— SINCE 2004

Everyone Living Longer, Better.

HMC creates a Community Health Improvement Plan (CHIP) in partnership with community members and organizations based on local data and health priorities selected by the community.

Progress Update 2024



Key Themes for 2023-2027

- Navigation & Access to Services
- Building a Healthy Community
- Youth Well-Being

Where we are in the Timeline

2022
Collect community data, talk to key stakeholders, get feedback from community

2023
Set goals, create framework for 5 year plan, get feedback from community

2024
Convene action based groups to start working on newly developed plan

2025
Continue to work on plan

2026
Continue to work on plan

2027
Wrap up and evaluate work, collect new community data

Working with the Community

HMC consists of community members & organizations who work in action based groups called action teams. These teams have two co-chairs ensuring goals are being worked towards. These teams are supported by an Advisory Council of community agencies representing a diverse voice in the community. The Manitowoc County Health Department serves as the backbone structure of HMC providing staff support to achieve HMC goals.

4 Action Teams

8 Co-Chair Facilitators

75+ Involved Organizations



Safe Opportunities for Activity & Recreation (SOAR)

CHIP Goals:
Increase access to safe recreational opportunities for all ages



Fit in the Park

Supported Froedtert Holy Family's free summer exercise series. Helped expanded the program to include Manitowoc & Two Rivers locations.

6 sessions featuring yoga, walking, & body movement

88 individuals attended



Walk to School Day

Created a toolkit to assist local schools in hosting walk to school day events as part of a national initiative. Partnered with the YMCA to provide incentives for participation.

6 Schools participated

150+ children walked to school



Indoor Walking

- Encouraged large stores to allow indoor walking.
- Promoted indoor walking through Manitowoc Parks and Rec Department's Winter Walking Program.
- Started conversations with UWGB Manitowoc to utilize the campus gym for indoor walking.
- Provided stair signs to local businesses through The Chambers Employee Health and Wellness Day.

— FUTURE WORK

Bike Friendly Communities

In addition to expanding the initiatives started in 2024, SOAR will explore a bike friendly community designation through The League of American Bicyclist. Work will include identifying which community to focus the designation on, gauge community and stakeholder interest, facilitate bringing community leaders together to discuss the application process.

Learn more

Access & Navigation of Services



CHIP Goals:
Increase access to mental health crisis services
Increase access to substance use services
Create a unified navigation system

- Identified Co-Chairs to lead this new action team
- Created mission, vision, and values.
- Identified objectives and tactics needed to meet CHIP goals.
- Obtained feedback on action plan from individuals with lived experience.
- Worked with UW Extension to apply for a grant to support work.
- Connected with the Recovery Resource Network to support common goals.

Began planning implementation of a navigator curriculum program piloted in Sheboygan in Summer of 2024.

Learn more

— FUTURE WORK

Systems Navigation Panel Series

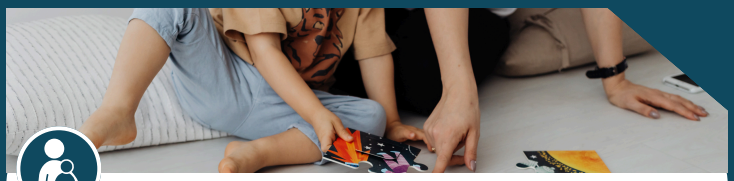
This action team is working on convening local systems experts and individuals with lived experience to create a system navigator panel series.

The following systems are being explored and experts identified:

1. Housing
2. Childcare
3. Transportation
4. Mental Health
5. Substance Use
6. Obtaining Identification
7. Accessing Benefits
8. Legal

Investing Early

CHIP Goals:
Maintain successful school benchmarks
Increase youth connections to school and community
Increase awareness of /create resources for caregivers



Parent Cafes

Increased participation in the community Wide Cafe (English & Spanish). Different abilities cafe started a partnership with Ascend Services.

324 adults & children attended

122 families attended

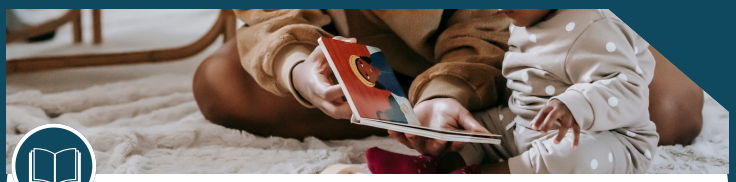


Welcome Baby

Promoted HMC Welcome Baby's website with parent resource. Continued to work with hospitals to make referrals to Welcome Baby.

545 screening completed

192 referrals made



Reach Out & Read (ROR)

Froedtert Holy Family and ROR won the National Reach Out and Read Stellar Partner Award. Program requested to presented at the ROR Conference as an example of working as a community.

6,519 books distributed in 2023



Developmental Screens

Continued to host 2 developmental screening events in Manitowoc and Two Rivers. Trained Spanish speaking individuals to assist with events.

27 screenings completed

— SUPPORTING THE PARENTING JOURNEY

Community Baby Shower

Learn more

The community baby shower celebrates and serves new/expecting and families with young children by providing education, support, supplies, and resources to help give a strong start to parenthood. In 2024, the community baby shower increased in offerings and attendance. A new/unused baby item drive also took place in the summer of 2024 to further support county families.

92 families attended

275 attendees

11 communities reached

31 partners providing education & resources

Substance Use Prevention

CHIP strategies:
Increase access to substance use services
Decrease youth access to substances
Increase youth connections to school and community

> "Our goal is to create a culture of prevention that empowers individuals and families to make informed decisions and stay safe"
>
> -HMC SUP CO-Chair

- Engaged with youth
- Attended community events
- Created educational materials
- Hosted trainings

Promoting & Expanding Previous Initiatives

- Provided local festivals ID scanners and wrist bands in our *Festival Toolkits* to prevent underage drinking
- Trained staff and parents on youth substance use trends in Manitowoc County using our *Hidden in Plain Sight* backpacks
- Continued partnerships on harm reduction initiatives including education on Naloxone as a live saving medication.

2 naloxone training hosted/co-hosted

92 individuals trained in Narcan administration

63 Emergency Overdose Kits distributed to local businesses

Medication Safety Prevents Accidental Overdoses for Youth and Adults



SUP once again partnered with Froedtert Holy Family, law enforcement and the Recycling Center to collect unused or expired medications and provide information during a Drug Takeback Day event.

267 households attended

458 pounds of medication collected

250 resource/education bags distributed

SUP additionally provided the following for free in 2024:

209 lock boxes & bags

182 lockable pill containers

400 safe med disposal packets