

RURAL WISCONSIN HEALTH

Where we live, learn, work, and play affects our opportunities for healthy behavior choices, access to health care, and exposure to environmental factors which, in turn, lead to health status and health outcomes. This report includes a collection of health-related measures and is intended to provide a snapshot of health in rural Wisconsin. Urban and overall State data is included to allow for comparison.

IN THIS REPORT

- Health Outcomes Health outcomes reflect measures of mortality (death), morbidity (illness and injury), and quality of life.
- Health Factors Health factors include measures that influence health and, if improved, can help make rural Wisconsin communities healthier places to live, learn, work, and play.¹
 - Health Behaviors
 - Clinical Care
 - Social & Economic Factors
 - Built & Physical Environment

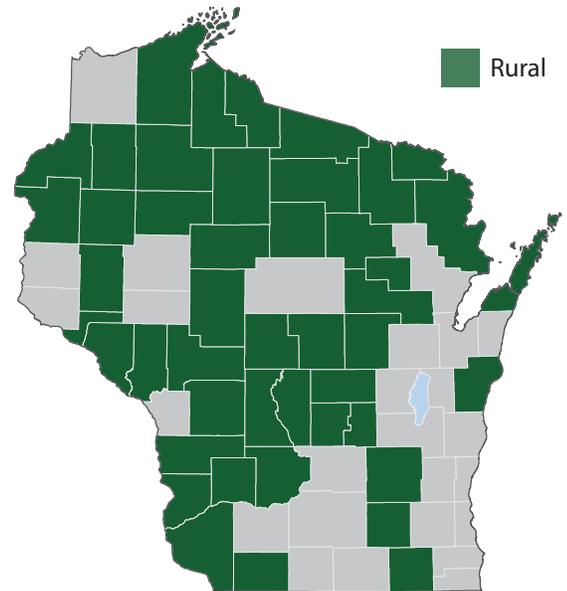
COUNTY-LEVEL DATA

Most of the data in this report was provided by the University of Wisconsin's Population Health Institute, County Health Rankings and Roadmaps. This report aggregates county-level data into two groups: Rural and Urban; readers are encouraged to visit the [County Health Rankings and Roadmaps website](#) for non-aggregated county-level information.

COUNTY DESIGNATIONS

Counties are designated as rural or urban using the US Office of Management and Budget's [Core-Based Statistical Areas](#).²

- Urban counties are equivalent to Metropolitan Statistical Areas, which have at least one urbanized area of 50,000 or more population and adjacent territory with a high degree of social and economic integration.
- All other counties are designated as Rural.



RURAL WISCONSIN QUICK FACTS

- Rural counties: **46**
- Rural population:³ **26%**
- Rural land area:³ **69%**

RURAL WISCONSIN HEALTH

HEALTH OUTCOMES



Desired trend

MORTALITY

Premature death: Years of potential life lost per 100,000 people ⁴	6188	5921	6000	↓	
Life expectancy (years) ⁵	Male	76.8	77.6	77.0	↑
	Female	81.4	81.9	81.6	↑

MORBIDITY

Coronary heart disease hospitalizations per 1,000 people ⁶	3.5	2.6	3	↓
Cerebrovascular disease (stroke) hospitalizations per 1,000 people ⁷	2.6	2.4	3	↓
New cancer diagnoses per 100,000 people ⁸	457	474	468	↓
New cases of reportable communicable diseases per 100,000 people ⁹	659	895	839	↓
Live births with low birthweight (<2,500 grams) ¹⁰	6%	7%	7%	↓

QUALITY OF LIFE

Adults with fair or poor health (vs good, very good, or excellent) ¹¹	14%	14%	14%	↓
Frequent physical distress: Adults with 14 or more days of poor physical health per month ¹²	10%	10%	10%	↓
Frequent mental distress: Adults with 14 or more days of poor mental health per month ¹³	10%	10%	10%	↓

RURAL WISCONSIN HEALTH

HEALTH BEHAVIORS



DIET & EXERCISE

	Rural	Urban	WI	Desired trend
Food insecurity: Population that lacks access to a reliable source of food ¹⁴	11%	12%	12%	↓
Limited access to healthy food: Population with low income and that does not live close to a grocery store ¹⁵	5%	5%	5%	↓
Access to exercise opportunities: Population with adequate access to locations for physical activity ¹⁶	61%	86%	81%	↑
Workforce that drives alone to work ^{17*}	80%	81%	81%	↓
Workforce with commute longer than 30 minutes ^{18**}	28%	26%	26%	↓
Adults who engage in no leisure-time physical activity ¹⁹	22%	20%	20%	↓
Adult obesity ²⁰	31%	30%	30%	↓
Adult diabetes ²¹	10%	9%	9%	↓

SLEEP

Adults who get fewer than 7 hours of sleep on average ²²	30%	31%	31%	↓
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*The transportation choices that communities and individuals make have important impacts on health through things like active living, air quality, and traffic crashes.¹

