

Fond Du Lac County Community Health Assessment and Improvement Plan: *A Framework Using MAPP 1.0 Toolkit*



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Introduction

Fond du Lac (FDL) County is located in East-Central Wisconsin. It is an hour drive away from three major Wisconsin cities, Milwaukee, Madison, and Green Bay. According to the United States Census Bureau (US Census Bureau) the county spread across 720 square miles (about half the area of Rhode Island) of land area. The county consists of 3 cities, 9 villages, and 21 townships, with Fond du Lac city as its county seat (FDL county).

This region is claimed to be a hunter's paradise, boasting a thriving population of deer, turkey, waterfowl, and pheasant (City Of FDL, 2023). Fond du Lac County is also well-known for its boating not only because it houses a major boat manufacturing company's world headquarters Mercury Marine, but also due to its prime location on the southern shore of Lake Winnebago. Wisconsin's largest inland lake, which spans 137,700 acres and it is considered one of the nation's top Walleye fisheries. Fond du Lac also hosts several boating competitions, like Walleye weekend, and its rich fishing stocks of walleye, northern pike, and sturgeon make it a haven for anglers. The presence of local marinas and yacht clubs rounds out the active boating community.

Demographically Fond du Lac County has a predominantly White population, with 88% identifying as only White. Smaller racial and ethnic groups include 2.2% Black or African American, 6.1% Hispanic or Latino, and 0.6% American Indian or Alaska Native, and 1.8% Asian. Totaling a population of 104,154 the median age of residents is approximately 41.6 % (CHR, 2024).

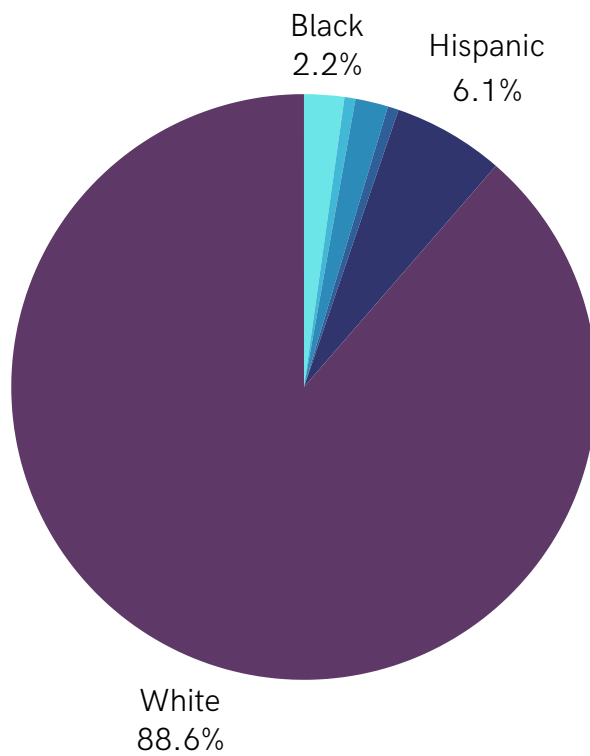


Figure 1: Fond Du Lac Demographics

This Community Health Assessment (CHA) and Improvement Plan (CHIP) aims to identify and address the main concerns affecting this community and to develop a shared mission and vision that is equitable for all member of the community. This will be accomplished utilizing the Mobilizing for Action through Planning and Partnership (MAPP) framework. This framework is ideal because it offers a comprehensive, community-driven approach to improving public health, by focusing on collaboration, systemic assessment, and strategic planning. MAPP was designed by the National Association of County and City Health Officials (NACCHO) in conjunction with the Centers for Disease Control and Prevention (CDC).

MAPP Phase 1

Organize For Success/Partnership Development

MAPP Phase 1 is crucial for Fond du Lac County because it lays the foundation for a comprehensive, community-driven action plan aimed at improving public health and overall well-being. During this phase, we gather key data, engage stakeholders, and facilitates meaningful input from residents to identify the community's most pressing needs and strengths. By involving a diverse group of community leaders, organizations, and the public in a collaborative process, MAPP ensures that the resulting strategies are well-informed, equitable, and aligned with the community's goals. This process ultimately empowers Fond du Lac County to prioritize resources, address health disparities, and develop sustainable, locally tailored solutions for a healthier future.

The table below outlines the partners we will collaborate with, providing a brief description of each entity, their intended role, and their type of participation in the MAPP process. Participation roles are

categorized as follows:



Core Group

A small team responsible for managing and coordinating the MAPP process.



Steering Committee:

A larger group of representatives from key organizations and sectors that provides leadership and decision-making.





Subcommittees:

Smaller, task-specific groups formed to address specific aspects of the MAPP process, such as conducting assessments or developing strategies.



Community Members

Individuals with the crucial role of providing lived experiences. They participate in discussions, share insights, provide feedback, and help shape the vision and priorities of the process.

| Agency/Partner | Description | Intended Role of Organization |
|--|---|--|
| <p>Fond Du Lac County Health Department</p>  | <p>The Fond du Lac Health Department promotes public health and well-being through services such as disease prevention, health education, and environmental safety. They collaborate with community partners to address health challenges, monitor trends, and improve access to essential health resources.</p> | <p>Collaborating with the Fond du Lac Health Department offers access to public health data, expertise, and key stakeholders, helping identify priorities, foster cross-sector collaboration, and ensure a data-driven community assessment.</p> |
| <p>Fond Du Lac County Department of Human Services</p>  | <p>Children often enter Child Protective Services (CPS) when their parents struggle with mental health and or substance abuse, and many of these children develop mental health issues as a result of traumatic experiences. It is crucial to ensure that no one falls through the cracks in receiving the support they need.</p> | <p>DHS can offer data on health trends, identify service gaps, and engage stakeholders. Their input could ensure public health priorities address the needs of vulnerable populations and align with existing social services.</p> |
| <p>Fond Du Lac School District</p>  | <p>Grades K-12</p> <ol style="list-style-type: none"> 1. Campbellsport School District 2. Fond du Lac School District 3. North Fond Du Lac School District 4. Oakfield School District 5. Ripon Area School District <p>Rosendale School District</p> | <p>Collaborating with this partner would facilitate the gathering of information on the mental health status and substance abuse need from students and faculty.</p> <p>This partner can also aid in planning programs that would fit their curriculum. Additionally, they could help disseminate information and set up programs within the district that could help with prevention and early detection.</p> |
| <p>Fondy Cares</p> | <p>Fondy Cares partners up with school Districts to provides enhanced mental health services through licensed</p> | <p>Partnering with Fondy Cares could provide valuable insights into youth mental health needs, service utilization, and existing gaps within the community. Their</p> |



therapists available during the school day.

