

Maribel Lobato and her husband, Santos Tinoco, throughout the pandemic transformed their grocery store into a community health information hub sharing vital vaccine and other important community health education in both Spanish and English opening many avenues for health to its customers and to the community.

To learn more about Maribel's and her family's role during the pandemic and beyond, please visit: wchef.org/green-county-boost



Veracruz Mexican Market
Trusted Home for Community Health Resources

VITAL COMMUNITY HEALTH LEADERS

Community Health Workers

An exciting outcome and result of the Green County Boost Campaign has been the expansion of Community Health Workers throughout Green County in three organizations: SSM Health Monroe Clinic, Green County UW Extension and Southern Wisconsin Community Action Program (SWCAP). Community health workers (CHWs), frontline workers who are trusted members of and/or have an unusually close understanding of the community served, work as part of a care team to bridge gaps in the current health system and optimize opportunities for effective health service delivery.

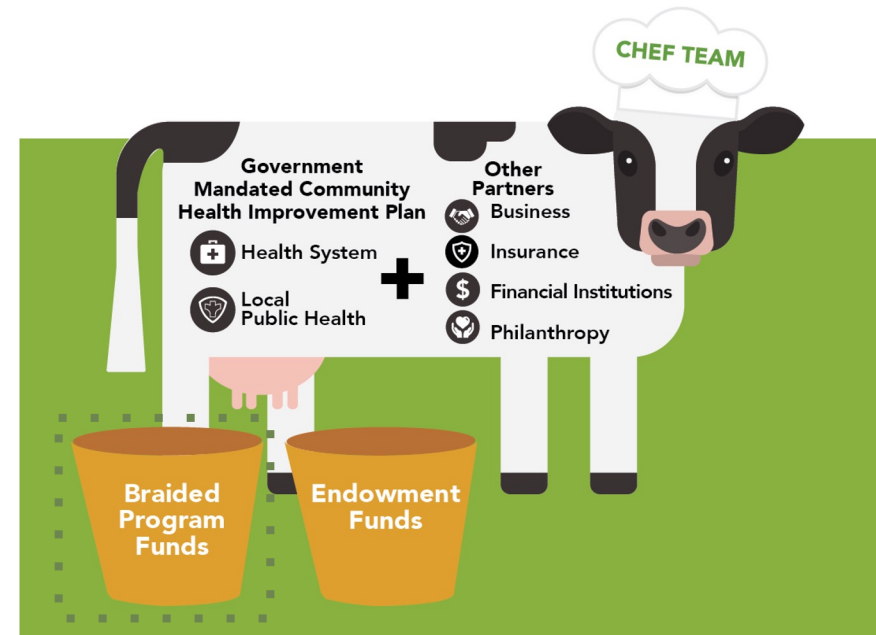
The Wisconsin Community Health Empowerment Fund applauds the efforts of all Green County and Wisconsin organizations working to pave new paths and opportunities for health and health equity through Community Health Workers.



BOOSTING COMMUNITY HEALTH INFRASTRUCTURE

Moving Health Forward Fund

WCHEF gives a standing ovation to the Green County Healthy Community Coalition (GCHCC) for its nascent establishment of a CHEF – Community Health Empowerment Fund – called the *Moving Health Forward Fund* which will be administered by United Way of Green County: providing flexible program resources from a variety of funding sources to support community health priorities and emerging health needs. The Fund began in 2022 with a contribution of \$300,000 from the Green County American Rescue Plan Act (ARPA), bolstering opportunities for collaborative and innovative efforts to build healthy communities and lifestyles. The grant further enhanced community health infrastructure with the development of a business planning template for community health initiatives that may be presented to the Moving Health Forward and other Community Health Empowerment Funds across Wisconsin.



Green County Moving Health Forward Fund Team

748

PARTNERSHIPS & RESULTS

COVID-19 VACCINATIONS

- The Green County Boost incentivized 748 Covid-19 vaccinations

113

EDUCATION SESSIONS AND OUTREACH EVENTS

- Hosted or promoted 113 activities reaching over 10,000 community members

14

CARE TEAM MEMBERS

- Bridget Mouchon
- Bridget Zimmerman
- Gabrielle Ballweg
- Hugo Espinoza
- Kate Douma
- Rebecca Thompson
- RoAnn Warden
- Sean Casey
- Stephanie King
- Tammie Jamiska
- Teresa Keehn
- Walter Orzechowski
- Cynthia Villavicencio
- Natasha Morgan

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OTHER SSM HEALTH MONROE CLINIC STAFF

- Laura Lippold
- Katie Marti
- Rebecca Bordner
- Dick Halvorson

4

PHARMACISTS

- Michael Kuckes
- Alex Moreno
- Karla Ripp
- Mackenzie Anderson

4

GREEN COUNTY SCHOOL NURSES

- Carolyn Schwartzlow
- Dana Kundert
- Kayla Zimmerman
- Samantha Kubly

9

BUSINESS PARTNERS

- Green County Economic Development Corporation
- Monroe Chamber of Commerce
- Val Johnson and Woodford State Bank
- Kwik Trip
- Veracruz Mexican Market
- Piggly Wiggly of Brodhead
- Culver's of New Glarus
- Walmart

