



# Overview of Winnebago County's 2016-2020 Community Health Improvement Plan

## CHIP Priorities and Strategies

**1. Social and Place Connectedness:** Residents are connected and engaged in the places and spaces that matter to them.

Strategy 1.1: Integrate public health into the planning process and local municipal decision-making systems so health outcomes are considered in decision-making processes (“health in planning”).

Strategy 1.2: Support community development initiatives designed to engage, improve, and strengthen community connectedness, and improve physical, social and service environments in local neighborhoods.

Strategy 1.3: Enable community and civic connections at a neighborhood level to improve neighborhoods and relationships with all people in those neighborhoods (specifically older adults, people with disabilities, people with lower incomes, new parents, and youth).

**2. Access to Opportunities that Improve Health:** Improve and expand access to and availability of already existing services or opportunities.

Strategy 2.1: Support activities that connect agencies serving similar populations in order to increase access to multiple services.

Strategy 2.2: Identify barriers to accessing social service programs and gaps within those programs.

Strategy 2.3: Improve access to transportation.

Strategy 2.4: Support efforts to ensure a range of affordable housing is available for all.

**3. Healthy Food and Beverages:** Increase access to and consumption of fruits, vegetables and healthy beverages while decreasing consumption of sugar-sweetened beverages in children and adults.

Strategy 3.1: Increase availability of healthy, tasty, and convenient food options in community settings, focusing on most vulnerable populations and social settings.

Strategy 3.2: Improve food environment in institutions that serve children.

Strategy 3.3: Improve food environment in institutions that serve adults.

Strategy 3.4: Improve residents’ ability to recognize and use healthy foods.

**4. Mental Health:** Improve mental health among residents and mental health systems of care.

Strategy 4.1: Expand mental health services and focus on integration of these into primary care.

Strategy 4.2: Prevent suicide-related behaviors.

Strategy 4.3: Promote protective factors, healthy relationships.

Strategy 4.4: Improve coping strategies and build resilience in individuals that have experienced or are vulnerable to trauma.

**5. Alcohol and Other Drugs:** Reduce abuse of and addiction to drugs and alcohol.

Strategy 5.1: Reduce access and exposure to alcohol in social settings.

Strategy 5.2: Reduce access to and abuse of prescription and illegal drugs.

Strategy 5.3: Improve access to treatment and recovery options.

Strategy 5.4: Improve data collection related to alcohol/drug use

## Get Involved!

### Join our community coalition, re:THINK

Website: [rethinkwinnebago.org](http://rethinkwinnebago.org)

Email: [rethink@co.winnebago.wi.us](mailto:rethink@co.winnebago.wi.us)

Phone: 920-232-3000

### Contact the Winnebago County Health Department

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