collaboration with schools and local agencies positions them to support data collection and stakeholder engagement, ensuring mental health remains a key focus in the assessment process.

Community Members



Engaging with members of Fond du Lac County (population 104,027, US Census) who have navigated mental health and substance abuse services, either currently or previously.

Collaborating with this partner will provide powerful information about what has and has not worked for them in past and present experience. Additionally, they could provide input into what they would like to see change and stay the same.

National Alliance on Mental Health Illness (Fond Du Lac)



NAMI is a grassroots organization dedicated to improving the lives of individuals affected by mental illness. It offers free programs and services, including support groups, educational initiatives, and advocacy efforts. NAMI also provides resources for families, caregivers, and teens, aiming to reduce stigma, improve mental health awareness, and promote access to care and support.

NAMI in FDL could provide insight into mental health challenges from both individual and family perspectives. They can assist with data collection on mental health trends, identify service gaps, and engage community members through their advocacy networks and support groups. NAMI's participation would also help ensure that mental health remains a priority in the community assessment and planning process.

Law Enforcement



Law enforcement plays a critical role in community mental health by responding to crises, conducting welfare checks, and connecting individuals with appropriate services.

The Fond Du Lac Community Response team partners a mental health clinician with a police officer to handle MI calls and check ins.

Collaborating with law enforcement can provide valuable data and insights into mental health and substance abuse-related incidents, identify service gaps, and help shape crisis response strategies.

The FDL community response team can inform crisis response strategies, promote cross-sector partnerships, and help shape priorities for improving mental health services and public safety.

ASTOP Sexual Assault

This organization aims to

Partnering with this organization is



empower survivors, foster healing, and break the cycle of sexual violence, promoting safer, thriving, and anti-oppressive communities for everyone

essential, as one-third of rape survivors develop PTSD over their lifetime (Kilpatrick, 2020), and individuals with mental illness are particularly vulnerable to sexual assault (Miles, 2022). In the U.S., 1 in 5 women and 28% of men experience completed or attempted rape in their lifetime (NSVRC). Collaboration will enhance the accessibility of their services—such as a 24/7 crisis and advocacy line, counseling, and prevention education and outreach—for other stakeholders. Additionally, their insights from working with clients will be invaluable. This partnership can also play a key role in addressing mental health needs within the Fond du Lac community.

Private Practice Mental Health Provides



Mental health providers support communities through therapy, crisis intervention, education, and advocacy. They promote early intervention, connect individuals to resources, and collaborate with stakeholders to foster well-being, resilience, and inclusive environments.

Collaborating with this partner can offer insights on patient needs, service gaps, and mental health trends. Their involvement helps ensure the assessment reflects real-world challenges, fosters collaboration, and promotes access to mental health resources across the community.

Catholic Charities Inc



Catholic Charities Mental Health Clinic provides outpatient services, including trauma therapy, couples/family therapy, and cognitive behavioral therapy. The clinic serves seniors, adults, and young adults, offering tailored mental health support in a community-based setting.

Partnering with this organization could be pivotal by providing insights into mental health trends, highlighting service gaps, and sharing data on community needs. Their expertise in trauma therapy and outpatient care can guide collaborative strategies, while their connections with diverse age groups can support stakeholder engagement and encourage community involvement.

| | | |
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| <p>Shards Counseling Services</p>  | <p>This is an ecumenical Christian organization that provides affordable mental health care, especially for uninsured and underinsured individuals. They work with licensed counselors and offer services on a sliding fee scale based on clients' ability to pay, ensuring mental health support is accessible to those in need.</p> | <p>This partner could contribute by sharing insights on mental health trends, client needs, and service gaps. Their involvement would help ensure the assessment reflects local mental health challenges while fostering collaboration to improve access to care.</p> |
| <p>SSM Health St. Agnes Hospital Behavioral Health</p>  <p>Aurora Behavioral Health Center</p>  | <p>Both of these are hospital-based mental health programs which provide both inpatient and outpatient services, including therapy, psychiatric care, medication management, substance abuse treatment, and crisis intervention.</p> | <p>Collaborating with these partners could be valuable since they can contribute expertise on mental health and substance use trends, share data on service utilization, and support stakeholder engagement to help identify priority mental health needs.</p> |
| <p>Moraine Technical College</p>  | <p>Moraine Park Technical College offers a diverse range of programs across various fields, including over 100-degree programs in 17 academic areas such as health sciences, business management, information technology, and manufacturing.</p> | <p>This partner can provide insights into mental health and substance abuse challenges, workforce-related impacts, and opportunities for community partnerships to improve service access.</p> |
| <p>Aging and Disability Resource Center (ADRC):</p>  | <p>The ADRC in Fond du Lac County offers essential support services for older adults and individuals with disabilities. They provide information and assistance to navigate resources, coordinate services like meal programs and transportation, advocate for</p> | <p>ADRC can contribute valuable data and insights on the needs of older adults and individuals with disabilities, facilitate collaboration among stakeholders, and participate in community needs assessments. Their involvement will help identify service gaps and guide the development of targeted</p> |




