



# MCHS Hospitals Inc. d/b/a/Marshfield Medical Center-Weston 2025-2027 Community Health Needs Assessment



Marshfield Clinic Health System

Dear Community Member,

Marshfield Clinic Health System's (MCHS) mission is to enrich lives and create healthy communities through accessible, affordable, compassionate health care, and that includes your community.

We know that health is driven by more than what happens in the doctor's office. Emphasis needs to be on addressing health choices before medical needs arise through programs, services, public policy or other means wherever and whenever possible. That's why the MCHS Hospitals Board, Inc., authorized governing body, has adopted this needs assessment on December 12th, 2024.

The 2025-2027 Community Health Needs Assessment (CHNA) process would not have been possible without several community partners and members who provided their time, knowledge, skills, and expertise. The process included key stakeholder meetings, surveys, community conversations, and a variety of primary and secondary data sources.

This document summarizes key findings and reflects a point in time. Electronic versions and companion documents can be found at: <https://marshfieldclinic.org/about-us/community-health-needs-assessment-reports>

Through these collaborative efforts, the top health priorities for the 2025-2027 Community Health Needs Assessment process have been identified. MCHS will continue to support additional community health needs as they arise. The top health priorities for MCHS Hospitals, Inc. d/b/a Marshfield Medical Center-Weston (hereafter referred to as MMC-Weston) are:

- Substance Use
- Behavioral Health
- Community Capacity, Engagement, and Infrastructure
- Health Equity

We hope you find this document useful and welcome your comments and suggestions for improving the health of Marathon County's citizens.

Yours in health,

Dr. Brian Hoerneman, Interim CEO  
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## Introduction

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Community Health Assessment (CHA) and Community Health Needs Assessment (CHNA) refer to a state, tribal, local, or territorial health assessment that identifies key health needs and issues through systematic, comprehensive data collection and analysis. These assessments are conducted to identify the community's health needs, prioritize top health concerns, and encourage community members to improve their community's health. Health Departments are required to conduct a CHA at least every five years [1].

Non-profit (tax-exempt) hospitals are required by the Affordable Care Act to conduct a CHNA once every three years. Hospitals can choose to partner with local health departments and other local non-profit hospitals or agencies to conduct a CHA/CHNA [2].

MMC-Weston partnered with Marathon County Health Department, United Way of Marathon County, and members of the LIFE Steering Committee, LIFE Community Advisory Committee, and various LIFE subcommittees to carry out the CHNA process. A full list of those involved in the process can be found in Appendix B. This publication describes the process used to assess the health of the community, the results of that process, and prioritization of the health needs that will be addressed by MMC-Weston. MMC-Weston looks forward to collaborating with community partners to improve the health of the community.

If you would like to serve on a coalition that helps meet the aims of this report, or have a comment on this assessment, please contact the Marshfield Clinic Health System Center for Community Health Advancement at [communityhealth@marshfieldclinic.org](mailto:communityhealth@marshfieldclinic.org) or (715) 221-8400.

## Health System Overview

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Marshfield Clinic was founded in 1916 by six physicians practicing in Marshfield, a central city in rural Wisconsin. At its inception, Clinic founders saw research and education as critical to their practice of health care and that remains so today.

The Clinic became a 501(c)(3) nonprofit organization in 1992 and in 2014, Marshfield Clinic Health System, Inc., was formed. The Health System's mission is to enrich lives and create healthy communities through accessible, affordable, compassionate health care. The Health System believes individuals have the right to their highest potential level of health and well-being. We will achieve this by advancing health equity with our patients, health plan members, employees, and communities.

The Health System serves Wisconsin and Michigan's Upper Peninsula with more than 1,600 providers comprising 170 specialties, health plan, and research and education programs. Primary operations include more than 60 Marshfield Clinic locations, 11 hospitals, Marshfield Children's Hospital, Marshfield Clinic Research Institute, Security Health Plan and Marshfield Clinic Health System Foundation [3].

Unique to Marshfield Clinic Health System is its investment in the Center for Community Health Advancement (CCHA). CCHA is a department within MCHS that builds bridges between the Health System and the communities it serves. CCHA coordinates collaborative efforts between MCHS hospitals and local coalitions, businesses, educational systems, law enforcement agencies, Tribal Nations, local governments, and other entities to improve community health. This collaboration helps align the health improvement efforts of the community and hospital with community health priorities<sup>1</sup> identified in the CHNA with Health System priorities.

## **Hospital Overview**

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MCHS Hospitals, Inc. d/b/a Marshfield Medical Center-Weston (hereafter referred to as MMC-Weston) is a 99-bed full-service hospital in Weston, Wisconsin. MMC-Weston offers a variety of medical services to care for Marathon County residents and the surrounding communities.

MMC-Weston, offers a wide range of advanced care services including [4]:

- Advanced heart and vascular health services
- Birth services
- Certified Primary Stroke Center
- Emergency department
- Imaging services
- Lab and prescription services (services of Marshfield Clinic)
- General and orthopedic surgery services
- Oral and Maxillofacial Surgery
- Physical therapy and rehabilitation
- Surgery center with operating and procedure rooms
- Sleep Disorder Center

MMC-Weston is part of a medical campus that also includes Marshfield Medical Center-Weston (medical offices). More than 100 providers treat patients at this major medical campus. Marshfield Medical Center-Weston (medical offices) offers primary care services and specialty care for more complicated medical concerns including comprehensive cancer care, cardiology, gastroenterology, pediatrics, and other specialty services. A Patient Assistance Center provides information, support, and advocacy to patients for insurance and payment concerns [5].

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<sup>1</sup> See definition in Appendix A.

# Our Community

MMC-Weston is a full access hospital located in Weston, Wisconsin. Weston is one of sixty-one municipalities located in Marathon County. MMC-Weston serves patients and residents of Marathon County as well as patients and community members in neighboring counties. However, for this report's purpose, the community served by MMC-Weston is defined as Marathon County residents.

## Geographic Area

Marathon County, Wisconsin is located on the Wisconsin River in central Wisconsin. It has 1,545 square miles of land area, 31 square miles of water [6] and is the largest county in Wisconsin by total area [7]. The county consists of 39 towns, 16 villages, and 6 cities [8], the largest of which, Wausau, is the county seat.

