

# COMMUNITY HEALTH IMPROVEMENT PLAN 2025 - 2027



# Background

The Community Health Needs Assessment (CHNA) identifies and prioritizes the health needs of individuals in the healthcare organization's service area, which includes portions of counties in Wisconsin (Crawford and Grant) and Iowa (Clayton and Allamakee).

As required by the Affordable Care Act and IRS Code 501(r)(3), all non-profit hospitals must conduct a CHNA every three years and adopt a Community Health Improvement Plan (CHIP) to address those needs. This process guides community benefit, outreach, and service efforts.

[Access the full 2024 Crossing Rivers Health Community Health Needs Assessment here.](#)

Similarly, under Wisconsin Statute 251.05, health departments must regularly assess and report on community health, develop policies, and engage stakeholders in creating a CHIP every five years—supporting the mission of Crawford County Health & Human Services to promote life-long health and well-being. Notably, the Crawford County Health and Human Services department has aligned their planning with Crossing Rivers Health's required three-year CHNA and CHIP cycle, furthering cohesion and collaboration between public health and healthcare systems in addressing shared priorities.

[Access the full 2024 Crawford County Health and Human Services Community Health Needs Assessment here.](#)

## Process

In 2024, regional healthcare and resource partners collaborated to conduct a CHNA, resulting in this Community Health Improvement Plan. The plan outlines goals and strategies to address service gaps, barriers, and wellness needs identified through the assessment.

Our approach draws from models such as County Health Rankings & Roadmaps—focused on health behaviors, clinical care, social and economic factors, and the physical environment—and Healthy People 2030, which emphasizes equity, health literacy, well-being, and Social Determinants of Health (SDOH). The Prevention Institute's Spectrum of Prevention, with its six-level comprehensive framework for enhancing public health efforts, was also used to guide the development of the CHIP.

Through collective impact and resource alignment, partners aim to create measurable progress in the identified priority areas.

## Partners

Committed to sustainable, collaborative strategies that align goals, share resources, and improve community health, Crossing Rivers Health and Crawford County Health and Human Services will lead the implementation of this Community Health Improvement Plan (CHIP) joined by local and regional partners.

### Local Partners

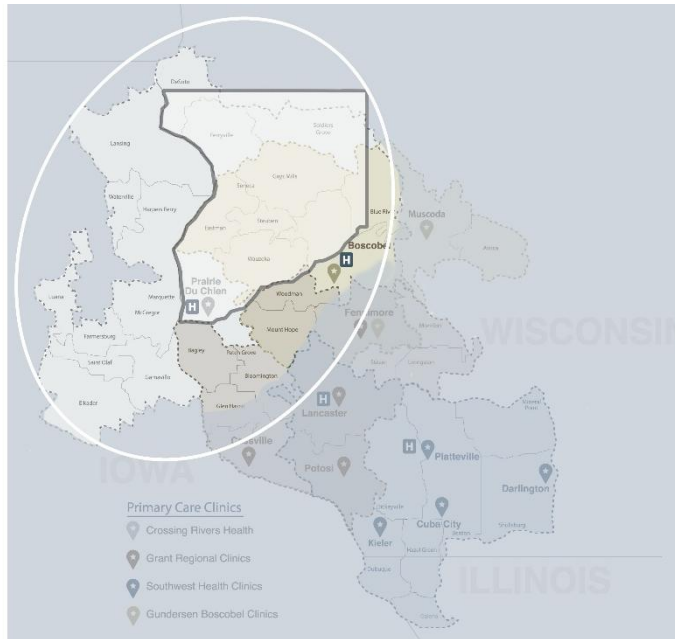
- UW-Madison Extension Crawford County
- Prairie du Chien Police Department
- Crawford County Sheriff's Department
- Scenic Bluffs Community Health Center
- Aging and Disability Resource Center (ADRC) of Eagle Country
- Driftless Region Mental Health Coalition
- Building Automation Products, Inc.
- Prairie du Chien School District
- Vernon Health

### Regional Partners

- Grant Regional Health Center
- Southwest Health
- Grant County Health Department
- Gundersen Boscobel Area Hospital & Clinics

# Population

The Community Health Improvement Plan (CHIP) focuses on addressing health needs identified in the Community Health Needs Assessment (CHNA) and improving the health and wellbeing of individuals that live in Crawford County and the Crossing Rivers Health service area, which includes communities outside of Crawford County, WI.



## Priorities

The CHNA process resulted in three key health priorities, which now guide our Community Health Improvement Plan. Over the next three years, we will work with regional and local partners to achieve shared goals through collective impact and collaboration.