| | | |
|--|--|--|
| | these populations, and conduct assessments for tailored care plans (ADRC, 2024-2025). | programs to enhance mental health and wellness, ensuring comprehensive support and improved health outcomes in the Fond Du Lac community. |
| Drug-Free Communities (DFC) of Fond du Lac County  | A coalition focused on preventing youth substance use through community-driven efforts. | Share expertise on community-wide prevention strategies, assist in engaging families and schools, and provide resources for implementing youth-focused programs. |
| Fond du Lac Area United Way  | A local nonprofit organization that funds programs addressing community health, including mental health and substance abuse. | Provide funding for prevention programs, mobilize community volunteers, and promote public awareness campaigns addressing alcohol and substance abuse issues. |
| Fond du Lac Tribal and Community Leaders  | Local Native American community leaders and organizations working on culturally relevant health strategies. | Ensure culturally sensitive approaches in addressing substance use and offer community-specific insights to guide prevention and recovery efforts. |

Table 1 : MAPP Phase 1 Partners with Description and Intended roles.

MAPP Phase 2

Visioning: Fond Du Lac County

In order to create meaningful change, we must first as a community create a shared vision and values statement to guide the health improvement process. This step aligns stakeholders in Fond du Lac toward a common purpose, ensuring focus and motivation.

Vision: An energetic and flourishing community where every individual has equal access to opportunities and strong resources for achieving their best health and well-being.

Mission: To enhance health and well-being of the Fond Du Lac community by identifying and addressing its needs, while empowering residents through innovative solutions that foster equality, equity, and collaboration, while promoting transparency in all our initiatives.

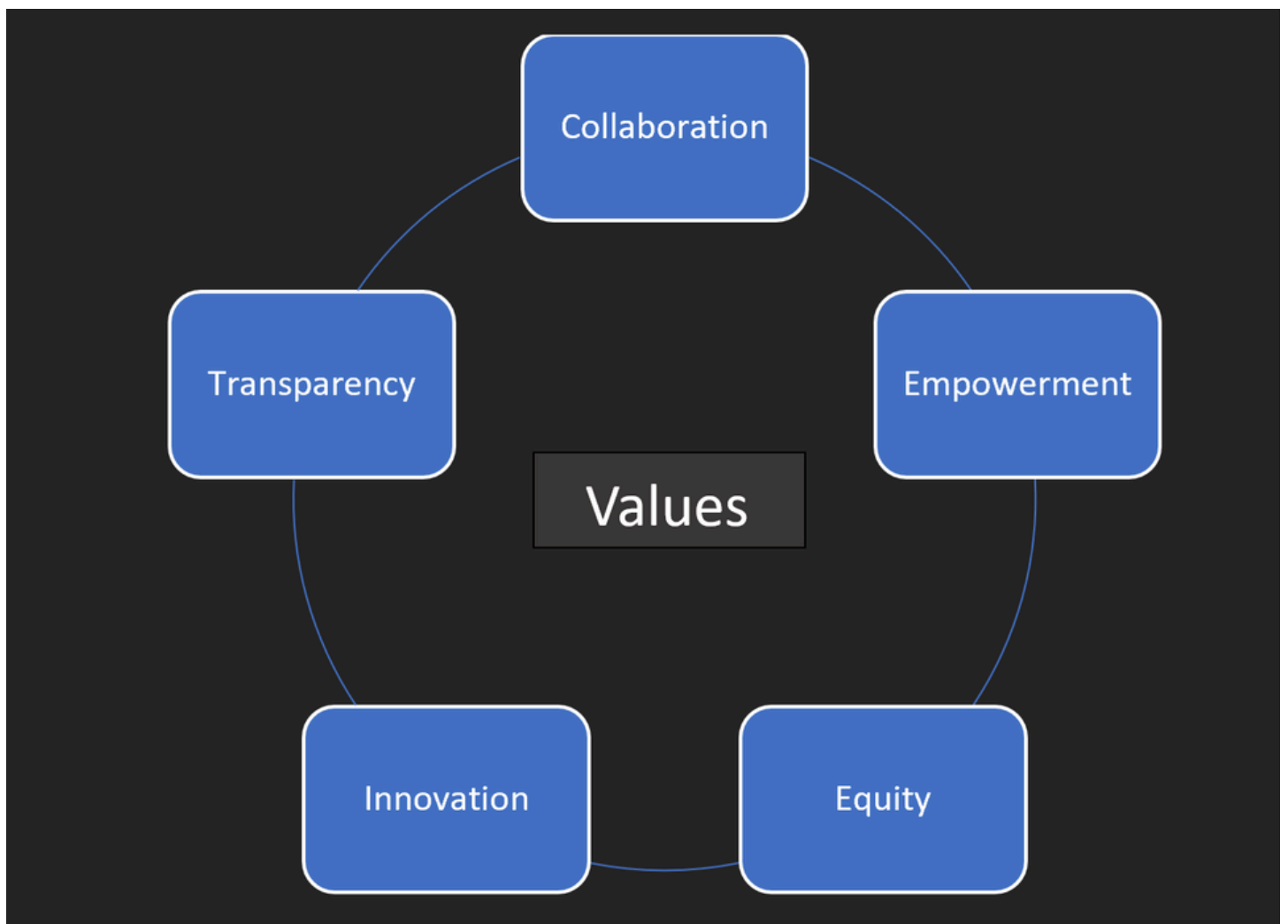


Figure 2: Values

Values: Collaboration 20, Empowerment 20, Equity 20, Innovation 20, Transparency 20

The mission and vision help guide the development of the strategies below.

