



Community Health Needs Assessment

September 2013

ABOUT BALDWIN AREA MEDICAL CENTER

Baldwin Area Medical Center, Inc. (BAMC) is an independent, integrated clinic and hospital located in western Wisconsin. BAMC takes pride in delivering high quality health and wellness services to the people of this region and in being a healthcare resource for everyone we serve.

The BAMC medical staff consists of four full-time family practice physicians, two physician assistants, three nurse practitioners, a palliative care physician, a general surgeon, an orthopedic surgeon, a pediatrician and a midwife. In addition, BAMC has relationships with 25 visiting medical specialists in the region who provide specialty health care services in Baldwin. The medical center's services include primary care, behavioral health, emergency care, maternity care, surgery, cardiac care, and orthopedic services.

BAMC is governed by a seven member board of trustees, made up of community members and business leaders from Baldwin, Hammond, and Woodville. BAMC has approximately 187 full-time employees and 94 part-time employees.

A Community Health Needs Assessment (CHNA) was conducted for Baldwin Area Medical Center and St. Croix County as part of Healthier Together – St. Croix County. Baldwin Area Medical Center is a participating member in Healthier Together- St. Croix County, a group in which hospitals in St. Croix County work together to better understand the current and future needs of St. Croix County.

The top priorities that Healthier Together – St. Croix County identified are: access to Primary and Preventative Health Services; Overweight, Obesity, and lack of Physical Activity; Adequate and appropriate nutrition; Alcohol; Access to mental health; substance abuse and tobacco use.

In 2012, BAMC launched a community wide wellness initiative called the B_Well Initiative. The program is funded through Allina Health and The George Family Foundation. The B_Well Initiative provides free health screenings for community members. The screening includes cholesterol and glucose labs, behavioral health, blood pressure, and BMI calculations. In 2012, 625 members were screened. This provided BAMC with some baseline data on the health needs of our community.

Through the B_Well community wellness initiative, BAMC will lead the Baldwin community in its efforts to motivate individuals to be more nutritious, active and healthier in all aspects of life including behavioral health and stress management. The community includes Baldwin, Woodville, Hammond, and Roberts, Wisconsin.

Each member that is screened is also provided a Health Risk Assessment through a program on the BAMC website called The Family Health Manager. The Health Risk Assessment asks people questions about their individual stress, nutrition, smoking, sleep, pain, medical issues, alcohol consumption, weight and well-being. It then gives each participant an overall health score between 0 and 100, with 0 being the worst and 100 being the best. The average Health Risk Assessment score for the participants we screened was 60 to 79. The results are then discussed with a health coach. Participants also have the opportunity to continue ongoing sessions with a health coach.

Through the B_Well Initiative and Healthier Together, BAMC has prioritized these four health needs:

1. Increase Access to Mental Health
2. Improve Access to Primary and Preventative Care
3. Improve the overall health of the community through prevention and health promotion activities
4. Promote change in unhealthy lifestyles

Project Objectives

Objective One: Increase Access to Mental Health

The St. Croix County Community Health needs assessment identifies critical barriers to mental health services including, transportation, stigma, and cultural misunderstandings.

In 2012, 42% of the area community members reported that they have medium to high stress levels.

Health Risk Assessment Data - Stress

	Number of Participants	Percent of Participants
High	44	12%
Medium	112	30%
Low	219	58%

Implementation Activities:

- In 2011, BAMC merged with Northwest Counseling Services, a group of seven behavioral health counselors. They provide behavioral health counseling in our rural health clinic.
- BAMC accepts Medicaid for behavioral health services. (Ongoing)
- Free health screenings are available to all community members each year as part of the B_Well Initiative. Each participant is given a mental health evaluation using a PHQ-9 and GAD-8. If mental health issues arise participants will be given one free behavioral health session. (Fall 2013 and 2014)
- BAMC is a member of the Healthier Together Mental Health workgroup, which has been doing research on mental health issues in St. Croix County. The research collaboration includes survey methodology and multiple e-mail distributions. (Ongoing)
- BAMC is a member of the Valley Co-op Behavioral Health Team. This team represents six hospitals – Amery, Baldwin, Hudson, Osceola, New Richmond, and St. Croix Falls. The group is using research from the mental health workgroup to assess various options for improvement in access, marketing, services, and transportation related to mental health. (Ongoing)
- BAMC will provide free community health education seminars geared towards stress, resiliency, and other integrative approaches to managing stress. (2013-2014)
- Members of our behavioral health team will participate in the QPR training put on the by the St. Croix County Suicide Prevention Taskforce. In 2012, there were 11 suicide related deaths in St. Croix County. (2013-2014)

Objective Two: *Increase Access to Primary and Preventative Care*

Baldwin Area Medical Center will support efforts to eliminate barriers to access of primary and preventative health care.