# Priority #1: MENTAL HEALTH

## Mental Health Measures of Impact:

- ← Slow the rate of decline in healthy mental health days in Crawford County (County Health Rankings).
- ↓ Reduce the percentage of adults experiencing frequent mental distress in Crawford County (County Health Rankings).
- ↓ Decrease the percentage of respondents who report being unaware of available mental health resources (CHNA survey).
- ↓ Decrease the % of students who report “rarely or never getting needed emotional support” (Youth Risk Behavior Survey).
- ↑ Increase school mental health provider usage.

## Potential Partners:

- Driftless Region Mental Health Coalition
- Businesses & Major Employers
- School Districts
- Law Enforcement
- County Government Agencies
- Healthcare Organizations

## Areas of Focus:

- Stigma Reduction
- Asset-based
- Access
- Prevention
- Upstream Strategies

## Strategy 1.1: Comprehensive Mental Health Education, Support, and Engagement

### Goal/Desired Outcomes:

A holistic approach to mental health education and support that spans individual and community engagement leading to increased mental health literacy, resilience building, stigma reduction, early intervention, and comprehensive support systems.

| Tactic: Strengthening Individual Knowledge & Skills                | Leading Organization            | Partner Organizations                                     |
|--------------------------------------------------------------------|---------------------------------|-----------------------------------------------------------|
| QPR Community Training – at least two presentations per year       | Health & Human Services         | Crossing Rivers Health, PDC Police                        |
| Sources of Strength Campaigns - quarterly                          | Prairie du Chien Public Schools |                                                           |
| Youth Mental Wellness Fair - annually                              | Prairie du Chien Public Schools | Community Partners                                        |
| Disseminate in-school mental health education families - quarterly | Prairie du Chien Public Schools |                                                           |
| Parenting Educational Programs - ongoing                           | UW-Extension                    |                                                           |
| Promote Mental Health Resources - ongoing                          | Crossing Rivers Health & HHS    |                                                           |
| Promote and Manage Credible Mind Website                           | Health & Human Services         | Crossing Rivers Health                                    |
| Provide Postvention Training to key response individuals           | Health & Human Services         | PDC Police, CRH, SO, NC,PDC, Seneca Schools (10 trainers) |

## Strategy 1.1: (cont.)

| Tactic: Fostering Coalitions and Networks                             | Leading Organization    | Partner Organizations                                                             |
|-----------------------------------------------------------------------|-------------------------|-----------------------------------------------------------------------------------|
| Strengthening the Driftless Region Mental Health Coalition            | Crossing Rivers Health  | HHS, PDC Schools, SO, PDC Police, UW Extension                                    |
| Continue to hold the Suicide Prevention Color Run                     | Crossing Rivers Health  | Prairie du Chien Public Schools, HHS                                              |
| Continue to support the Crawford County Suicide Prevention Workgroup. | Health & Human Services | Businesses, Sheriff Dept                                                          |
| Support a county Postvention Response Team                            | Health & Human Services | First Responder Org, Healthcare Org, Faith Based Org, Schools, Social Service Org |
| Continue Sources of Strength peer leadership group.                   | PDC Schools             |                                                                                   |

| Tactic: Changing Organizational Practices                                                                                                                                                          | Leading Organization            | Partner Organizations                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-----------------------------------------------------------------------------------|
| Provide and maintain staff that can provide Mental Health services.                                                                                                                                |                                 | HHS, Crossing Rivers, Scenic Bluffs                                               |
| Provide staff and physical spaces for support groups and promote existing opportunities. (ex. Suicide Support Group, Infant Loss Support Group, Grief Support Group, Group Therapy/Skill Building) |                                 | Crossing Rivers, Scenic Bluffs, HHS                                               |
| Offer Mental Health Screenings for students in grades 6-12.                                                                                                                                        | Prairie du Chien Public Schools |                                                                                   |
| Integrate Postvention efforts/strategies into organizations practice/workflows.                                                                                                                    |                                 | First Responder Org, Healthcare Org, Faith Based Org, Schools, Social Service Org |

| Tactic: Educating Providers                                                          | Leading Organization | Partner Organizations                 |
|--------------------------------------------------------------------------------------|----------------------|---------------------------------------|
| Include Postvention Training in provider professional development.                   |                      |                                       |
| Provide job shadow opportunities and career exploration for future MH professionals. |                      | Crossing Rivers Health, Scenic Bluffs |
| Integrate education about mental health to providers.                                |                      |                                       |

## **Strategy 1.2: Integrated Mental Health Services and Education in Schools**

### **Goal/Desired Outcomes:**

Improved access to mental health services for students through integrated services and policies, leading to early intervention and support within the school environment.