Strategies:

- Empower individuals and communities by providing the knowledge and tools necessary to advocate for their health and well-being.
- Promoting health equity and ensuring that all community members, regardless of their background, have access to the robust resources they need for a healthy life.
- Actively partner and engage stakeholders, including community members, health professionals, and local organizations, to create a unified approach to health assessment and improvement.
- To embrace innovative approaches and solutions to address health challenges, utilizing data-driven insights, technological advancements, and best practices to inform our work.
- Place openness and honesty at the forefront of all processes, sharing findings and strategies with the community to foster trust and encourage participation.

A core element for the proper completion of the CHA utilizing MAPP framework is the four assessments. These assessments will provide a comprehensive understanding of the Fond Du Lac community health and its determinants. It's important to note that these assessments don't have to be conducted in any particular order. In the chart below you will be to appreciate the four distinct assessments.

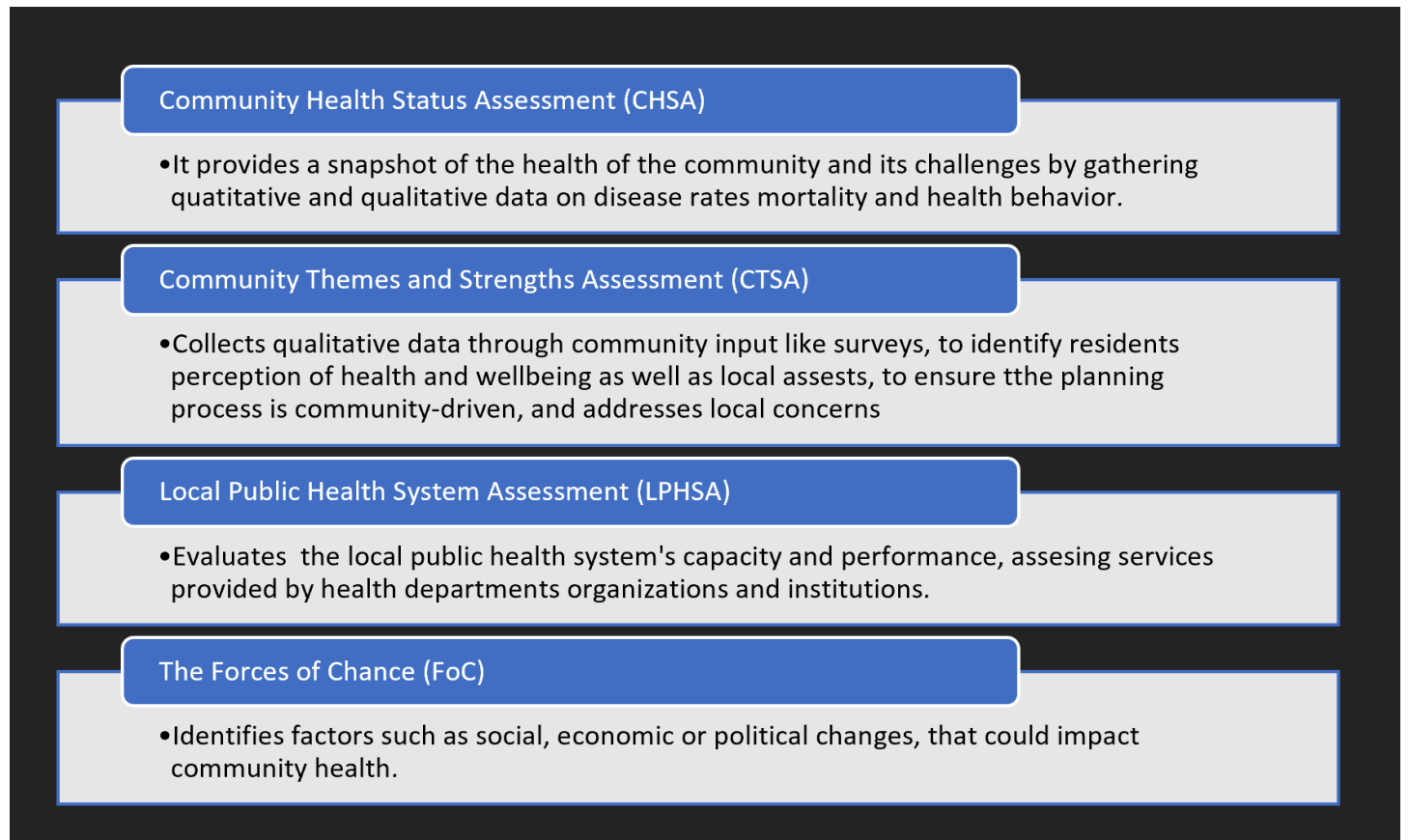


Figure 3: Four Assessment.

There are various forces of change that can threatened and significantly impact the health of the community and its local public health system.

Economy and Employment: While inflation has plateaued recently, in 2022, we experienced levels not seen in 40 years. This surge was primarily linked to pandemic-related supply chain disruptions, shifts in demand, and increased global energy prices. As a result, there has been a notable shift in the labor market. For instance, Mercury Marine, one of the largest employers in the Fox Valley area with over 3,500 full-time employees in Fond du Lac, permanently laid off 300 employees in June and announced temporary layoffs for 1,700 hourly employees in July (Schulz, 2024).

Elections and Civic Engagement: Given the polarized political climate and the variety of critical issues at stake, these elections are poised to have lasting impacts at every level of governance, the upcoming elections in less than 12 days will be very consequential. Everyone will be closely watching the results,

not just because it's a presidential election, but also due to the events that transpired on January 6th following the last election.

Housing Insecurity and Homelessness: The City of Fond du Lac, in partnership with Camoin Associates, recently conducted a Housing Study and Action Plan. The study found that a third of renters are spending over 30% of their income on rent, with seniors (65+) being the most affected, as nearly 60% are cost burdened. Apartment vacancy has stayed below 2.5% since 2020, signaling a strong demand for new rental units. Additionally, rising home prices have placed homeownership out of reach for much of the local workforce (FDL, 2024). In September, City Manager Joe Moore issued a statement to WFDL News indicating that city officials are monitoring a growing population of unhoused individuals (Cahill, 2024). However, since this statement, the city council has not taken action to support or protect these individuals. Instead, the council passed an ordinance prohibiting outdoor camping on public property.

