

# Adams County Community Wellness Program:

Addressing Rural Health Disparities through  
Chronic Disease Prevention & Management

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**Wisconsin  
Partnership Program**  
UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH

# **The Adams County Community Wellness Program is funded by the Wisconsin Partnership Program**



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# Times ~ Reporter

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## Pilot cancer project begins in Adams

WISCONSIN DELLS  
**EVENTS**

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### Program to address high cancer deaths in Adams County

STORY DISCUSSION

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By Kay James Dells Events | Posted: Friday, February 3, 2012 4:44 pm | (2) Comments

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Fewer Adams County residents may get cancer than others in the state, but if they do develop it, they are more likely to die than the state's residents as a whole.

A UW Carbone Cancer Center project that assessed cancer-related needs in south central Wisconsin found that the cancer death rate of 228.2 per 100,000 in Adams County was more than 25.3 percent higher than the state average of 182 per 100,000. The incidence of cancer in Adams County is 391 per 100,000 while the incidence in the state as a whole is 473.3.

The assessment, by UWCCC outreach specialist Rebecca Linskens, included deaths from all types of cancer.

e of Rural Health



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### Program To Address High Cancer Deaths in Adams County

Fewer Adams County residents may get cancer than others in the state, but if they do develop it, they are more likely to die than the state's residents as a whole. The UWCCC and its Adams County partners - Adams County Health and Human Services Department, Moundview Memorial Hospital and Clinics and Adams County UW-Extension - are at the beginning stages of developing a public education program focused on basic cancer education, prevention and screening. (Source: WI Dells Events) [Read article]

ADAMS CO. PROGRAM PRIORITIZES CANCER PREVE...

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### UW cancer study shows high death rate in Adams Co.



MADISON (WKOW) – Surprising facts about cancer deaths in Adams County have sparked a county-wide outreach effort to save lives.



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Comments / Questions



# Community Cancer Profile

## ADAMS COUNTY



Cancer is a leading cause of death in Adams County

Many factors shape cancer's impact on the community, including social and economic characteristics and access to care

Here is how Adams County compares:

### Rate of Cancer Diagnoses

	Adams County	State of WI
All Cancers	472	471
Colorectal	42	44
Lung	87*	63
Breast	87*	124
Prostate	108*	149

### Rate of Cancer Deaths

	Adams County	State of WI
All Cancers	217*	177
Colorectal	21	15
Lung	68*	47
Breast	29	22
Prostate	19	25

\*Statistically different from state rate  
 \*\*x\* indicates unavailable data

	Adams County	State of WI
Population	20,733	5,711,767
Unemployment	11%	8%
Median income	\$39,885	\$51,914
Living in poverty	13%	12%
High school graduation	84%	89%
College degree	11%	26%
Population over 65	24%	14%
Hispanic	4%	6%
Racial minorities	6%	12%
Rural	100%	30%
Uninsured adults	12%	13%
Ratio of population to primary care providers	6953:1	1246:1
County Health Ranking**	69	-

\*\*Health Outcomes

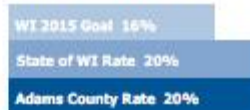
### 50-75% of cancer deaths are caused by our behaviors

Two critical behaviors that contribute to these deaths are obesity and tobacco use

#### Adult Obesity Rate



#### Adult Smoking Rate



For more information visit:  
[chdi.wisc.edu](http://chdi.wisc.edu)

v. March 2013



Carbone Cancer Center  
 UNIVERSITY OF WISCONSIN  
 SCHOOL OF MEDICINE AND PUBLIC HEALTH

# Formation of the Community Wellness Program

- Pilot project identified a critical unmet need: to implement a more intensive and sustainable effort that addresses chronic disease disparities and promotes a vision of community wellness in Adams County
- The Community Wellness Program applies both community- and individual-level chronic disease prevention and management strategies through the integration of evidence-based Community Health Worker and Health Navigator functions

# Modifiable Chronic Disease Risk Factors

Modifiable Risk Factors	Chronic Diseases					
	Heart Disease/Stroke	Respiratory Disease/Asthma	Type 2 Diabetes	Cancer	Oral Disease	Obesity
Unhealthy Diet	●		●	●	●	●
Insufficient Physical Activity	●		●	●		●
Tobacco Use and Secondhand Smoke Exposure	●	●	●	●	●	
Excessive Alcohol Use	●			●	●	

# Adams County Community Wellness Program

- Adams County Health and Human Services and UW Carbone Cancer Center applied for a three year implementation grant from the Wisconsin Partnership Program (WPP)
- Adams County community leaders laid the foundation for implementing an evidence-based intervention to comprehensively address chronic disease disparities in Adams County
- The proposal aligned with the Healthier Wisconsin 2020 pillar objectives to increase resources to eliminate health disparities and reduce the burden of chronic disease

# Goals & Objectives

## Overarching Goal

Expand culturally appropriate chronic disease prevention education and navigation services in order to reduce morbidity and mortality from chronic disease in the county