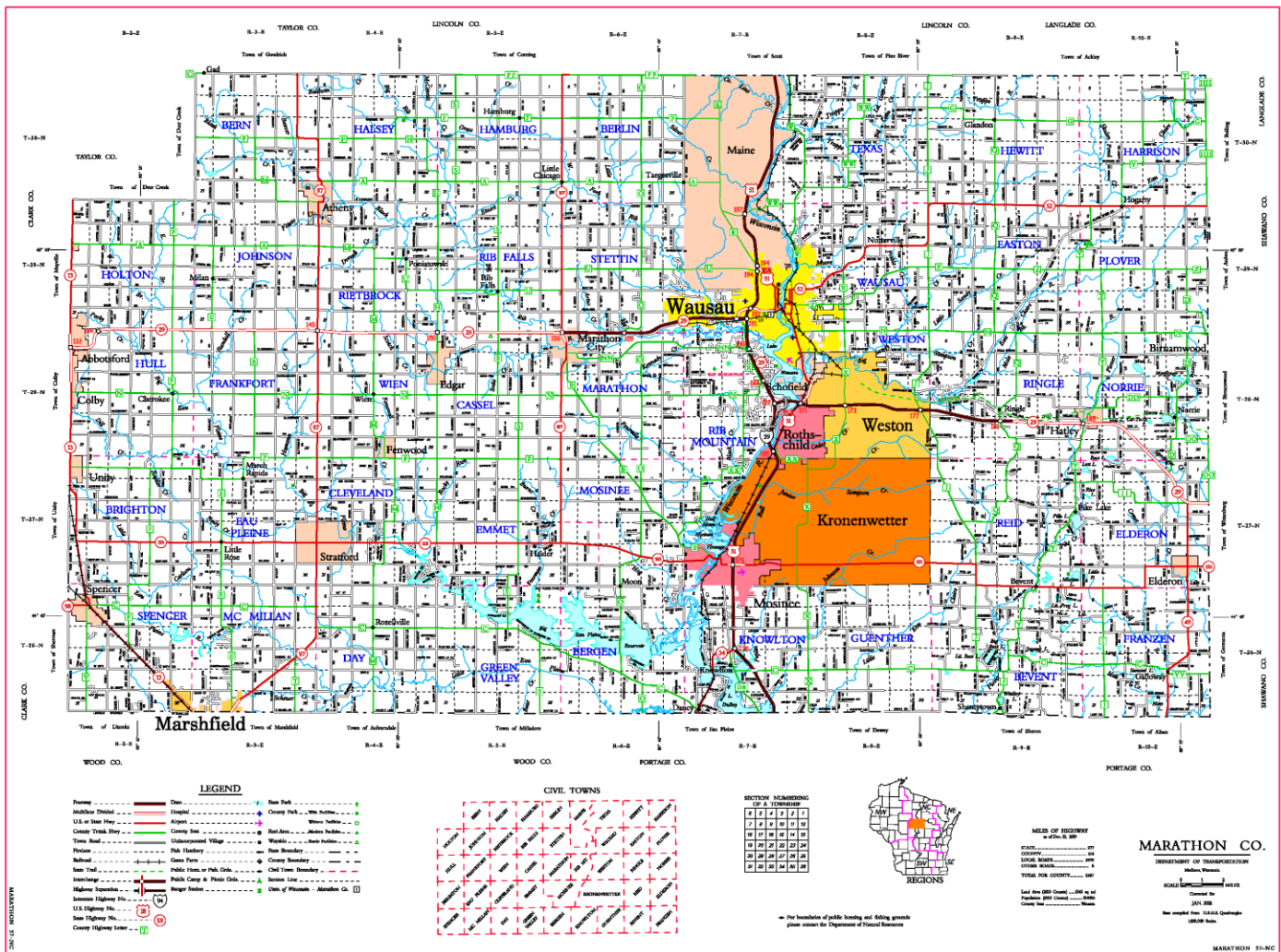


Figure 1: Map of Marathon County [9]

Marathon County is the 10th most populous county in Wisconsin with 138,013 residents [7]. It was the 19<sup>th</sup> fastest growing county in Wisconsin based on Census population estimates April 1, 2020 to July 1, 2023 [10]. The Wisconsin Office of Rural Health

considers Marathon County one of the few urban counties in north central Wisconsin [11]. See the Wisconsin Urban and Rural Counties map in Appendix D.

### **Local Industry, Resources, and Attractions**

Leading industries in Marathon County include Education and Health, Manufacturing, and Trade, Transportation & Utilities [12]. Agriculture and Food Processing is a strength, with Marathon County being a world leader in ginseng production [13].

Outdoor recreation is popular with residents and visitors in Marathon County. The Wausau and Marathon County Parks, Recreation and Forestry Department offers a wide variety of programming throughout the year for all ages. Many residents and guests enjoy the 18 park facilities that offer 3,800 acres of recreational land. The county partners with the State of Wisconsin Department of Natural Resources on the administration and maintenance of two hiking/biking trails. Rib Mountain State Park, a 1,182-acre park with a 405-acres ski area is also located in Marathon County [6].

Marathon County is home to many opportunities for education including the UW-Stevens Point at Wausau Campus, Mid-State Technical College, Medical College of Wisconsin, and State College of Beauty [14]. Marathon County is supported by many health-related resources such as United Way, Community Foundation, YMCA, Boys and Girls Club, a free clinic, resources for the unhoused, and a shelter for the victims of domestic violence [15], [16].

### **Health Disparities**

Health disparities are defined as a higher burden of illness, injury, disability, or mortality experienced by one group relative to another that is closely linked with economic, social, or environmental disadvantage.

“Health disparities adversely affect groups of people who have systematically experienced great social or economic obstacles to health based on their racial or ethnic group, religion, socioeconomic status, gender, age, or mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.” [17]

Demographic data provides information on specific populations that can help us understand the health disparities experienced by those who live in Marathon County.

### **Demographics**

Demographic data, such as age, race, sex, gender, and socio-economic status, can provide more information beyond the size or growth of a population. This type of data gives insight on unique qualities and differences in communities. Demographic data provides a basis for understanding a community and allows for tracking changes over time to understand what strategies or policies are affecting a community, positively or negatively [18].

## Age

Age is an important demographic to consider when looking at a community's health priorities because health needs differ over a lifespan. Strategies and interventions to address the health of the community will look different depending on the age of the intended population. The median age of Marathon County residents is 41.2. Twenty-five and one-half percent (25.5%) of residents are over the age of 60, which is higher than the national rate of 22.9% [19]. "Societal aging can affect economic growth, patterns of work and retirement, the way that families function, the ability of governments and communities to provide adequate resources for older adults, and the prevalence of chronic disease and disability." [20]

## Socioeconomic Status (SES)

Socioeconomic status is a concept used to describe people based on factors such as their education, income, living conditions, resources, and access to opportunities. "People with lower socioeconomic status usually have less access to financial, educational, social, and health resources than those who have a higher socioeconomic status. As a result, they are more likely to be in poor health and have chronic health conditions and disabilities." [21]

According to County Health Rankings<sup>2</sup>, Marathon County is faring better than the average county in Wisconsin and better than the average county in the nation for Health Factors such as education, employment, children in poverty, and income inequality [22].

Health Factor [23]	Marathon County	Wisconsin
<b>Median household income</b>	\$79,129	\$74,195
<b>Population 16+ unemployed</b>	3.13%	3.42%
<b>Families below poverty</b>	1,391 (3.55% of families)	106,528 families (6.72% of families)
<b>Families below poverty with children</b>	86 (2.22% of families w children)	77,130 (4.87% of families w children)
<b>Population age 25+ with less than high school graduation</b>	6,893 (7.14% of pop age 25+)	286,312 (6.96% of pop. Age 25+)

However, a number of factors within the community and social environment in Marathon County have been declining in recent years. Residents are feeling less connected to their community, perceive the community as less welcoming than previous measures, have fewer social connections, and a greater number of people age 65+ are living alone. [23]

## Racial/ethnic minorities<sup>3</sup>

Race is a concept of classifying people into groups based on physical characteristics such as skin color. Ethnicity classifies people into distinct groups on the basis of categories such as national origin, language, or cultural practices. Racial and ethnic differences are important demographics to consider because health outcomes often affect racial and ethnic minorities differently.

<sup>2</sup> See definition in Appendix A.

<sup>3</sup> See definition in Appendix A.



Nearly 14% of Marathon County residents are non-white. The Hmong American Center reports Central Wisconsin as the second largest Hmong population in the state. Marathon County has more than 6,000 Hmong residents. Hmong-Americans comprise approximately 12% (4,700) of Wausau's residents, making the city of Wausau the highest per capita Hmong population in the state and in the U.S. [24]

### **Sexual and Gender Minority groups (SGM)**

Sexual and Gender Minority (SGM) populations include but are not limited to individuals who identify as gay, lesbian, bisexual, or transgender and others whose sexual orientation, gender identity or expression, or reproductive development is characterized by non-binary<sup>4</sup> constructs. SGM groups experience higher risk for poor health outcomes and unhealthy lifestyle behaviors. They may also receive poor quality of health care due to stigma, their unique needs not being considered, or lack of provider awareness [25].