Health and Wellbeing: According to the County Health Rankings and Roadmaps (CHR, 2024), Fond du Lac County residents have average overall health. However, a closer look reveals that 40% of adults have a body mass index (BMI) greater than 30 compared with 34% at both the state and national level. That is often coupled with other poor lifestyle decisions including the 23 percent of Fond du Lac residents who binge or drink heavily while nationally that is 18 percent. Smoking rates mirror the national rate with 15 percent of residents in both. Fond du Lac residents also have about the same number of poor mental and physical health days as the national average.

Racism and Social Equity: In 2017, a resolution was brought forth and supported by local education leaders and businesses to advocate for inclusivity toward all groups and support community development. However, county leaders have declined to bring this resolution to a vote for fear of retribution (Roznik, 2021). Now, more than ever, it is important for local leaders to take action, especially since Fond du Lac has seen growth in minority groups. In 2022, Hispanic and Latino individuals made up 6.1% of the population in the county, up from 4.3% in 2012 (USA Facts, 2024). Unfortunately, that growth has not been without incident as Fond du Lac neighborhoods were targeted earlier this year with the distribution of racist pamphlets supporting white nationalist groups. These flyers were hostile to undocumented immigrants, Judaism, and people of color as they espoused falsehoods about whiteness being erased (Cahill, 2024a).

| Event/ Factor/ Tread | Threats Posed | Opportunities |
|--|---|---|
| Economy and Employment | -Labor Shortages -Wage Stagnation -Automation -Inflation | -Skill Development Program -Attracting remote workers -Small business support |
| Elections and Civic Engagement | Political Polarization -Barriers to Voting -Low voter turnout | -Voter education and outreach -Accessible voting options -Youth civic engagement |
| Housing Insecurities and Homelessness | -Rising housing cost (increase rent and home prices) -Lack of affordable housing -Eviction risk due to economic instability loss of job or unexpected health crisis | -Development of affordable housing -Rental assistance programs -Collaboration with non-profits to create transitional housing and provide support for the unhoused. |
| Health and Wellbeing | -Rising Obesity rates -Increase in mental health needs. -Opioid epidemic | -Preventive Health Initiatives -Community Mental Health -Programs Collaborations with Schools |
| Racism and Social Equity | -Racial Disparities in Health and Income -Discrimination in Housing, Employment, and Public - Bias in the Criminal Justice System | - Equitable Access Programs - Diversity and Anti-Bias Training - Community-Based Programs - Policy Advocacy |

Table 2 : Events, Threats and Opportunities.

MAPP Phase 4

Identify Strategic Issue

Phase 4 of the MAPP process, Formulate Goals and Strategies and it is crucial for transforming the insights gathered from earlier phases into actionable plans. This phase focuses on setting clear, measurable, and achievable goals that address the community's most pressing health issues. It helps develop targeted strategies that leverage available resources, ensuring that interventions are both effective and feasible. By aligning community stakeholders, it fosters collaboration and ensures everyone is invested in the plan's success. The goals and strategies formulated provide a foundation for ongoing evaluation and adjustment of health initiatives. Ultimately, Phase 4 sets the direction for improving health outcomes in the community. Integrating a root cause analysis with a fishbone diagram in this phase helps identify underlying factors contributing to health issues, ensuring strategies address not just symptoms but root causes. The fishbone diagram categorizes potential causes into areas like people, processes, and policies, providing a visual framework that enhances understanding of the issue's complexity. This

approach allows the community to develop more sustainable and effective strategies, targeting systemic challenges and ensuring a shared understanding among stakeholders for successful implementation.

The fishbone diagram allowed us to categorize causes into themes, which we found helpful as it provides a broader view of the key areas needing attention. For example, we identified more social and environmental factors than any other category. It also highlighted the interconnected nature of these causes; for instance, stress and coping, which fall under the physical and psychological theme, show how individuals might turn to alcohol as a perceived way to manage stress. This links to myths or misconceptions about alcohol's effects- on the educational factor. Furthermore, the stress they seek relief from could be financial, tying back to policy and legal factors, such as a lack of social programs. Most of these causes can be linked to one another, emphasizing the need for a multifaceted approach to effectively address this issue.

