



LA CROSSE COUNTY
Health Department
Nationally Accredited

CHIP Progress Report

April - June
2025

Health Priorities

The Community Health Improvement Plan (CHIP) includes 3 health priority areas. Our community created the goals that we work on each year. The Health Department puts together a community-driven action plan to address the greatest needs in La Crosse County.



Behavioral Health Vision

Build a community that prioritizes protective factors for positive childhood experiences and resilient communities.



Healthy Environment Vision

Collaborate for solutions that build healthier and more accessible neighborhoods where people are connected to what they need where they live.



Access to Care Vision

Grow a system of care that represents and supports underserved individuals to get the right care at the right time.

Behavioral Health

The Behavioral Health Goal has three objectives. Over time, the work aims to improve mental health and decrease substance use, suicide, and self-harm. This quarterly update describes the activity from April through June 2025.

Progress: What has been done?



Youth substance use prevention

- **Onalaska, West Salem, and Town of Campbell have passed ordinances** that prohibit the sale of hemp-derived THC to anyone under the age of 21. The municipalities had received a presentation from the Drug Free Communities staff and moved forward with ordinance as a youth prevention strategy.
- Staff sent out a **survey on substance use risk perception** to all families who have children ages 11-18 in La Crosse County.
- La Crosse Police conducted **19 alcohol compliance checks with 15 retailers passing**. Onalaska Police completed **20 alcohol compliance checks with 15 passing**. Letters containing education were sent to all 39 retailers after the checks.



Mental health and resiliency

- Family Health staff are in the process of gathering more information from area hospitals on their **prenatal mental health screening process**. Our staff are working to better align with what our healthcare partners are doing in their practice.



Self-harm and substance use prevention

- August is Overdose Awareness Month. Staff **developed a business kit** for local businesses. **A social media campaign** will also be running along with billboards throughout the county for the whole month.
- **Increased Narcan access** to “What I Need Now” van that serves unsheltered people.
- Narcan education and training opportunities were given to local business, including bars, restaurants, hotels and motels in mid-July.
- The Dental Pain Program staff have procured a new dental office to start seeing 2 patients a month. **48% of dental pain calls have received treatment this quarter**.
- Staff continue to attend monthly Community of Practice meetings with the Southwestern WI Gun Shop/Safe Storage Community of Practice which is focusing on the **Governor’s Challenge to prevent suicide**.
- The Suicide Death Review Team is developing a **list of recommendations** based on what has been learned in the last two years through next-of-kin interviews. A report is being drafted to share with the community in the coming months.

Healthy Environment

The Healthy Environment Goal has three objectives. Over time, the work aims to improve housing, food access, and opportunities for physical activity. This quarterly update describes the activity from April through June 2025.

Progress: What has been done?



Safe, affordable, and supportive housing

- Environmental health staff presented about radon at the Builders Association Home Show. This year, we have **distributed 210 radon test kits with a 73% return rate** where people have tested their homes.
- Social worker and sanitarians have **worked together on 22 housing complaints** this year. They provide resources and education to help residents address health hazards in the home.
- Our department assisted with the **Sound the Alarm event** with Red Cross and City of La Crosse Fire Department that served 70 homes with installation of smoke alarms and carbon monoxide detectors.



Year-round access to healthy food

- The Food Resource Guide was mailed out to **100+ community members** that provide food access to help spread the word to people that may need extra food assistance.
- Hosted a Food Partners meeting in May. The group learned about Kwik Trip's food recovery program and all partners shared updates from their own agencies. Many shared that there are **current struggles with funding sources** that support their programs.



Increase opportunities for active transportation

- Safe Routes to School (SRTS) staff participated in **6 school events where they provided helmet safety education** and taught students and families how to properly fit a bike helmet. They participated in the Hamilton/SOTA bike rodeo, State Road Family Night, West Salem Bike Rodeo, Slide into Safety field trip day, Northside Bike Night, and Logan Middle School PE classes.
- **Community outreach** is the best place to reach kids and families during the summer. The team attended the Summer Library Kick-off to share education about **pedestrian and bike safety**. The City-wide Bike Rodeo occurred in July.
- Staff shared an overview of the SRTS program at the Bicycle and Pedestrian Advisory Committee. They also shared **parent feedback related to walking and biking concerns** on the northside of La Crosse.

Access to Care

The Access to Care Goal has three objectives. Over time, the work aims to improve relationships, communication, and community-centered services. This quarterly update describes the activity from April through June 2025.

Progress: What has been done?



Increase access to clinical services

- Staff are analyzing data to look at vaccine rates among 2-year-olds, Kindergarteners, and 7th graders. Current vaccine strategy is focused on **outreach to schools** and **partnering with local healthcare** in community spaces.
- Summer outreach is planned for dental staff and nurses to attend Back-to-School events where we will **offer cleanings, fluoride varnish, vaccines, and education** to kids and families.
- **Lead testing outreach** has connected with The Parenting Place and Family & Children's Center to provide education to families and providers.
- Continued partnership between nursing team and Family Health staff is leading to **more vaccine and lead tests for WIC families** when they are already in our office. This works toward providing convenient care when they are available.



Enhance organizational health literacy

- **Health literacy training materials** are completed and ready to use for new employees during their onboarding.
- Health department staff were offered **two training opportunities** in Canva to build skill in health literacy and design for social media, PowerPoint, posters, and more.



Increase connections to resources

- Health Department Social Workers assisted **360+ individuals with health insurance benefits** so far this year and passed along 5 referrals to ACA/Marketplace application assisters.
- Staff continue to **connect with partner agencies** to share resources for food, health insurance access, health department services, and community connections.
- In 2025, the WI Well Woman program has enrolled **30 participants**. All enrollees are able to receive **free preventive cancer screenings** - mammograms and cervical screenings. Our team is making additional efforts to encourage all participants to use the benefits of the program.