Although the resident survey allowed for an 'Other' response to the question 'What is your gender?', none of the 389 individuals who responded to the question selected the option. In Wisconsin, 3.8% of adults (18+) are LGBTQ (2019), and the total LGBTQ population (13+) totals 207,000 (2020). A similar distribution of LGBTQ individuals would be expected within Marathon County's 138,013 residents, which would amount to over 5,000 residents. Wisconsin's LGBT community experiences disparities in income (25% with incomes less than \$24K vs. 16% non-LGBT), food security (18% vs. 11% for non-LGBT) and has lower rates of attending and graduating from college than the non-LGBT population [26], [27].

### **People with Disabilities**

People with disabilities often experience health conditions that lead to poorer health and shorter lifespan. In addition, they often face discrimination, inequality and unjust structural practices which can further result in poorer health outcomes. Programs and policies often limit access to timely and comprehensive health care, which can also lead to poorer health outcomes for those with a disability [28]. In Marathon County, 12.2% of residents are living with a disability with persons age 65+ experiencing the highest rates of disability [23].

## **Assessing the Needs of the Community**

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### **Overview of Assessment Process and Timeline**

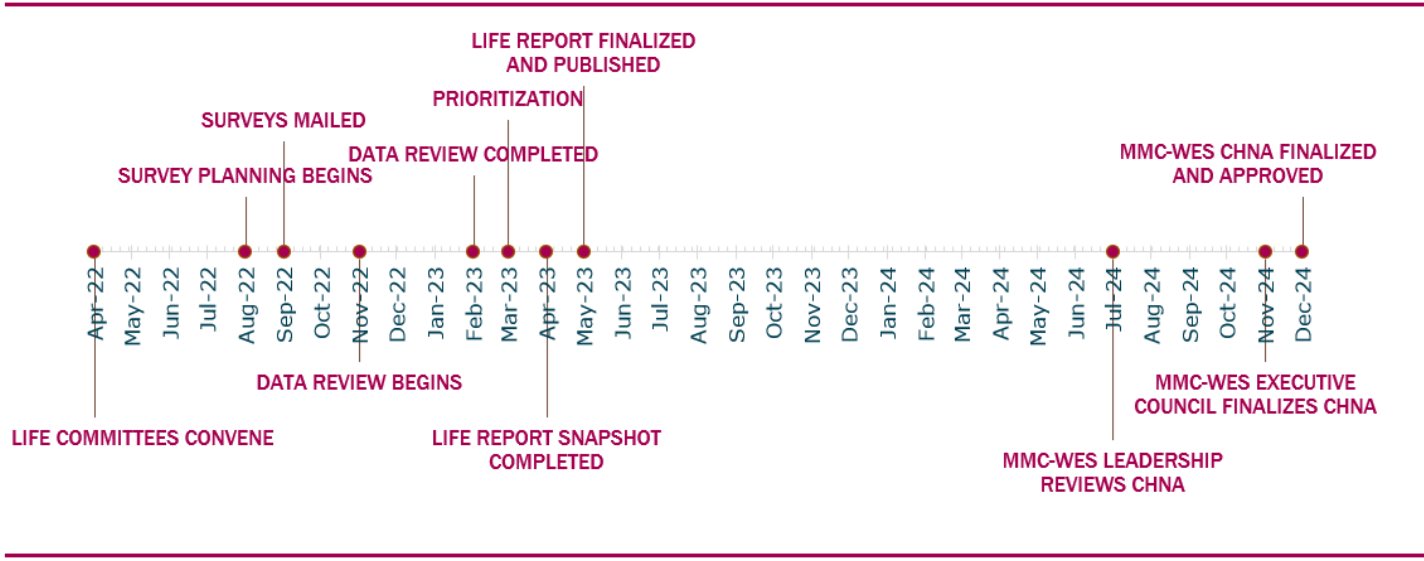
MMC-Weston participated in the development of the Marathon County LIFE (Leading Indicators for Excellence) Report. The LIFE Report serves as health assessment for the Marathon County Health Department Community Health Improvement Plan (CHIP) and for the MMC-Weston Community Health Needs Assessment (CHNA). The LIFE Executive committee, of which MCHS was a member, executed a comprehensive survey for Marathon County residents to identify and prioritize community health needs. MMC-Weston recognizes that health is determined by more than health care, therefore the

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<sup>4</sup> See definition in Appendix A.

Community Health Needs Assessment process is designed to assess the overall state and well-being of the community. The broad nature of the questions and topics assured that, for the purposes of MMC-Weston's CHNA, health equity data was also captured and analyzed.

**Figure 2: Community Health Needs Assessment (CHNA) Timeline**



## Process and Methods

The LIFE Executive Committee utilized University of Wisconsin–River Falls Survey Research Center (SRC) to collect data on behalf of the LIFE report. SRC gathered data via a survey that was sent to Marathon County households, non-profit partners, and a list of resident email addresses. Additionally, [www.MarathonCountyPulse.org](http://www.MarathonCountyPulse.org), a data platform offered by Conduent Healthy Communities Institute, is utilized by the LIFE Report to provide secondary data as well as a dynamic publishing method. The 2023 LIFE Report exists exclusively online, providing an immersive experience in local data, community context, and story [23].

## Data Sources

Both primary and secondary data collection methods were utilized to develop a thorough understanding of the health issues facing members of the Marathon County community. Primary data included a survey. Secondary data was compiled from Marathon County Pulse, which compiles data from over 50 local, state, and national sources.

## Primary Data Collection

### *Resident Survey*

The SRC used the Dillman Total Design Survey Method for the 1,434 households in the mail survey. Each person in the sample was sent a survey initially. Those who had not returned their survey within two weeks were sent a postcard reminding them to complete the survey. Two weeks after the postcard, those who had still not responded received a second postcard.

An invitation to complete the online version of the survey was sent via email to approximately 2,000 Marathon County Residents. United Way of Marathon County

distributed an additional 100 paper surveys to selected Marathon County non-profit agencies for distribution to their clients.

The SRC received the following number of responses from these three sources:

- 402 paper surveys from the mail out and from non-profit partners
- 61 on-line surveys

According to the US Census [7] there are approximately 54,785 households in Marathon County. Based on that number, SRC did receive an adequate number of completed questionnaires (>381) to produce estimates that are expected to be accurate to within plus/minus 5% with 95% confidence.

Survey respondents represented a range of residents with a variety of income and education levels, age, and race. 51.4% of survey respondents were female, 43.8% were over the age of 65, 37% had an education level of bachelor's degree or higher, 90.4% were white, and 3.9% were Asian. When compared to the 2022 American Community Survey 5-Year Population Estimates [19], survey respondents overrepresented those age 65+ (43.8% vs. 18.3%) and those with an education level of bachelor's degree or higher (37% vs. 27%). Respondents living in households with earnings of \$75,000+ were underrepresented (32.7% vs. 49.2%). Although Asians responded at a rate nearly equal to the population, the small sample size (15 responses [29] ) may not accurately reflect this population within Marathon County.

A copy of the survey instrument can be found in Appendix C. Results of the resident survey can be found on [MarathonCountyPulse.org](http://MarathonCountyPulse.org).

## **Primary Data Collection Results**

### *Resident Survey [29]*

The issues that most concerned residents who completed the survey are:

- ***The availability of jobs that pay enough to meet basic household expenses.***
  - 16.8% of residents skipped meals at least once in the past year to save money, and 10.9% used a food pantry and/or ate a free community meal at least one time in the last year.
  - 8.7% of respondents missed or were late with their rent or mortgage payment at least one time in the past year, and 16.7% missed or were late with monthly bills at least once.
- ***Illegal drug use.***
  - 7.4% of residents have been concerned about someone in their family misusing drugs (prescription or illegal) in the past year.
- ***The affordability of health care.***
  - Of those that have not had health insurance at any time during the past 12 months (14% of residents), "too expensive" is most often cited as the most important reason.
  - 33.8% of respondents indicated they or a family member should have seen a doctor but didn't; the most often cited reason was "couldn't afford" (11.7%).
  - Nearly 40% of respondents have medical debt.