**Commute length is positively associated with higher blood pressure, boss mady index, and lower physical activity.¹

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RURAL WISCONSIN HEALTH

HEALTH BEHAVIORS



ALCOHOL AND OTHER DRUG USE

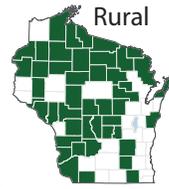
	Rural	Urban	WI	Desired trend
Excessive drinking ²³	23%	24%	24%	↓
Alcohol-involved driving deaths ²⁴	37%	37%	37%	↓
Alcohol-related hospitalizations per 1,000 people ²⁵	1.7	1.8	2	↓
Since alcohol is a factor in many motor vehicle crashes, these measures serve as an indicator of driving under the influence of alcohol:				
Motor vehicle crash deaths per 100,000 people ²⁶	14	8	10	↓
Motor vehicle crash-related emergency room visits per 100,000 people ²⁷	494	615	585	↓
Adult smoking ²⁸	17%	17%	17%	↓
Smoking during pregnancy ²⁹	18%	12%	13%	↓
Drug arrests (annual) ³⁰	5289	20294	26182	↓

SEXUAL ACTIVITY

Teen births per 1,000 females ³¹	23	25	24	↓
New chlamydia cases per 100,000 people ³²	238	461	403	↓

RURAL WISCONSIN HEALTH

CLINICAL CARE



Desired trend

ACCESS TO CARE

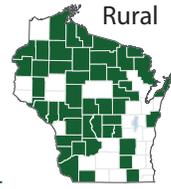
Population to Primary Care Physician ³³	1480:1	1170:1	1240:1	↓
Population to Dentist ³⁴	1920:1	1470:1	1560:1	↓
Population to Mental Health Care Provider ³⁵	950:1	530:1	600:1	↓
Uninsured adults ³⁶	10%	8%	9%	↓
Uninsured children ³⁷	6%	4%	5%	↓

QUALITY OF CARE

Preventable hospital stays per 1,000 Medicare enrollees ³⁸	47	44	45	↓
Population that do not receive needed health care ³⁹	2%	2%	2%	↓
Population that does not visit the dentist ⁴⁰	28%	25%	26%	↓
Diabetics that receive HbA1c monitoring ⁴¹	90%	91%	90%	↑
Women that receive mammography screening ⁴²	69%	72%	72%	↑
Children that receive the recommended childhood immunizations ⁴³	68%	74%	71%	↑

RURAL WISCONSIN HEALTH

SOCIAL & ECONOMIC FACTORS



Desired trend

EDUCATION, EMPLOYMENT & INCOME

Adults that graduate in four years from a public high school ⁴⁴	88%	87%	88%	↑
Adults with some post-secondary education (college) ⁴⁵	60%	70%	67%	↑
Fourth-grade students proficient or advanced in reading ⁴⁶	51%	53%	52%	↑
Population aged 16+ that are unemployed but seeking work ⁴⁷	5%	4%	5%	↓
Population living below the Federal Poverty Line ⁴⁸	12%	12%	12%	↓
Children living below the Federal Poverty Line ⁴⁹	17%	16%	17%	↓

COMMUNITY SAFETY

Deaths due to firearms per 100,000 people ⁵⁰	9	9	9	↓
Injury-related hospitalizations per 100,000 people ⁵¹	761	834	806	↓
Injury-related deaths per 100,000 people ⁵²	74	68	69	↓

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RURAL WISCONSIN HEALTH

SOCIAL & ECONOMIC FACTORS



FAMILY & SOCIAL SUPPORT*

	Rural	Urban	WI	Desired trend
Social associations per 10,000 people ^{53**}	14	10	12	↑
Disconnected youth: Teens and young adults ages 16-24 who are neither working nor in school ⁵⁴	12%	10%	10%	↓
Adults aged 65+ who live alone ⁵⁵	28%	30%	29%	↓
Injury deaths due to falls among adults aged 65+ per 100,000 adults aged 65+ ⁵⁶	104	134	123	↓

*Social support, lack of isolation, and interpersonal trust are positively associated with length and quality of life.¹

**Associations include membership organizations such as civic organizations, bowling centers, golf clubs, fitness centers, sports organizations, political organizations, labor organizations, business organizations, and professional organizations.¹

RURAL WISCONSIN HEALTH

BUILT & PHYSICAL ENVIRONMENT



BUILT ENVIRONMENT

	Rural	Urban	WI	Desired trend
Population that lacks access to a reliable source of food ¹⁴	11%	12%	12%	↓
Population with low income and that does not live close to a grocery store ¹⁵	5%	5%	5%	↓
Population with adequate access to locations for physical activity ¹⁶	61%	86%	81%	↑
Workforce that drives alone to work ¹⁷	80%	81%	81%	↓
Workforce with commute longer than 30 minutes ¹⁸	28%	26%	26%	↓
Households with at least 1 of 4 housing problems: ⁵⁷				
<ul style="list-style-type: none"> ▪ Overcrowding ▪ High housing costs ▪ Lack of kitchen ▪ Lack of plumbing facilities 	14%	16%	16%	↓