## Objectives

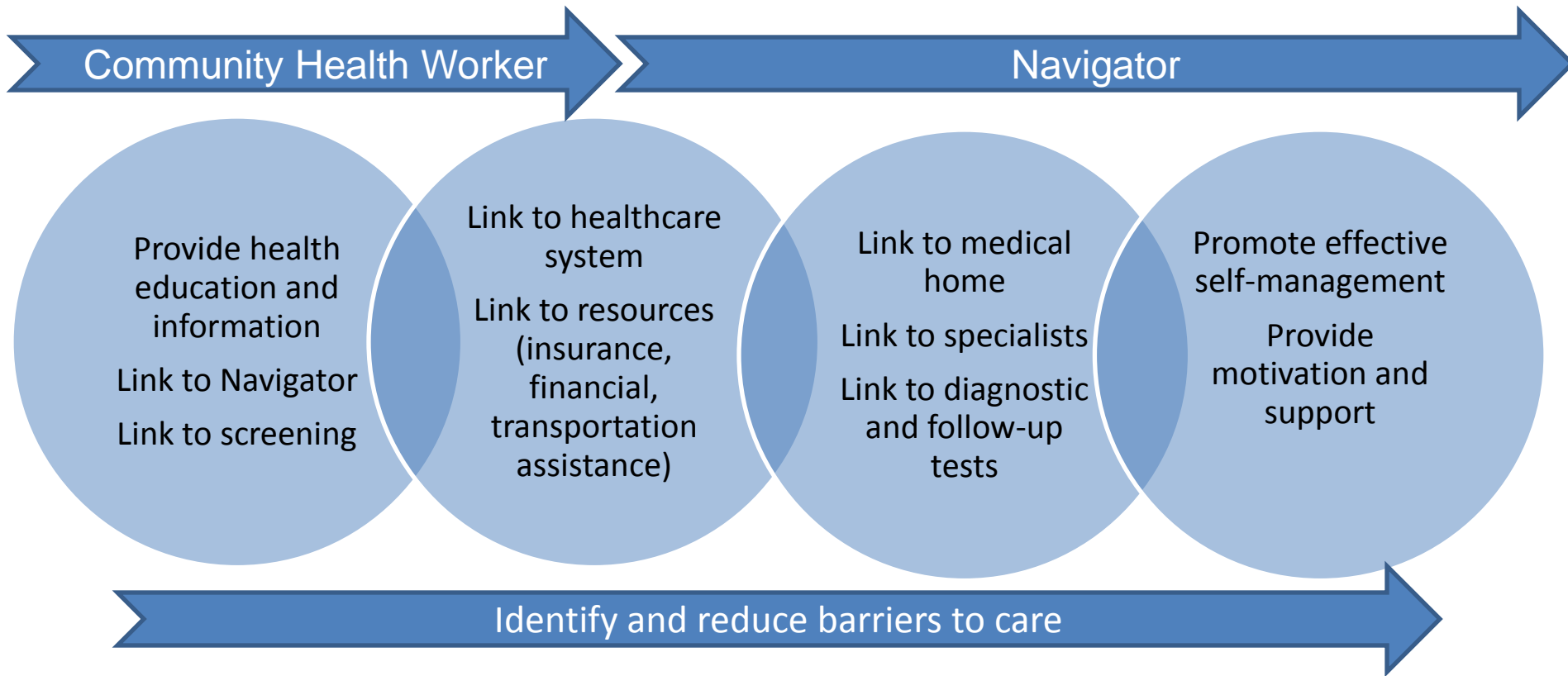
1. Increase adoption of chronic disease prevention behaviors, use of screening and access to quality care
2. Improve access to voluntary support organizations and health care system
3. Increase program recipient knowledge and decision-making capacity
4. Develop a self-sustaining program



# Guiding Principles

- Prevention
- Partnership
- Responsiveness
- Efficacy

# Community Wellness Program Model



# Community Wellness Program Staff

**Nurse Navigator**: Adults are referred to the Nurse Navigator to help manage their chronic health conditions through education and accessing community resources

**Community Health Worker**: Promotes a vision of wellness to individuals and groups by conducting chronic disease education and outreach

# Navigator Identified Barriers

- Health Insurance
- Financial Concerns
- Communication / Cultural Needs
- Disease Management
- Transportation
- Daily Living Needs

# Community Health Worker Outreach Topic Examples

- On the Road to Better Health
- Tobacco: How We Were Lured
- Health & Wellness: A Puzzle You Can Solve
- How to Read a Food Label
- Healthy Aging

# Community Wellness Program Partnerships

- Worksites/Businesses
- Health Systems
- Community Resources

# Nurse Navigator Outcomes to Date

- Hired and trained a Nurse Navigator
- Received 46 clients referrals
- 26 clients resulted in 53 Navigator-client meetings
- Identified most common barriers to care
- Referrals were made to 26 different organizations or programs

# Community Health Worker Outcomes to Date

- Hired and trained a Community Health Worker
- Conducted 14 educational sessions with 123 documented participants
- High participant satisfaction
- Increase in knowledge related to chronic disease and healthy lifestyle behaviors
- Creation and initial implementation of local Worksite Wellness Survey



# Community Wellness Program

## Lessons Learned

- Flexibility
- Care Coordination
- Outreach

# **Community Wellness Program Sustainability**

- **Innovation**
- **Partnerships**
- **Communication**
- **Care Coordination**



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