## **Secondary Data Collection and Review**

Secondary data for Marathon County is readily available to all members of the community through MarathonCountyPulse.org. Marathon County Pulse was developed with funding from several community partners, including MMC-Weston. Marathon County Pulse is built on a data platform offered by Conduent Healthy Communities Institute and contains data from a variety of state and national sources, including the National Cancer Institute, the Centers for Disease Control, and the American Community Survey, along with many state-specific sources. Most of the data is reported on an annual basis.

Seven LIFE Report subcommittees comprised of local experts examined the results of the resident survey along with supplemental secondary data from MarathonCountyPulse.org. The subcommittees examined community data on basic needs, connectedness, the economic environment, education, energy and environment, health and wellness, and safety. They examined and selected local data, developed narratives based on community context, and identified Calls to Action and Successes & Progress to be included in their respective section of the LIFE Report. A full list of those involved in the subcommittees can be found in Appendix B.

For a full list of sources, visit

<https://www.marathoncountypulse.org/indicators/index/indicatorsearch?handpicked=0> and select 'Filter by Sources'.

## **Results of the Data Review**

After reviewing the results of the resident survey and the secondary data, the LIFE Report subcommittees developed 18 Calls to Action, which fell into 4 categories:

- Mental Health
- Substance Misuse
- Child Care
- Transportation

The LIFE Report subcommittee also developed 33 Successes & Progress which are published on MarathonCountyPulse.org.

## **Prioritization Process**

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### **Marathon County Prioritization Process**

The 18 Calls to Action are considered by the Community Advisory Committee (CAC), a committee comprised of community members. Marathon County Health Department staff facilitate a 2-hour meeting utilizing a Nominal Group Process Technique where CAC members vote on which Calls to Action should be elevated. The discussion determines what the CAC will recommend to the LIFE Steering Committee.

About a week later, the same process is used with the LIFE Steering Committee, which is comprised of members of the Executive Committee, chairs and co-chairs from each of the seven subcommittees, and community leaders. The LIFE Steering Committee then compares their results with the CAC and makes a final recommendation for the Calls to Action and Successes for the LIFE Report.

Date(s)	LIFE Report Development Activity(ies)
Apr. - June 2022	LIFE Executive and Steering Committees set timeline for 2023 LIFE Report.
Jul. - Aug. 2022	LIFE Executive Committee contracts with UW-River Falls Survey Research Center and begins LIFE survey planning.
Sept. – Nov. 2022	LIFE survey is mailed.
Sept. 2022 – Feb. 2023	LIFE subcommittees meet to review local data, develop narrative, and identify Calls to Action and Successes & Progresses for each of the seven sections.  Marathon County Health Department staff create LIFE report sections on Marathon County Pulse.
March 2023	Community Advisory Committee and Steering Committee prioritize Calls to Action and Successes & Progresses.
April 2023	2023 LIFE Report Snapshot is developed by Executive Committee.
May 2023	Marathon County Health Department staff finalize and publish LIFE Report on Marathon County Pulse.
June 2023	2023 LIFE Report event

### **MCHS Prioritization Process**

The Marshfield Clinic Center for Community Health Advancement Strategic Areas of Focus (2024-27) are the result of an assessment process which included a review of community health needs; discussion with community stakeholders, key subject matter experts, and the MCHS Community Health and Benefits Steering Committee; review of CCHA’s Previous 2023 Strategic Priorities; assessment of interventions for value and impact, resources, and various industry factors (such as new regulations and requirements) and alignment of system imperatives.

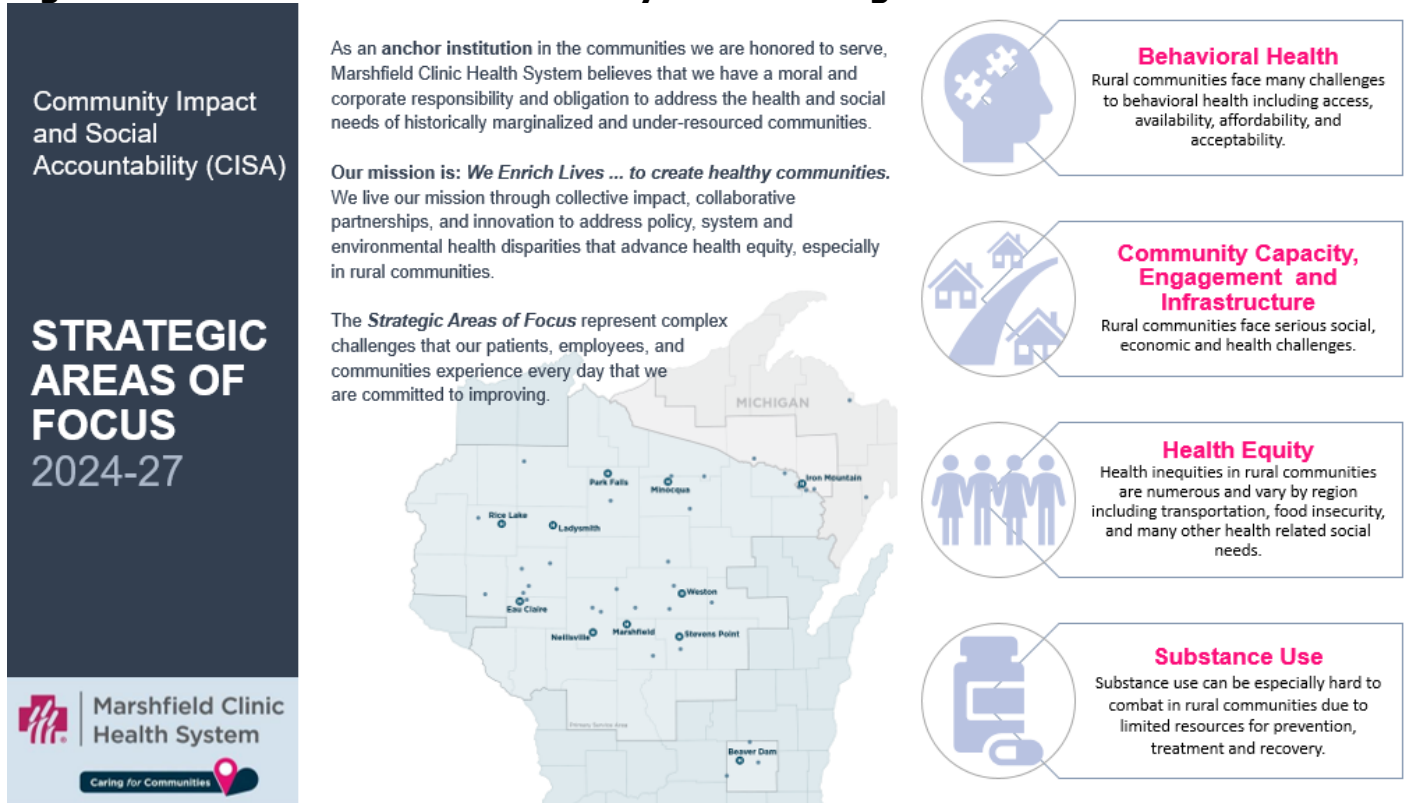
The 2024-2027 CCHA Strategic Focus Areas are system-wide community health focus areas approved by the MCHS Community Health and Benefits Steering Committee. Subsequently, Strategic Focus Areas are integrated into MMC Implementation Strategy (IS Plan)<sup>5</sup> and other MCHS and Security Health Plan (SHP) plans to align system and regional efforts.

<sup>5</sup> See definition in Appendix A.