PHYSICAL ENVIRONMENT

Daily density of air pollution-particulate matter ⁵⁸	9.2	10	9.3	↓
Counties with health-related drinking water violations ⁵⁹	36%	54%	44%	↓

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DATA SOURCES & DATES

Citation # Data Source

- 1 University of Wisconsin, Population Health Institute, County Health Rankings and Roadmaps
- 2 US Office of Management and Budget
- 3 US Census Bureau, 2015 population estimates

*via the County Health Rankings and Roadmaps

Citation # Data Source

Citation #	Data Source	Years of Data Used
4	Centers for Disease Control and Prevention, National Center for Health Statistics, National Vital Statistics System*	2012-2014
5	Institute for Health Metrics and Evaluation (2013) United States Life Expectancy Estimates by County 1985-2010.	1985-2010
6	Wisconsin Department of Health Services, Public Health Profiles*	2014
7	Wisconsin Department of Health Services, Public Health Profiles*	2014
8	Wisconsin Department of Health Services, Wisconsin Interactive Statistics on Health (WISH)*	2009-2013
9	Wisconsin Public Health Information Network (PHIN) Analysis, Visualization, and Reporting System*	2015
10	Centers for Disease Control and Prevention, National Center for Health Statistics, National Vital Statistics System*	2008-2014
11	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System*	2015
12	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System*	2015
13	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System*	2015
14	Feeding America*	2014
15	USDA Food Environment Atlas*	2010
16	ArcGIS Business Analyst, Delorme Map Mart, ESRI, and US Census Tigerline*	2010 & 2014
17	US Census Bureau, American Community Survey*	2011-2015
18	US Census Bureau, American Community Survey*	2011-2015
19	Centers for Disease Control and Prevention, Diabetes Interactive Atlas*	2013
20	Centers for Disease Control and Prevention, Diabetes Interactive Atlas*	2013
21	Centers for Disease Control and Prevention, Diabetes Interactive Atlas*	2013
22	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System*	2014
23	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System*	2015
24	National Highway Transportation Services Administration, Fatality Analysis Reporting System (FARS)*	2011-2015
25	Wisconsin Department of Health Services, Public Health Profiles*	2014
26	Centers for Disease Control and Prevention, CDC WONDER*	2009-2015
27	Wisconsin Department of Health Services, Wisconsin Interactive Statistics on Health (WISH)*	2012-2014

Citation #	Data Source	Years of Data Used
28	Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System*	2015
29	Wisconsin Department of Health Services, Wisconsin Interactive Statistics on Health (WISH)*	2012-2015
30	National Archive of Criminal Justice Data, Uniform Crime Reporting Program*	2013
31	Centers for Disease Control and Prevention, National Center for Health Statistics, National Vital Statistics System*	2008-2014
32	National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention*	2014
33	Health Resources and Services Administration, Area Health Resource File; Amer Medical Assoc, Physician Masterfile*	2014
34	Health Resources and Services Administration, Area Health Resource File; Centers for Medicare & Medicaid Services, National Provider Identification Registry*	2015
35	Center for Medicare & Medicaid Services, National Provider Identification Registry*	2016
36	US Census Bureau Small Area Health Insurance Estimates*	2014
37	US Census Bureau Small Area Health Insurance Estimates*	2014
38	The Dartmouth Institute for Health Policy & Clinical Practice, Dartmouth Atlas of Health Care*	2014
39	Wisconsin Department of Health Services, Wisconsin Family Health Survey*	2012, 2014, 2015
40	Wisconsin Department of Health Services, Wisconsin Family Health Survey*	2012, 2014, 2015
41	The Dartmouth Institute for Health Policy & Clinical Practice, Dartmouth Atlas of Health Care*	2014
42	The Dartmouth Institute for Health Policy & Clinical Practice, Dartmouth Atlas of Health Care*	2014
43	Wisconsin Department of Health Services, Immunization Program	2015
44	US Department of Education, EDFacts*	2014-2015
45	US Census Bureau, American Community Survey*	2011-2015
46	Wisconsin Department of Public Instruction*	2014-2015
47	US Bureau of Labor Statistics, Local Area Unemployment Statistics Program*	2015
48	US Census Bureau, Small Area Income and Poverty Estimates*	2015
49	US Census Bureau, Small Area Health Insurance Estimates*	2015
50	Centers for Disease Control and Prevention, CDC WONDER*	2011-2015
51	Wisconsin Department of Health Services, Wisconsin Interactive Statistics on Health (WISH)*	2014-2015
52	Centers for Disease Control and Prevention, CDC WONDER*	2011-2015
53	US Census Bureau, County Business Patterns*	2014
54	Measure of America; US Census Bureau, American Community Survey*	2008-2012
55	US Census Bureau, American Community Survey*	2011-2015
56	Wisconsin Department of Health Services, Wisconsin Interactive Statistics on Health (WISH)*	2012-2014
57	US Census Bureau, Comprehensive Housing Affordability Strategy (CHAS)*	2009-2013
58	Centers for Disease Control and Prevention, Environmental Public Health Tracking Network*	2012
59	US Environmental Protection Agency, Safe Drinking Water Information System*	FY2013-2014