5

MEDIA PARTNERS

- La Voz de Beloit
- Big Radio
- Post Messenger Recorder
- Buyer's Guide of Dane and Green County
- The Monroe Times

7

PARTNERS IN HEALTH

- Green County Public Health
- Hometown Pharmacies of Green County
- Walgreens of Monroe, WI
- SSM Health Monroe Clinic and Hospital
- Green County Healthy Community Coalition
- SWCAP
- UW Extension Green County

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NON-PROFIT AND PUBLIC SECTOR PARTNERSHIPS

- United Way of Green County
- Communities Confronting Covid-19 (C3)
- Better Brodhead
- Monroe Library
- AMI Vaccination Program
- Wisconsin Health Literacy
- Juda School District
- Monroe School District
- New Glarus School District
- Monticello School District
- Albany School District
- Brodhead School District
- Monroe Methodist Church

BOOST CAMPAIGN OPPORTUNITIES & RECOMMENDATIONS

- Creation and sharing of more health education materials and short videos in Spanish and English via social media, WhatsApp chats and other communication venues
- Promotion and building of the new Moving Health Forward Fund and the development of a sister-like endowment fund growing community health resource infrastructure
- Continued offering of incentives to promote and encourage connections to community health
- Public acknowledgement and celebration of new or emerging community health leaders
- Expanded utilization of businesses and schools for community health service and education dissemination
- Development of a community health worker awareness campaign helping the community to both understand and connect community health workers to the area's great health needs
- Support for the development of more multi-sector community health improvement teams
- Continued blending of Covid-19 vaccination clinics and education with other community health services and education events
- Continued hosting of multi-sector and generational discussions on how to best advance community health throughout Green County

The number one recommendation – continued engagement of businesses as trusted leaders for community health education and services in Spanish and English



HEALTHCARE

The SSM Health Monroe Clinic continues to serve as a respected and trusted source for community health education. The health system assisted with needed campaign education and event promotion as well as a partner in the building and dissemination of the Covid-19 Business Toolkit. Lastly, the health system is also an employer of one of the area's first community health workers!

Recommendations:

- Continued investments in Coalition leadership and the development of community health partnerships with business and public health to further amplify Covid-19 recovery, community health service and education opportunities.
- Partner in the creation of an area community health worker awareness campaign.
- Host for more community health discussions
- Continued development of community health education materials and events in Spanish and English.



PUBLIC HEALTH AND GOVERNMENT

Public health and government partners served as a Chief Health Strategist providing guidance and input into Campaign events and educational materials across sectors and communities within the county. Public health further displayed courageous leadership in the development of the new Moving Health Forward Fund and the securing of resources from the County's American Rescue Act Funding.

Recommendations:

- Encourage continued leadership as a Chief Health Strategist engaging multiple sectors and community partners for support.
- Continue the offering of community health services and education materials in both Spanish and English.
- When possible, continue with the offering of public health services onsite at businesses, schools and in other community locations where populations gather.
- Assist in the promotion and development of the area's new community health worker awareness campaign.
- Help in the building of governance, infrastructure, and annual planning for the new Green County Moving Health Forward Fund.



PHILANTHROPY

This sector served as an important outreach partner providing flexible support to the project, including the sharing, and hosting of events and communication materials with Green County residents. This sector further provided leadership into the area's first Moving Health Forward Fund.

Recommendations:

- Promote and support the local Community Health Improvement Plan's health priorities to the United Way Allocation Team.
- Continue to support and promote community health education and events.
- Develop a community awareness and promotion plan as well as leadership team and governance structure for the new Moving Health Forward Fund

MEDIA

Media and Communication is an underlying vital resource supporting the multi-sector Community Health Empowerment Fund Team helping to share and spread important community health information and events. Financial support for media activities is essential for continued community health education and health promotion. The combined usage of radio, Facebook, and newspaper media for community health awareness and education is recommended as a continued practice for future community health initiatives.



BUSINESS

Businesses are population health leaders, serving as prime locations for community health education and outreach to their employees, customers, and related communities. Business partners were critical in the success of the Boost Campaign helping with event promotion and the sharing of the toolkit and other Covid-19 recovery information.

Recommendations:

- Continue to promote and expand businesses as important partners and sites for community health education and social connectedness.
- Encourage the expansion of employee incentives for healthy behaviors, such as vaccine compliance.

"#1 Campaign Recommendation – Continued promotion and expansion of the business sector's offering of community health education and services in Spanish and English."

LEADING A NEW LEGACY AND PROMISE FOR HEALTHY COMMUNITIES



Thank You Partners and Special Thanks to the Following

Gabrielle Ballweg, Program Coordinator – Green County Covid-19 Outreach, for the sharing of her community health passion and leadership with the Green County community!

Green County Healthy Community Coalition for their ongoing dedication and commitment to health. To learn more about Coalition Work Groups, please contact Bridget (Craker) Zimmerman, CHES bzimmerman@greencountywi.org



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