The strategic focus areas are:

- Substance Use
- Behavioral health
- Health Equity<sup>6</sup>
- Community Capacity, Engagement, and Infrastructure

**Figure 3: Marshfield Clinic Health System Strategic Areas of Focus**



MMC–Weston leadership met in July 2024 to discuss the results of the CHNA and provide hospital approval. Additional consideration of alignment with the system strategic priorities was made. Further criteria were used to determine health priorities including:

- The burden, scope, severity, or urgency of the health need
- The estimated feasibility and effectiveness of possible interventions
- The health disparities associated with the need
- The importance the community places on addressing the need [30]

<sup>6</sup> See definition in Appendix A.

## **MMC-Weston Health Priorities for 2025-2027**

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After reviewing results of the final LIFE Report, United Way ALICE data<sup>7</sup>, Healthiest Wisconsin 2020, County Health Rankings, and other quantitative and qualitative data, the top community health priorities identified by MMC-Weston are:

- **Substance Use**
- **Behavioral Health**
- **Health Equity**
- **Community Capacity, Engagement, and Infrastructure**

As these priorities are addressed, intentional efforts will be made to ensure appropriate resources are provided, and unfair and unjust obstacles are eliminated for all people and communities to reach their optimal health.

### **Description and Supporting Data of Prioritized Community Health Needs**

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The community health needs of substance use, behavioral health, health equity and community capacity, engagement, and infrastructure all strongly impact individual and community health. These priorities are cross-cutting, therefore efforts made to address these health needs will also positively impact other health priorities and benefit community and individual health outcomes. These priorities affect health in the short and long term and MMC-Weston will implement a variety of strategies to address not only the short- and long-term outcomes of these health needs, but also the root causes of these health issues and a focus on prevention. MCHS has system-wide initiatives that all hospitals support to address these health needs broadly in addition to spearheading local initiatives.

The following pages highlight primary and secondary data for the prioritized needs.

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<sup>7</sup> See definition in Appendix A.

# Substance Use

**48.3%** of survey respondents are 'concerned' or 'very concerned' about abuse and misuse of alcohol<sup>[1]</sup>.

**70.5%** are 'concerned' or 'very concerned' about illegal drug use<sup>[1]</sup>.

## What is alcohol & substance misuse?

Alcohol misuse describes a pattern of excess daily alcohol consumption that poses adverse health and social consequences. This includes >1 drink per day for women and >2 drinks per day for men. Substance misuse refers to the use of illegal substances or the use of legal medications in a manner that deviates from medical prescriptions (Centers for Disease Control and Prevention, 2018).

## INDIVIDUAL AND COMMUNITY HEALTH IMPLICATIONS<sup>[2]</sup>

The effects of alcohol and substance use can be far-reaching, heavily influencing both individual and community health in the following ways...

### Individual Impact

- heart disease
- liver disease
- overdose
- death

### Community Impact

- unintentional injuries
- violence (e.g. homicide & suicide)
- family disruption
- infectious disease transmission (specific to substance misuse)

## THE SCOPE ACROSS MARATHON COUNTY

Marathon County tobacco use is higher than state averages for adults and slightly lower for youth.

### Percent of Adults Reporting Regular Smoking<sup>[3]</sup>

16%

14%

Marathon County

Wisconsin

### Percent of Teens (High School) who smoked cigarettes in the Past 30 days<sup>[4]</sup>

4%

4.5%

Marathon County

Wisconsin

Youth in Marathon County have **greater access to alcohol and higher rates of drinking** before the age of 13.

### Percent of Teens (High School) who drank alcohol before age 13<sup>[4]</sup>

30.0%

16.5%

15.5%

Marathon County

Wisconsin

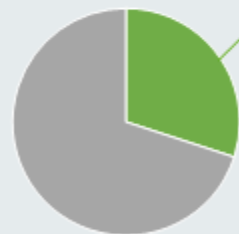
United States

### Alcohol Age Compliance Check Violation Rate<sup>[5]</sup>

41%

Marathon County

**30%** of LIFE Survey respondents reported consuming 5 or more drinks on one occasion in the past 30 days, the definition of binge drinking.<sup>[1]</sup>



In 2022, there were **82 alcohol-attributable deaths** in Marathon County. The county ranks **9th in the state** for alcohol-attributable deaths.<sup>[6]</sup>

1. 2022 Marathon county LIFE Survey Report

2. Adapted from Centers for Disease Control and Prevention, 2023

3. County Health Rankings, 2024

4. YRBS, 2021

5. Marathon County Health Dept. via MarathonCountyPulse.org

6. <https://www.dhs.wisconsin.gov/alcohol/deaths-county.htm>



# Behavioral Health

**24.8%** of survey respondents indicated they or someone in their family should have seen a mental health provider but didn't<sup>[1]</sup>

## What is behavioral health?

Behavioral health describes the behaviors and emotions that impact one's overall wellbeing. It encompasses the prevention, intervention, personalized treatment plans, and recovery of mental health conditions, like depression and anxiety. Behavioral health professionals include psychologists, psychiatrists, counselors, and social workers (Centers for Medicare & Medicaid Services, 2023).

## INDIVIDUAL AND COMMUNITY HEALTH IMPLICATIONS<sup>[2]</sup>

The impacts of a high prevalence of untreated behavioral health issues can be far-reaching, heavily impacting both individual and community health in the following ways...

### Individual Impact

- isolation from loved ones
- unemployment and financial struggles
- poor quality of life

### Community Impact

- increased healthcare costs
- high rates of incarceration
- community-level economic strain

## THE SCOPE ACROSS MARATHON COUNTY

A significant number of Marathon County adults struggle with mental health.

Adults ever diagnosed with Depression<sup>[4]</sup>

22.2%

Marathon County

19.5%

United States

Marathon County Suicide Deaths<sup>[4]</sup>

21

2021

22

2022

26

2023

On average, Marathon County residents report **4.6 poor mental health days** every month.<sup>[4]</sup>

4.6 days

Marathon County

4.8 days

Wisconsin

4.8 days

United States

Marathon County youth report high levels of mental health distress.

52%

... of middle school students

AND

45%

... of high school students

...experienced significant problems with feeling very anxious, nervous, tense, scared, or like something bad was going to happen during the past 12 months.<sup>[4]</sup>

1. 2022 Marathon county LIFE Survey Report

2. Adapted from Centers for Disease Control and Prevention, 2023

3. County Health Rankings, 2024

4. MarathonCountyPulse.org, 2021

# Health Equity

**27.6%** of survey respondents indicated they, or a member of their household, experienced discrimination in Marathon County<sup>[1]</sup>.

## What is health equity?

Health equity is the state in which all people – regardless of race, ethnicity, socioeconomic status, gender identity, disability, education level, or geography - have a fair and just opportunity to maintain optimal health. Health equity includes addressing historical injustices and reducing preventable health disparities (Centers for Disease Control and Prevention, 2022).

## INDIVIDUAL AND COMMUNITY HEALTH IMPLICATIONS<sup>[2]</sup>

The impacts of health inequities can be far-reaching, heavily impacting both individual and community health in the following ways...

### Individual Impact

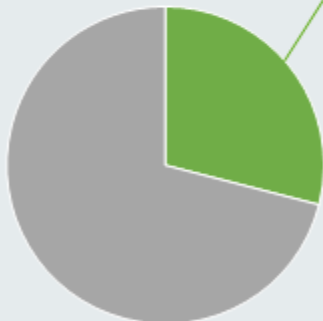
- higher chance of developing chronic conditions
- increased mental health struggles
- lower life expectancy

### Community Impact

- economic strain on healthcare system
- reduced workforce productivity
- higher risk of infectious disease spread

## THE SCOPE ACROSS MARATHON COUNTY

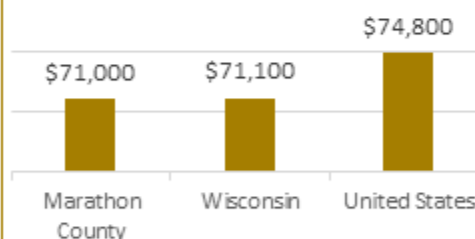
29% of Marathon County households are ALICE households.<sup>[5]</sup>



Asset Limited, Income Constrained, Employed (ALICE) households earn just above the Federal Poverty Level but less than what it costs to make ends meet. They often earn too much for assistance.<sup>[5]</sup>

Although the median income of Marathon County is about the same as the state average...<sup>[3]</sup>.