| <b>Tactic: Strengthening Individual Knowledge &amp; Skills</b>                                 | <b>Leading Organization</b>            | <b>Partner Organizations</b>                 |
|------------------------------------------------------------------------------------------------|----------------------------------------|----------------------------------------------|
| Provide Mental Health education to youth in school settings.                                   |                                        | HHS, PDC Police, SO, Schools                 |
| <b>Tactic: Changing Organizational Practices</b>                                               | <b>Leading Organization</b>            | <b>Partner Organizations</b>                 |
| Provide Mental Health services in Crawford County School Districts                             | Scenic Bluffs, Health & Human Services |                                              |
| Incorporating consistent Mental Health Education for youth of all ages (QPR, resiliency, etc.) | Prairie du Chien Police Department     | All School Districts, Resource Officers, HHS |

## **Strategy 1.3: Workplace Mental Health and Wellness Initiatives**

### **Goal/Desired Outcomes:**

Improved mental health and well-being of employees through comprehensive workplace wellness initiatives that combine individual education and resiliency, stigma reduction and coalition-building.

| <b>Tactic: Strengthening Individual Knowledge and Skills</b>                                                 | <b>Leading Organization</b> | <b>Partner Organizations</b> |
|--------------------------------------------------------------------------------------------------------------|-----------------------------|------------------------------|
| Provide mental health education to employees.                                                                |                             | Crawford County, 3M, BAPI    |
|                                                                                                              |                             |                              |
| <b>Tactic: Foster Coalitions and Networks</b>                                                                | <b>Leading Organization</b> | <b>Partner Organizations</b> |
| Maintain and/or implement a workgroup that focuses on improving mental health outcomes within the workplace. |                             |                              |
| <b>Tactic: Change Organizational Practices</b>                                                               | <b>Leading Organization</b> | <b>Partner Organizations</b> |
| Maintain and/or implement worksite wellness programs to include mental health and wellness initiatives.      |                             | Crawford County, 3M, BAPI    |

## **Strategy 1.4: Policy Advocacy and Systemic Change for Mental Health**

### **Goal/Desired Outcomes:**

Influenced policy changes and increased funding for mental health services and programs through coordinated advocacy efforts.

## Priority #2: CHRONIC CONDITIONS

### Chronic Conditions Measures of Impact:

- ➡ Slow the rate of increase of adults in targeted counties who report fair/poor health (County Health Rankings & Roadmaps).
- ↓ Reduce the percentage of adults experiencing frequent physical distress (CDC Places Data).
- ↓ Reduce fair or poor self-rated health status among adults (CDC Places Data).

### Potential Partners:

- Fitness & Recreation
- Healthcare Organizations
- Long Term Care Providers
- School Districts
- Businesses & Major Employers
- Local Clubs
- Libraries
- Local Municipalities
- County Government Agencies

### Areas of Focus:

- Coordination
- Mid-Intervention
- Middle-aged population

## Strategy 2.1: Comprehensive Chronic Disease Education and Support

### Goal/Desired Outcomes:

Enhanced community-wide awareness and engagement in chronic disease prevention through coordinated education and utilization of health resources and support systems.

| Tactic: Strengthening Individual Knowledge and Skills                                                                                                                                  | Leading Organization   | Partner Organizations |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------------------|
| Efforts to improve lung health.<br>(ex. Tobacco/Nicotine Prevention and Cessation, Radon Education/Testing/Mitigation and promotion of early detection and treatment of lung disease.) | Crawford County Health | CRH                   |
| Offer and promote health education classes.                                                                                                                                            |                        | ADRC, HHS, CRH        |
| Provide oral health education and preventive dental sealants and varnishes.                                                                                                            | Scenic Bluffs          | HHS                   |

## Strategy 2.2: Integrated Chronic Disease Management Services

### **Goal/Desired Outcomes:**

Improved patient-provider communication and adherence to chronic disease management plans through integrated services and enhanced collaboration and resource sharing among community partners.

| <b>Tactic: Strengthening Individual Knowledge and Skills</b>                      | <b>Leading Organization</b> | <b>Partner Organizations</b> |
|-----------------------------------------------------------------------------------|-----------------------------|------------------------------|
| Implement chronic disease prevention support program(s) for patients.             | Crossing Rivers Health      |                              |
| Develop and promote chronic disease management education and linkage to services. |                             |                              |

| <b>Tactic: Changing Organizational Practices</b>                                                                                             | <b>Leading Organization</b> | <b>Partner Organizations</b> |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|------------------------------|
| Ensure access to care and reduce health disparities.<br>(Examples: Scenic Bluffs opening a community health center, HHS Navigator position.) |                             | Scenic Bluffs, HHS           |
| Develop and maintain chronic disease prevention support program(s).                                                                          | Crossing Rivers Health      |                              |

## Strategy 2.3: Workplace Health and Wellness Initiatives

### **Goal/Desired Outcomes:**

Improved health and well-being of employees through comprehensive workplace wellness initiatives.