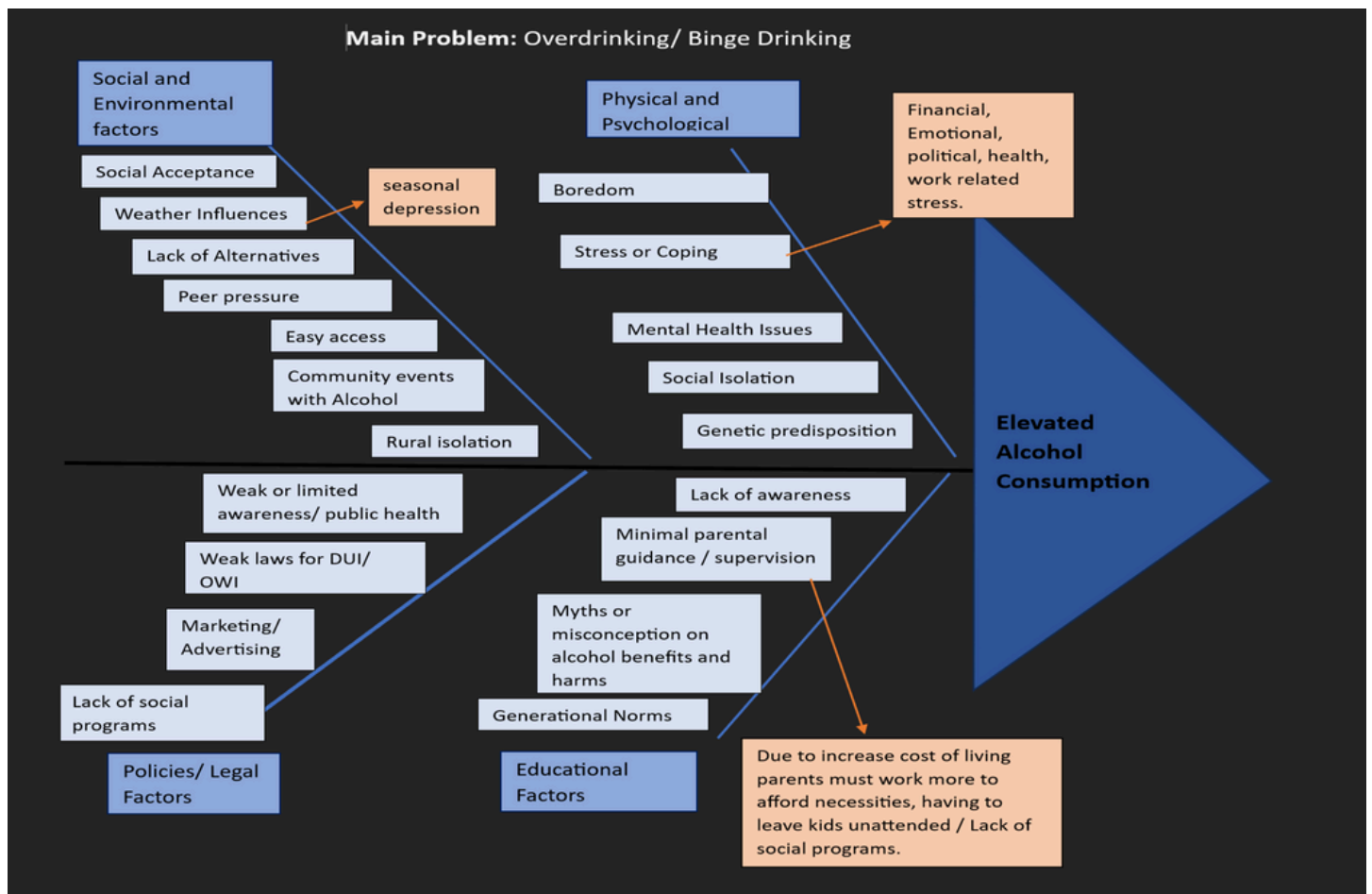


Figure 4: Fishbone Diagram, Root cause.

MAPP Phase 5

Goals and Strategies

Root cause main problem: Over Drinking/ Binge drinking

Goal: Decrease over drinking and binge drinking rates in Fond du Lac County by 6% within five years through targeted education and support programs.

Alcohol is the most commonly used addictive substance in Wisconsin (DHS, 2024). According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA) alcohol misuse involves drinking in ways, amounts, or situations that may harm the drinker or those in their surroundings, this includes behaviors such as binge drinking and heavy alcohol consumption. The NIAAA defines binge drinking as a drinking pattern that raises blood alcohol concentration (BAC) to 0.08 percent, which is equivalent to 0.08 grams of alcohol per deciliter or higher and recommends for adults of legal age to abstain from drinking or drink in moderation which translates to 2 drinks or less per day for men and one drink or less per day for women (US HHS, 2024).

Fond du Lac's high drinking rates have several causal factors. Among them are Wisconsin's long, gloomy winters, which often lead to seasonal depression. This is coupled with a social culture that not only accepts but encourages drinking, along with limited restrictions on alcohol sales and a high number of bars (18 in downtown Fond du Lac). Additionally, popular events like the Downtown Wine Walks and Beer & Bourbon Crawl promote drinking. It is also important to note that in Wisconsin, driving while intoxicated isn't considered a felony until the fourth offense; the first and second offenses typically result in fines ranging from \$150 to \$300 (WI OWI penalty chart, 2020). These combined factors result in 23% of Fond du Lac residents reporting binge or heavy drinking, exceeding the national rate of 18%. Alcohol is also a factor in 38% of motor vehicle crash fatalities in the area (CHR, 2024).

| Health Behavior | Fond Du Lac | Wisconsin | USA |
|---------------------------------|-------------|-----------|-----|
| Excessive Drinking | 23% | 25% | 18% |
| Alcohol-Impaired Driving Deaths | 38% | 35% | 26% |

Table 3 : Percentage of Health Behavior in FDL, Wisconsin and USA.

Ideally, we would love for all Fond Du Lac residents to drink responsibly and eliminate alcohol-related fatalities. However, due to the many factors including cultural and social influences, **a 6% reduction in binge drinking and overconsumption within the next 5 years—bringing the rates in line with the national average**—would be a significant first step. To fulfill this goal strategies like increasing penalty for operating while intoxicated (OWI) and driving under the influence (DUI) were considered but the high recidivism rate associated with incarcerating individuals for substance use disorders (SUD) (Griffith, 2024), and importance that prevention has over treatment and punishment resulted in the elimination of that strategy. Reducing alcohol accessibility was also considered, but ultimately ruled out, as Wisconsin already has a curfew on alcohol sales (prohibited from 9 p.m. to 6 a.m.), which has not significantly deterred drinking. Ultimately, an approach aimed to prevent alcohol misuse which emphasizes on the distinction between alcohol and other substances, by creating a comprehensive, community-wide initiative focused on educating residents on the risks associated with alcohol consumption would be most efficient. Alcohol is more accessible, legally sold, socially acceptable, and does not carry the stigma attached to other substances.