### Median Income



...there are still many people living below the poverty level:

- 8.3% of all residents
- 7.7% of households
- 9.8% of children
- 10.3% of children <5 yrs
- 7.5% of people 65+
- 4.9% of Veterans

Among the social determinants of health, Marathon County residents indicated the following concerns<sup>[1]</sup>...



**10.8%**  
affordability of health care



**7.8%**  
availability of jobs that pay enough to meet basic expenses



**6.4%**  
affordability of safe housing

1. 2022 Marathon county LIFE Survey Report

2. Adapted from Centers for Disease Control and Prevention, 2023

3. County Health Rankings, 2024

4. MarathonCountyPulse.org, 2021

5. <https://www.unitedwaymc.org/alice>

## **Partners and Collaboration**

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MMC–Weston will collaborate with community partners to address community health needs. MMC-Weston staff participate in Healthy Marathon County, a group of community leaders that utilize Collective Impact and the Social Ecological Model to be a catalyst to improve health in Marathon County through individual, organizational, and community involvement. Healthy Marathon County, in collaboration with Marathon County Health Department, is responsible for engaging stakeholders to address community health priorities, assist in conducting the community health assessment, and leveraging resources needed to sustain community improvement efforts that maximize community assets.

## **Identified Health Needs Not Being Addressed**

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Through the assessment process, other community health needs were identified that are not being addressed in this plan. In prioritizing community health needs, MMC–Weston leadership considered other organizations addressing the specific need, the ability of MMC-Weston to impact change, availability of resources, as well as readiness of the community for interventions.

After consideration, the following health needs will not be addressed by MMC-Weston as other community organizations are better equipped and have the resources in place to lead efforts to address them. Cross-cutting efforts in MCHS’s Strategic Areas of Focus may indirectly address some of these health needs:

- Childcare
- Transportation

## **Potential Resources to Address Health Needs**

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Potential resources and assets in our community that will help address the identified health priorities as well as help develop the implementation plans include the following:

- Healthy Marathon County
- Marathon County Health Department
- School Districts located in Marathon County
- Wausau Free Clinic
- Nicotine Prevention Alliance
- AOD Partnership
- Hmong & Hispanic Communication Network
- Marshfield Clinic Health System AmeriCorps Recovery Corps
- Marshfield Clinic Health System AmeriCorps Community Corps
- Boys & Girls Club
- YMCA

## Next Steps

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Having identified the health priorities that will be addressed, the next steps include collaboration with community partners through a variety of community coalitions, workgroups, and organizations. MMC–Weston will leverage existing partnerships and community resources to coordinate strategic efforts to address identified community health priorities that can be monitored, evaluated, and improved upon over time.

The MMC–Weston Community Benefits Workgroup (CBW) - A local, internal workgroup - will contribute to the hospital's community benefits and community health initiatives and will oversee the three-year implementation strategy plan. This group will develop a strategic plan that demonstrates the potential to have the most impact on improving selected health priorities, and that will focus on the social determinants of health to subsequently reduce health disparities.

MMC–Weston CBW will evaluate implemented programs and activities and track key performance indicators during each year of the implementation plan. With the help of respective partners, an analysis will be completed to identify new and current resources that can be better integrated and deployed to maximize positive impact on population health.

This CHNA will be shared among all partners and made publicly available.

### **Approval and Community Input**

This Community Health Needs Assessment (CHNA) report was adopted by the MCHS Hospitals Board Inc. on December 12<sup>th</sup>, 2024.

If you would like to serve on a coalition that helps meet the needs of the community, or have a comment on this assessment, please contact the Marshfield Clinic Health System Center for Community Health Advancement at [communityhealth@marshfieldclinic.org](mailto:communityhealth@marshfieldclinic.org) or (715) 221-8400.

## **Evaluation of the Impact of the Preceding Implementation Strategy**

Health priorities identified in the preceding CHNA completed in 2021 were:

- Alcohol and Substance Abuse
- Behavioral Health
- Social Determinants of Health

### **Health Priority: Alcohol and Substance use**

Strategy	Summary of Actions 2022-2024
Support community wide environmental strategies, prevention, and/or policy to address underage alcohol use.	Promoted Botvin LifeSkills curriculum to Marathon County schools and afterschool programs.
Support workplace drug prevention and recovery efforts.	A variety of recovery supportive workplace resources were developed in partnership with Security Health Plan.
Participate in community-based workgroups	Participated on Healthy Marathon County who collaborates with Marathon County Health Department, to engage stakeholders to address community health priorities, assist in conducting the community health assessment, and leveraging resources needed to sustain community improvement efforts that maximize community assets.  Staff participation in Marathon County Drug Endangered Children Intervention Team.

## Health Priority: Behavioral Health

Strategy	Summary of Actions 2022-2024
Enhance community member's skills to support mental health promotion and suicide prevention.	<p>Promoted 4 virtual community Question Persuade Refer (QPR) suicide prevention trainings.</p> <p>Provided QPR Train the Trainer for 4 Marathon County individuals, including bilingual individuals that will serve multiple counties.</p>
Support suicide prevention community awareness events	<p>MMC-Weston leadership and staff participated in community events such as the Ho-Chunk Nation Suicide Prevention conference.</p> <p>Participated in Caring for our Kids Community collaborative to address youth suicide in the community.</p> <p>Supported DC Everest School Mental Health Day.</p>
Enhance school capacity to provide high quality social, emotional assessment, support, and learning.	<p>Promoted b.e.s.t., (Behavioral Emotional Social Traits), a universal screening tool to help educators support the emotional health of students.</p> <p>Promoted Life Tools, a social emotional program (SEL) program for youth and supported nine schools to participate in the program.</p>
Participate in community-based workgroups	Participated in Caring for Community Kids Suicide Prevention Coalition, Caring for Community Kids Policy Sub Committee, and Marathon County Suicide Death Review Team.

## Health Priority: Social Determinants of Health

Strategy	Summary of Actions 2022-2024
<p>Conduct an organizational (internal) and community (external) assessment of health disparities and health equity and develop a workplan to address those gaps.</p>	<p>Established internal office of Health Equity, Diversity, and Inclusion and identified key strategies.</p>
<p>Support and connect patients and community members to resources to address socially determined needs.</p>	<p>Integrated an SDOH screening tool.</p> <p>Promoted the use of findhelp.org, a free resource directory available for patients and the community.</p> <p>Supported diabetes prevention and management training to members of the Hmong and Hispanic communities to offer culturally appropriate classes to the community.</p>
<p>Participate in community-based workgroups</p>	<p>MMC-Weston collaborated with many organizations working to address health equity in the community such as the Wausau Free Clinic, The Hmong American Center, The Boys &amp; Girls Club, the Ho Chunk Nation, Abbotsford Food Pantry, H2N Hmong/ Hispanic Communication Network, Food Equity in Farmers Markets committee, Western Marathon County Healthy Communities, Indian Society of Central WI.</p> <p>Funded Healthy Marathon County to provide MarathonCountyPulse.org, a community data platform.</p>

## Appendix A: Definitions

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**Health Equity:** Achieved when every person has the opportunity to attain one's fullest or highest level of health potential. consider: Health equity is the state in which everyone has a fair and just opportunity to attain their highest level of health. Achieving this requires focused and ongoing societal efforts to address historical and contemporary injustices; overcome economic, social, and other obstacles to health and healthcare; and eliminate preventable health disparities. (Centers for Disease Control and Prevention, 2022)

**Health Priority(ies):** Selected health issues to be addressed by hospitals based on a prioritization process and community input collected via survey, community conversations, focus groups, and/or coalition meetings; and secondary data review.