- The BAMC B_Well Initiative will continue to offer free health screenings to area community member. The screening includes cholesterol and glucose labs, behavioral health, blood pressure, and BMI calculations. (Fall 2013 and 2014)
- BAMC has a full-time Financial Assistance Counselor that oversees its' financial assistance program, assists patients enrolling in government programs, assists in finding other sources of payment, and in finding access to services beyond medical care. (Ongoing)
- BAMC has van transport services for a suggested donation of \$3.00/round trip ride for patients within a 15 mile radius. (Ongoing)
- BAMC will start an integrative health program that will combine complementary therapies such as integrative medicine physician consultation, acupuncture, biofeedback, nutritional counseling, therapeutic yoga, exercise education, and resilience training along with mainstream medicine. (Program will be established in 2014)
- BAMC will assist public health in communicable disease prevention efforts.

Objective Three: *Improve the overall health of each community through prevention and health promotion activities that are provided and supported in primary care settings.*

BAMC's B_Well Initiative will teach, encourage and promote the importance of nutrition and exercise in the community to reduce obesity.

The baseline data from the health screenings showed that over 68% of the participants were overweight. This was determined by BMI and waist circumference. It also showed that 28% of the participants were Borderline Diabetic.

Health Risk Assessment Data – Weight

	Number of Participants	Percent of Participants
Underweight	12	3%
Normal	96	28%
Overweight	90	26%
Obese	145	42%

Health Risk Assessment Data – Blood Glucose

	Number of Participants	Percent of Participants
Normal	366	68%
Borderline	133	28%
Abnormal	40	7%

Implementation Activities:

- BAMC will continue to offer free health screenings to community members. In addition, will offer free ongoing health coaching sessions. (Fall 2013 and 2014)

- BAMC has partnered with area businesses to provide them with free employee health screenings and assisted them in establishing a standardized employee wellness program. (Fall 2013 and 2014)
- BAMC provides health challenges to community members three times a year. The challenges provide education and an incentive for people to establish lifestyle changes in physical activity and nutrition. (Ongoing)
- In conjunction with Healthier Together, BAMC offers a program called B_Fit Kids. This program is offered to elementary students in the Baldwin-Woodville and St. Croix Central School District teaching children lifestyle activities such as exercise and healthy eating. (Ongoing)
- BAMC supports our local Community Supported Agriculture (CSA) by utilizing their fresh produce for meal preparation and by serving as a pick-up location for staff. (Ongoing)
- BAMC employs two registered dietitians to promote physician awareness and nutrition education to patients and the community. (Ongoing)
- BAMC encourages women to breastfeed and offers breastfeeding education. Currently, BAMC has three nurses that are Certified Lactation Counselors. (Ongoing)
- The B_Well Initiative will be working with local restaurants to help them offer healthy dining options on their menus. (Program will be launched in 2014)
- BAMC has an American Diabetes Association recognized program that teaches diabetes self management to patients with Type I and Type II Diabetes. This program is actively working on diabetes prevention through community education classes. BAMC is also working on a Diabetes Initiative to improve care of diabetic patients. This is done through physician and medical assistant education, following guidelines and reporting results through Minnesota Health Measures (D5). (Ongoing)
- BAMC will continue to work with the *Healthier Together – St. Croix County*, health and wellness initiative. (Ongoing)
- BAMC offers a nutrition and exercise program called HealthSwitch. This 12 week class is taught by a Registered Dietitian offering 60 minutes of nutrition education and 30 minutes of physical fitness education. (Ongoing)

Objective Four: *Promote Change in Unhealthy Lifestyles*

BAMC will continue to provide patients and the community with the opportunity to address alcohol, substance abuse, and tobacco use through education and awareness to reduce these behaviors.

- BAMC employs respiratory therapists that are educated in tobacco cessation. (Ongoing)
- BAMC will help to increase awareness and support for smoke-free living by educating the public through community education, such as the Great American Smoke and other community events. (2013-2014)
- BAMC has a behavioral health counselor on staff that is a Licensed Clinical Substance Abuse Counselor. (Ongoing)