Partners will play a crucial role in every step of the process, the FDL school district will be crucial in allowing trained professionals to educate students on alcohol use and its consequences. Additionally, faculty will need training to incorporate this information into their curricula, with multiple sessions

scheduled throughout the school year, rather than just one. The Fond du Lac Health Department will play a key role in disseminating information, potentially through its website. Local healthcare institutions, such as Agnesian, Aurora, and private practices, along with healthcare providers and social workers, can help spread awareness within their practices and schools. Community workers will conduct public surveys. The strategy could aim to reach at least 60% of the adult population each year through workshops, community events, and media campaigns to maximize outreach. Quarterly assessments of attendance and engagement will gauge effectiveness, allowing for adjustments based on community feedback and participation trends, ensuring the program remains relevant and responsive to the community's needs.

Many barriers may impede the implementation of this strategy, for example there could be parental pushback, as some parents may be reluctant to have their children educated about alcohol and its consequences. Funding could also be a limitation—while we plan to rely on volunteers, a lack of financial resources may hinder the development of workshops, support groups, and outreach efforts. Stigma surrounding alcohol misuse may also prevent individuals from participating in support groups or seeking help. Additionally, community members may not see binge drinking as a priority, which could affect both participation and support for the initiative.

MAPP Phase 6

Action Cycle

Phase 6 is the **Action Cycle**, is where the strategies and plans developed in earlier phases are implemented, evaluated, and refined. This phase involves executing initiatives, tracking progress, and ensuring that the interventions are responsive to the community's needs. It is critical to Community Health Assessment (CHA) and Community Health Improvement Planning (CHIP) because it translates planning into measurable outcomes, fostering accountability and ensuring that improvements are grounded in real-world action. For Fond du Lac, this step is crucial as it transforms identified priorities—such as addressing mental health needs or reducing health disparities—into sustainable actions that directly benefit the community. By engaging stakeholders and regularly evaluating outcomes, the Action Cycle ensures that efforts remain relevant and impactful for Fond du Lac's unique population.

| Evaluation Type | Questions Asked | Gathered Data | Purpose |
|--------------------|--|---|---|
| Process Evaluation | <p><i>How receptive were parents and community members to students learning about narcotics in schools and how receptiveness vary within different races and demographic groups?</i></p> | <p><i>Gather information on attendance, participant feedback, accessibility accommodations (e.g., language interpretation, transportation), how participants learned about the event, and their comprehension of the content. Utilize open-ended surveys to collect qualitative insights into their experiences and perspectives.</i></p> | <p><i>Determine if the CHA/CHIP process was accessible to diverse groups, helping to identify potential barriers to future participation.</i></p> |
| Process Evaluation | <p>Were community meetings and input sessions accessible and welcoming for all population groups?</p> | <p>Gather information on attendance, participant feedback, accessibility accommodations (e.g., language interpretation, transportation), how participants learned about the event, and their comprehension of the content. Utilize open-ended surveys to collect qualitative insights into their experiences and perspectives.</p> | <p>Determine if the CHA/CHIP process was accessible to diverse groups, helping to identify potential barriers to future participation.</p> |
| Process Evaluation | <p>How effectively were health interventions tailored to meet the unique cultural, socioeconomic, and health needs of Fond du Lac County?</p> | <p>Gather input from community surveys and focus groups on the relevance and cultural sensitivity of interventions. Review program adaptations made to address specific local needs.</p> | <p>Assess whether the CHA/CHIP strategies were customized appropriately to ensure they resonated with the community, helping identify areas for further refinement in future initiatives.</p> |

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| <p>Process Evaluation</p> | <p>How effectively were community assets leveraged to support the CHA/CHIP initiatives?</p> | <p>Review partnerships with local organizations, resources utilized, and contributions from community members. Analyze feedback from stakeholders on resource allocation and community asset usage.</p> | <p>Assess whether existing community strengths and resources were effectively utilized and identify any underutilized assets for future improvement.</p> |
| <p>Process Evaluation</p> | <p>How adaptable and flexible were the CHA/CHIP strategies in response to changing community needs or unforeseen challenges?</p> | <p>Document any modifications made during the intervention process, feedback from stakeholders on adaptability, and instances where plans were adjusted based on new information.</p> | <p>Assess the ability of the CHA/CHIP initiatives to respond to unexpected challenges, ensuring that future processes remain responsive to evolving community needs.</p> |
| <p>Process Evaluation</p> | <p>How has the CHA/CHIP process incorporated feedback and lessons learned to foster a culture of continuous improvement?</p> | <p>Review feedback mechanisms in place, such as post-initiative evaluations, stakeholder surveys, and follow-up meetings to discuss improvements.</p> | <p>Evaluate the process's commitment to learning and growth, ensuring that future health initiatives are enhanced based on past experiences and insights gained.</p> |
| <p>Outcome Evaluation</p> | <p>As a result of the CHA/CHIP initiatives, has there been a decrease in the social acceptance of alcohol consumption among residents?</p> | <p>Conduct pre- and post-intervention surveys to assess whether the CHA/CHIP initiatives have decreased the social acceptance of alcohol consumption among residents.</p> | <p>Measure the effectiveness of CHA/CHIP interventions in promoting healthier behaviors and identify areas that may need further reinforcement.</p> |
| <p>Outcome Evaluation</p> | <p>How satisfied are community members with the support and resources provided</p> | <p>Collect satisfaction ratings from participants in CHA/CHIP activities and programs, as well as qualitative feedback on</p> | <p>Gauge community satisfaction with available health resources, helping to refine future service</p> |