**Implementation Strategy (IS):** a written plan that describes the actions and activities the hospital facility plans to implement or support to address each health need identified by the CHNA. The plan includes a written explanation if the hospital facility does not intend to address an identified health need. An authorized body of the hospital facility must adopt the implementation strategy on or before the 15<sup>th</sup> day of the fifth month after the end of the taxable year in which the hospital facility finished conducting the CHNA. (IRS, 2023)

**Minority:** a part of a population thought of as differing from the rest of the population in some characteristics and often subjected to differential treatment (Merriam-Webster online dictionary, 2024)

**Non-binary:** relating to or being a person who identifies with or expresses a gender identity that is neither entirely male nor entirely female (Merriam-Webster online dictionary, 2024)

**Social Determinants of Health (SDoH):** the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. Can be grouped into five domains: Economic Stability, Education Access and Quality, Health Care Access and Quality, Neighborhood and Built Environment, and Social and Community Context. (Healthy People 2030, U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion.)

**United Way ALICE report:** ALICE is an acronym that stands for Asset Limited, Income Constrained, Employed. ALICE represents the households with income above the Federal Poverty Level but below the basic cost of living. United Way's ALICE Report provides current research-based data that quantifies who in Wisconsin is living on the edge of financial insecurity. (United for ALICE, 2023)

**University of Wisconsin's Population Health Institute's County Health Rankings:** a program of the University of Wisconsin Population Health Institute that provides data, evidence, guidance, and examples of the multiple factors that influence health. The rankings have the ability to measure the health data of almost every county in the United States and are complemented by guidance, tools, and resources to accelerate community learning and action. (County Health Rankings, 2023)



## **Appendix B: Individuals Involved in the CHNA**

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### **LIFE Executive Committee**

The LIFE Executive Committee provides the overall project oversight, planning, and coordination of the LIFE Report subcommittees. The Executive Committee is responsible for developing and leading the administration of the LIFE Survey. The United Way of Marathon County has contracted with the University of Wisconsin - River Falls Survey Research Center since 2017 to conduct the LIFE survey.

Tara Draeger, Chair, Aspirus Health  
Becky Turpin, Marshfield Clinic Health System  
Jeff Sargent, United Way of Marathon County  
Amanda Ostrowski, Marathon County Health Department  
Laura Scudiere, Marathon County Health Department  
Kerry Thieme, Marathon County Health Department  
Aaron Ruff, Marathon County Health Department

### **LIFE Steering Committee**

The LIFE Steering Committee is comprised of members of the Executive Committee, chairs and co-chairs from each of the seven subcommittees, and community leaders. The Steering Committee guides the work of the seven subcommittees and prioritizes the final Calls to Action and Successes & Progress for the LIFE Report.

Tara Draeger, Chair, Aspirus Health  
Jeff Sargent, United Way of Marathon County  
Diane Sennholz, North Central Community Action Program  
Pam Anderson, Marathon County Housing & Homelessness Coalition  
Mike Beck, U.S. Workstories  
Melissa Walsh, CW Solutions  
Dave Eckmann, Greater Wausau Chamber of Commerce  
Laurie Miskimmins, Marathon County Conservation, Planning and Zoning Department  
Leah Giordano, Marathon County Public Library  
Kelly Kapitz, Marathon County Special Education  
Jeff Lindell, DC Everest School District  
Chad Billeb, Marathon County Sheriff's Office  
Ben Bliven, Wausau Police Department  
Amanda Ostrowski, Marathon County Health Department  
Laura Scudiere, Marathon County Health Department  
Mike Rhea, Aging & Disability Resource Center  
Kerry Thieme, Staff, Marathon County Health Department  
Aaron Ruff, Staff, Marathon County Health Department

### **LIFE Community Advisory Committee**

The Community Advisory Committee is comprised of community members to review the Calls to Action and Successes & Progresses and provide their recommendations to the LIFE Steering Committee for final prioritization.

*(cont'd on next page)*

Liz Brodek, City of Wausau  
Tara Glodowski, Community Partners Campus  
Ozalle Tom, University of Wisconsin - Stevens Point at Wausau  
Kat Becker, Cattail Organics  
Brittany Eilers, Spencer School District  
Stephanie Daniels, Woodson YMCA  
Heather Maves, Greenheck Group  
Sean Wright, Grand Theater Wausau  
Helen Pearson, St. Vincent de Paul of Wausau  
Toufue Xiong, Hmong American Center



2. How <b>CONCERNED</b> are you about the following in your community?	Very Concerned	Concerned	Somewhat Concerned	Not Concerned	Don't Know
a. Affordability of child care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Affordability of elder care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Affordability of health care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Affordability of mental health care services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Affordability of dental care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Affordability of post high school education.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Affordability of safe housing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Abuse and misuse of alcohol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Illegal drug use.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
j. E-cigarettes/ vaping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
k. Abuse and misuse of prescription drugs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
l. Drinking and driving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
m. Texting and driving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
n. Unhealthy eating.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
o. Lack of physical activity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
p. Family violence or abuse of adults and/or children.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
q. Acceptance of people of different backgrounds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
r. Availability of jobs that pay enough to meet basic household expenses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
s. Availability of public transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
t. Amount of quality time that parents spend with their children.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
u. My personal safety in my home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
v. My safety when alone in my neighborhood in the daytime.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
w. My safety when alone in my neighborhood after dark.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. **From the list in Question 2, please write the letter of the THREE issues that most concern you:**

Biggest concern \_\_\_\_\_

Second biggest concern \_\_\_\_\_

Third biggest concern \_\_\_\_\_



## Health-Wellness

11. If you've not had health insurance (Medicare, Medicaid, BadgerCare, Private Insurance) at any time during the past 12 months, which of the following is the **most important reason?** (\*mark one only)

Not Applicable	Not offered by employer	Too expensive	Didn't Know How to Sign Up	Other _____
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. In the last 12 months, has there been a time when you or someone in your family should have seen a doctor, dentist, or mental health provider but didn't? If so, please indicate why. (\*mark all that apply)

	Not Applicable	Didn't Know how to Find a Provider	No Insurance	Couldn't Afford	Distance/ No Transportation	No Appointments Available	Chose Not To	Other _____
a. Doctor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Dentist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Mental Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Which of the following best describes your family/household medical debt?

\$0	\$1 - \$999	\$1,000 - \$4,999	\$5,000 - \$10,000	\$10,001+
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. In the past year, have you been concerned about someone in your family misusing drugs (prescriptions or illegal)?

