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*Our mission is to assess, identify, address  
and monitor priority health needs through  
community collaboration.*

*Our vision is a community where all  
Fond du Lac area children and adults can  
reach their highest potential for health.*

## Decrease binge drinking and over-consumption of alcohol among youth and adults.

### OUR STRATEGIES

- Temporary alcohol license holders will have increased awareness on best practices for community events to decrease over consumption
- Increase saturation/OWI patrols
- Develop a Drug Court in Fond du Lac County
- Adopt a Keg Registration ordinance in communities
- Utilize a social media/marketing campaign to actively discourage binge drinking and over-consumption

**27%**  
of Fond du Lac  
County adults report  
excessive drinking in  
the past 30 days

**65%**  
of Fond du Lac  
County students in  
grades 8 to 11 report  
it is very/fairly easy  
to access alcohol

### MEASURE OF SUCCESS BY 2015

- Temporary alcohol licenses that impose conditions on the license to reduce over-consumption will increase by 100 percent
- Fond du Lac County youth reporting they bought or drank alcohol at a Fond du Lac community event will decrease by 10 percent
- Fond du Lac County youth who report the community is actively discouraging alcohol use by youth in the way products are advertised, promoted or sold will increase by 10 percent
- College students in Fond du Lac County will report a decrease in binge drinking in the past two weeks by 10 percent

FOND DU LAC COUNTY  
2012-2015  
**COMMUNITY  
HEALTH**  
IMPROVEMENT PLAN



# FOND DU LAC COUNTY CARES

## Why a Community Health Improvement Plan?

Business, education and community leaders throughout Fond du Lac County recognize that to improve the health of our community we need a community-driven strategic plan. Our Community Health Improvement Plan, summarized in this brochure, involved more than 50 committed individuals working over the past 10 months to develop strategic, time-specific objectives, which address our most pressing health concerns as shown in this report.

The Healthy Fond du Lac County 2020 Steering Committee is challenging individuals, families, organizations and businesses to review this plan, and support activities and initiatives that will make Fond du Lac County a healthier place to live, work and play.

To become involved or for more information, contact the Fond du Lac County Health Department at (920) 929-3085, any Steering Committee member or visit <http://www.fdlco.wi.gov/Index.aspx?page=1368>.

*Over the next three years as community leaders, we want to work collaboratively with our friends and neighbors to:*

## Increase the number of Fond du Lac County residents who are at a healthy weight for their height.

### OUR STRATEGIES

- Increase the number of food outlets that provide information on the nutritional value of food they sell
- Implement 5,2,1,0 (5 fruits and vegetables, 2 hours or less of screen time, 1 hour of physical activity and 0 sugary drinks a day) in four Fond du Lac County school districts
- Support the development of safe foot/bike options
- Support wellness initiatives such as Well City
- Develop and implement a community education campaign on healthy eating and active living

### OUR MEASURE OF SUCCESS BY 2015

- The number of Fond du Lac County adults who are obese will decrease by 2 percent
- The number of Fond du Lac County adolescents who are overweight or obese will decrease by 10 percent

30%  
of Fond du Lac  
County adults  
are obese

3 out of 4

Fond du Lac County children and adults on Medicaid received no dental care in 2009

## Increase dental care access for children and adults with Medicaid.

### OUR STRATEGIES

- Expand Save a Smile Children's Dental Program to include adults
- Expand preventive oral hygiene (fluoride varnish, dental sealants) to day care centers and schools with high concentrations of children eligible for day care subsidies and free and reduced lunch
- Support community water fluoridation

### OUR MEASURE OF SUCCESS BY 2015

- Increase the number of Medicaid enrollees with at least one Medicaid dental claim to 35 percent
- Expand fluoride varnishes and dental sealants to all Fond du Lac County schools where 35 percent or more of children are eligible for free and reduced lunch
- Expand fluoride varnishes to all Fond du Lac County day cares where 35 percent or more of children receive subsidized child care

## Improve mental health access to enhance the quality of life of Fond du Lac County residents.

### OUR STRATEGIES

- Decrease the stigma of mental illness through education
- Expand wellness initiatives and participation
- Expand crisis intervention and community trauma response services
- Decrease wait times for first mental health appointments
- Increase effective recruitment and retention of mental health providers

### OUR MEASURE OF SUCCESS BY 2015

- Number of days that individuals report "mental health was not good" will decrease by 10 percent
- Suicides in Fond du Lac County will decline to 12 or fewer annually
- Number of business days prior to first mental health appointment will decrease by 20 percent

*17 residents took their own life in 2011.*

Fond du Lac County's  
suicide rate is  
**HIGHER**  
than the rate for the state  
of Wisconsin