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| | through CHA/CHIP programs? | accessibility and relevance. | delivery to better meet local expectations. |
| Outcome Evaluation | To what extent did CHA/CHIP initiatives reach and benefit diverse populations within the community, including marginalized or underserved groups? | Collect demographic data on program participants and analyze survey responses from various groups on perceived relevance, accessibility, and impact of interventions. | Evaluate whether the CHA/CHIP initiatives effectively addressed the needs of all community members, helping to identify and address any gaps in reach or inclusivity. |
| Outcome Evaluation | To what extent did the CHA/CHIP interventions contribute to improved health outcomes in specific population groups (e.g., youth, seniors)? | Review health outcome data segmented by demographic groups (e.g., obesity rates, mental health indicators) following intervention efforts. | Identify any health disparities that were effectively addressed and areas where further targeted interventions may be needed. |
| Outcome Evaluation | How effectively did the CHA/CHIP initiatives adapt to changing community needs or unforeseen challenges throughout implementation? | Gather feedback from stakeholders and community members on adjustments made during the initiative. Review records of changes in response to emerging health data or community feedback. | Assess the adaptability of CHA/CHIP interventions, identifying strengths and areas to enhance responsiveness for future initiatives. |
| Impact Evaluation | What long and short-term health improvements can be observed as a result of the CHA/CHIP initiatives? | Review health indicators and data (e.g., chronic disease rates, mental health metrics) over an extended period following interventions. | Measure the lasting health impact of CHA/CHIP efforts, identifying successful strategies and areas needing more sustained efforts. |
| Impact Evaluation | How has the CHA/CHIP process influenced the capacity of local organizations to address community health needs? | Collect data from local organizations on changes in their resources, training, and collaborative efforts | Evaluate whether the initiatives have strengthened the community's ability to support health improvement independently, guiding |

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| | | since the CHA/CHIP process began. | future capacity-building strategies. |
| Impact Evaluation | How has the CHA/CHIP process contributed to reducing health disparities in underserved populations? | Analyze long-term health outcome data across different demographic groups to assess disparities before and after interventions. | Measure the impact of CHA/CHIP on health equity, helping identify successful approaches to reduce disparities. |
| Impact Evaluation | What are the economic impacts of the CHA/CHIP initiatives on healthcare costs or productivity in the community? | Review healthcare expenditure data, emergency department visit rates, and productivity metrics in Fond du Lac over time | Assess any cost savings or productivity gains, providing insights into the economic benefits of CHA/CHIP interventions and justifying future investments. |
| Impact Evaluation | Are there sustained behavioral changes among residents that align with CHA/CHIP health goals? | Conduct follow-up surveys with community members to track continued behaviors like healthy eating, physical activity, or smoking cessation. | Determine if interventions have led to enduring positive health behaviors, highlighting effective areas and those needing reinforcement. |

Table 4: MAPP Phase 6 Evaluation Process, questions asked, purpose and data gathered.

Communication Plan

To ensure the CHA/CHIP results are accessible and resonate with all residents of Fond du Lac County, the communication strategy will prioritize inclusivity and adapt messaging to meet the diverse needs of the community. This strategy will consist of a multi-phased approach and will leverage both traditional and digital media to reach various demographics effectively.

In the first phase, communication will focus on engaging residents directly. This will include canvassing neighborhoods with door hangers and flyers that feature concise infographics summarizing key findings and proposed actions. Announcements will also be made through local radio stations, newspapers, and TV networks, complemented by social media campaigns on platforms such as Facebook, Instagram, TikTok and Twitter. These posts will link to a user-friendly website where residents can access the full CHA/CHIP report, along with visuals to enhance comprehension. Collaboration with local schools and

libraries will help distribute the findings through newsletters and public bulletin boards. All communication materials will use clear, accessible language and will be translated into Spanish, Hmong, and other prevalent languages spoken in the area.

The second phase will focus on engaging local businesses. Volunteers from the first phase will assist in delivering personalized communication to business owners. Businesses that participate by attending a brief presentation or reviewing an educational video on CHA/CHIP priorities will receive "Healthy Fond du Lac" window decals to display their support for community health initiatives. This recognition will also extend to social media and local publications, creating further visibility for their contributions.

The third phase will involve hosting community town halls to encourage dialogue and gather additional input on CHA/CHIP priorities. These town halls will be held both in-person and virtually to maximize accessibility, with locations including public schools, community centers, and places of worship. To incentivize attendance, participants will receive health-related giveaways, such as fitness trackers or vouchers for local produce markets. Services such as live translation and ADA-compliant facilities will be provided to ensure that all community members can participate meaningfully.

In the final phase, the focus will shift to legislative advocacy and policy development. Insights from the town halls and community discussions will be used to craft proposals that address CHA/CHIP findings. These recommendations will be presented to County Board members and local policymakers, emphasizing clear, actionable steps aligned with community priorities. Local media will be engaged to highlight legislative efforts and build public support for proposed changes.

Throughout all phases, supplementary engagement channels will play a vital role. An interactive website, accessible via QR codes distributed on posters, newsletters, and social platforms, will offer comprehensive resources for both residents and professionals, including detailed data and implementation plans. An email newsletter will allow residents to subscribe for updates on CHA/CHIP progress and other public health news. Additionally, educational campaigns in partnership with local schools and health institutions will offer workshops on the CHA/CHIP process and findings.

By implementing this phased communication plan, Fond du Lac County aims to bridge gaps across age, ethnicity, and socioeconomic status, while ensuring the community plays an active role in shaping and improving public health outcomes.



Figure 5: Phases of Communication Plan.

Conclusion

The Fond du Lac County Community Health Assessment and Improvement Plan, developed using the MAPP 1.0 framework, provides a structured, community-driven approach to addressing public health concerns. Through collaborative engagement, comprehensive assessments, and targeted strategies, this initiative highlights the county's strengths and challenges while fostering a shared vision for a healthier future.

Key findings from the assessment process emphasize the need to address binge drinking, mental health concerns, housing instability, and health disparities. By leveraging local partnerships, prioritizing equity, and implementing data-driven interventions, the plan outlines actionable steps toward meaningful and sustainable improvements in community health.

The success of this initiative will depend on continued collaboration, adaptability, and community participation. Regular evaluation and refinement of strategies will ensure responsiveness to emerging health trends and evolving community needs. As Fond du Lac County moves forward, a commitment to transparency, inclusivity, and innovation will be essential in achieving long-term health improvements and fostering a resilient, thriving community.

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