Yes	No	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Household Finances

15. During the past year, in how many months have you/someone in your household:

	Don't Know	0	1-2	3-6	7+
a. Skipped meals to save money?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Used a food pantry and/or ate a free community meal?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Missed/Was late with your rent/mortgage?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Missed/Was late with monthly bills (utilities, phone, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Missed work, a medical appointment or other important event because you had no transportation?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. If, during the past year, you or someone in your household missed work, a medical appointment or other important event because you had no transportation, which of the following caused this problem? (\*mark all that apply):

Not Applicable	No Car	Unreliable Car	Couldn't Afford Gas/ Cab Fare	Unable to Drive	No One Available to Drive Me	No Public Transport (bus)	Other _____
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Do you/your household:

	Yes	No	Don't Know
a. Spend 30% or more of your total household income on housing (including rent/mortgage, utilities, home/rental insurance, and property taxes)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Have enough of a savings/rainy day fund to cover your expenses for 3-months in case of sickness, job loss, or other emergency?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. In the past year, have you:

	Yes	No	Don't Know
a. Donated items or made a financial contribution to a charity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Helped individuals outside my household or/and volunteered in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Environmental Issues

19. If you have NOT tested your well water in the last year, what are your main reasons? (\*mark up to 3 reasons)

- a. Not applicable, my water comes from a municipal water system
- b. I don't know what to test for.
- c. I don't know how to have my well water tested.
- d. It costs too much to have my well water tested.
- e. I don't want to know if there is a problem with my well water.
- f. Dealing with a problem in well water quality would be too expensive.
- g. I have been drinking this water for years without any problems.
- h. I will wait to see if others in our area have problems with well water.
- i. I didn't know testing was available.
- j. I didn't know that we should test the water.
- k. I do not own the property where I live.
- l. Other (specify) \_\_\_\_\_

20. In addition to trash hauling, over the last year have you disposed of things by any of the following? (\*mark all that apply)

- Composting
- Donating
- Recycling
- Re-using materials
- Using a medication drop box
- Proper disposal of hazardous waste (e.g. via Marathon Clean Sweep)
- Purposely bought product with less packaging
- Other \_\_\_\_\_

21. Please indicate how concerned you are about the following.

	Very Concerned	Concerned	Neither Concerned nor Unconcerned	Unconcerned	Very Unconcerned
a. Drinking water quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Cleanliness of local lakes and rivers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Availability of drinking water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Air quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Energy conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Soil erosion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Protection of open, natural areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## About You

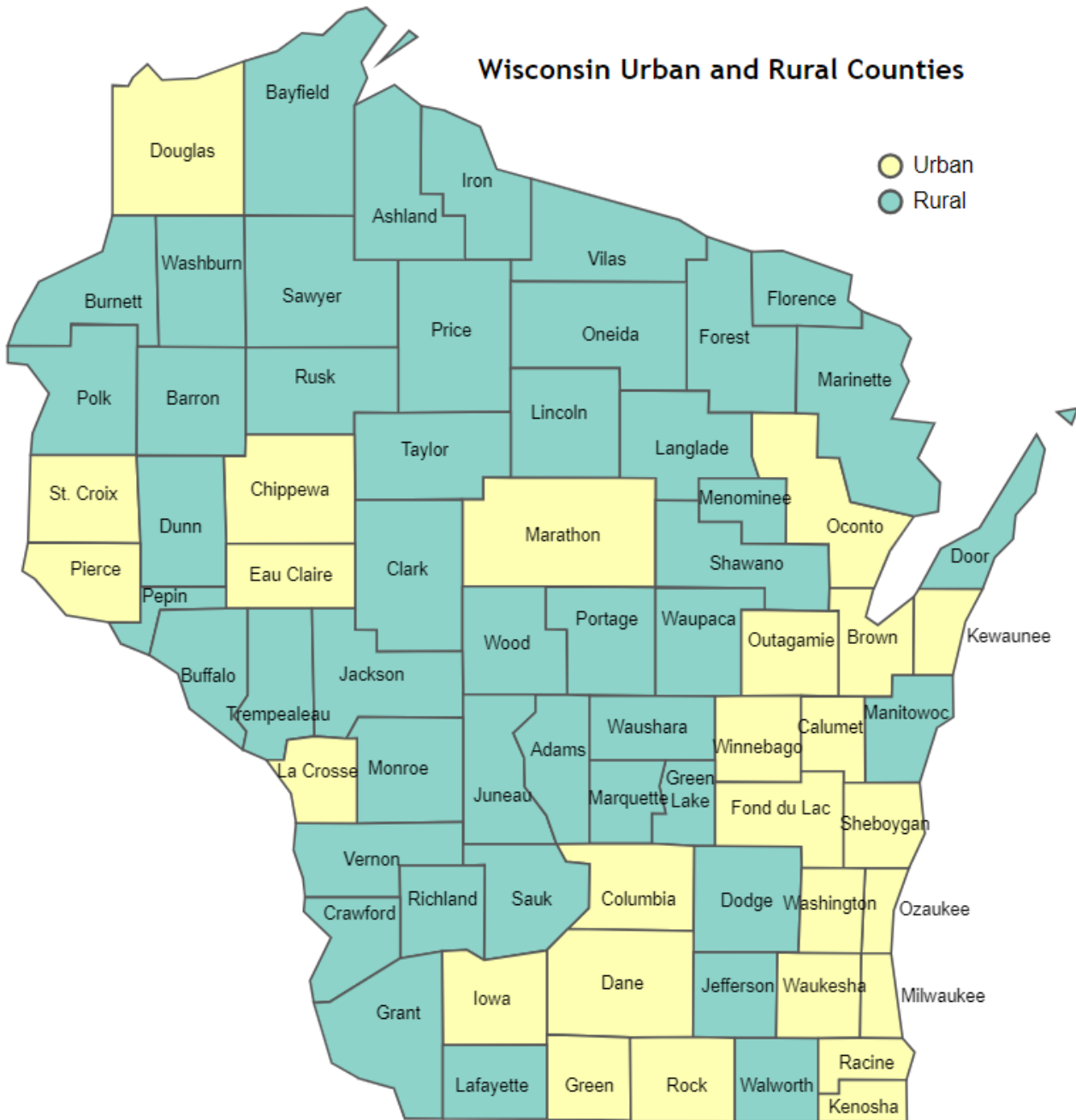
The following questions will help us understand Marathon County's residents a little better. Your responses will not be associated with you personally. We appreciate your willingness to answer these sometimes difficult questions.

22. <u>In a typical week</u> , how many times do you:							
	None	1-2 days	3-4 days	5-7 days			
a. Participate in 30 minutes or more of physical activity (walking, running, swimming, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
b. Eat a meal at a table with family and/or friends?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
23. <u>In the past 30 days</u> , how many times have you:							
	None	1-2 times	3-5 times	6-10 times	11+ times		
a. Consumed 5 or more drinks on one occasion, where a drink is defined as a 12 oz beer, 5 oz wine, 1½ oz liquor)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
b. Operated a motor vehicle after consuming 2 or more drinks in an hour?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
24. How tall are you? _____ feet _____ inches	25. What is your weight _____ pounds						
	Male	Female	Other	27. Do you have a least one person you can talk to if you have a personal problem?			
26. What is your gender?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Yes	No		
				<input type="radio"/>	<input type="radio"/>		
28. What is your age?							
	18-24	25-34	35-44	45-54	55-64	65 and older	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
29. What racial or ethnic category best describes you?							
	Asian	Black/ African American	Hispanic/ Latino	Native American	White	2 or more races	Other: _____
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. How many years have you lived in Marathon County?							
	Less than 5 Yrs.	5 to 10 Yrs.	11 to 20 Yrs.	20+ Yrs.			
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>			
31. What is the highest level of education that you completed?							
	Less than High School or GED	High School or GED	Some College or Tech Degree	2-Yr/ Associate Degree	Bachelor's Degree	Professional or Graduate Degree	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
32. What is your marital status?							
	Single	Married	Separated/ Divorced	Widowed	Other _____		
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
33. What is your household's annual income range?							
	Prefer not to say	Less than \$15,000	\$15,000 - \$24,999	\$25,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	\$100,000+
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for taking the time to complete this survey. Please return the completed survey in the postage-paid envelope provided by **XXX**.



## Appendix D: Rural and Urban County Map



<https://www.dhs.wisconsin.gov/wish/urban-rural.htm>

## Appendix E: References

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- [1] "CDC: Public Health Professional Gateway," Centers for Disease Control and Prevention, 16 May 2024. [Online]. Available: : <https://www.cdc.gov/public-health-gateway/php/public-health-strategy/public-health-strategies-for-community-health-assessment-health-improvement-planning.html>. [Accessed 20 August 2024].
- [2] "IRS," IRS, July 2024. [Online]. Available: <https://www.irs.gov/charities-non-profits/community-health-needs-assessment-for-charitable-hospital-organizations-section-501r3..> [Accessed 20th August 2024].
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