| <b>Tactic: Strengthening Individual Knowledge and Skills</b>                                 | <b>Leading Organization</b> | <b>Partner Organizations</b> |
|----------------------------------------------------------------------------------------------|-----------------------------|------------------------------|
| Provide chronic condition health educate opportunities to employees and linkage to services. | 3M                          |                              |
| Provide chronic disease education, professional presentations and connections to workplaces. | Crossing Rivers Health      | HHS                          |

| <b>Tactic: Changing Organizational Practices</b>                              | <b>Leading Organization</b> | <b>Partner Organizations</b> |
|-------------------------------------------------------------------------------|-----------------------------|------------------------------|
| Improve or change workplace practices to support employees to improve health. |                             |                              |

## Priority #3: SUBSTANCE MISUSE

### Substance Misuse Measures of Impact:

- ↓ Reduce the percentage of students who report currently vaping (Youth Risk Behavior Survey).
- ↓ Reduce the number of opioid-related hospitalizations (Wisconsin Department of Health Services).

### Potential Partners:

- Driftless Region Mental Health Coalition
- Businesses & Major Employers
- School Districts
- Law Enforcement
- County Government Agencies
- Healthcare Organizations

### Areas of Focus:

- Earlier Youth Intervention
- Engagement
- Strengthening Support
- Integration & Collaboration

### Strategy 3.1: Education & Engagement for Youth & Community in Substance Misuse Prevention

#### Goal/Desired Outcomes:

Strengthen preventive efforts through increased awareness and early intervention for youth, family/parents, and community for substance misuse through coordinated education, promotion and support efforts.

| Tactic: Strengthening Individual Knowledge and Skills                                                                                       | Leading Organization         | Partner Organizations |
|---------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-----------------------|
| Education and support for enforcement, investigation, and treatment court.                                                                  | Sheriff's Office, PDC Police |                       |
| Provide substance misuse prevention education to Crawford Schools.                                                                          | Sheriff's Office, PDC Police | HHS, CRH              |
| Provide substance misuse prevention education to the community, including family/parents. (ex. Presentations, social media, press releases) | PdC Police Department        | HHS, UW Extension     |

### Strategy 3.1: (con't)

| <b>Tactic: Changing Organizational Practices</b>                                              | <b>Leading Organization</b>       | <b>Partner Organizations</b> |
|-----------------------------------------------------------------------------------------------|-----------------------------------|------------------------------|
| Introduce prevention education to younger audiences – 3 <sup>rd</sup> & 4 <sup>th</sup> Grade | PdC Police Department, PDC School | HHS                          |
| Approve staff time to provide education to schools, workplaces and community.                 | Crossing Rivers Health            | HHS                          |
| Provide ongoing support to the Building Hope Drop-in Center                                   |                                   | CRH, HHS                     |

| <b>Tactic: Foster Coalitions and Networks</b>                                                          | <b>Leading Organization</b> | <b>Partner Organizations</b>                          |
|--------------------------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------|
| Continue and build upon current board to strengthen preventive efforts in substance misuse prevention. | Children's Advisory Board   | HHS, SO, PDC Police, Teen Court, Parks & Rec, Schools |

### Strategy 3.2: Integrated Substance Misuse Treatment Services

#### **Goal/Desired Outcomes:**

Improved access to and utilization of substance misuse treatment services for adults and youth through integrated support and education.

| <b>Tactic: Strengthening Individual Knowledge and Skills</b>                       | <b>Leading Organization</b> | <b>Partner Organizations</b> |
|------------------------------------------------------------------------------------|-----------------------------|------------------------------|
| Connect and educate individuals to harm reduction and treatment.                   | HHS                         | PDC Police, SO               |
| Promote and provide resources and classes for cessation from nicotine and tobacco. | HHS                         | CRH                          |

| <b>Tactic: Changing Organizational Practices</b>                                                                   | <b>Leading Organization</b> | <b>Partner Organizations</b> |
|--------------------------------------------------------------------------------------------------------------------|-----------------------------|------------------------------|
| Expand substance misuse treatment services.                                                                        |                             | Scenic Bluffs                |
| Incorporate substance use risk screening, counseling and connection to treatment resources into standard practice. |                             | CRH                          |

# Conclusion

From 2025 to 2027, Crossing Rivers Health and Crawford County Health and Human Services will lead and coordinate the implementation of the Community Health Improvement Plan (CHIP). Their role includes working with partners to further define specific tactics, carry out planned actions, and monitor and report on progress toward shared goals.

By collaborating with both local and regional organizations, the initiative aims to maximize collective impact across priority health areas and ensure that all partners remain informed and aligned. While Crossing Rivers Health and Crawford County Health and Human Services may not address every identified health need directly, they are committed to supporting and providing resources to partner-led efforts whenever possible.