



Community Health Assessment & Methods Program

“Addressing Mental Health Barriers in Oneida County”

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Priority Health Concern

- Mental health in Oneida County
- We gathered data from the following sources:
 - County Health Rankings
 - Community Health Improvement Plan (for Oneida Co.)
 - Community Health Assessment (for Oneida Co.)
 - Oneida County Health Department website
 - NAMI Northern Lakes
 - COPE Mental Health Report
 - Jenny Chiamulera (COPE Coalition) & Donna Shimneck (Human Service Center)

Findings from County Health Data

- Oneida County experiences slightly more frequent mental distress compared to the national average (13% versus 12%).
- Health concerns from the data that contribute to poor mental health: higher rates of adult smoking and obesity compared to the national average, lower access to exercise opportunities, higher excessive drinking, higher alcohol-impaired driving deaths, more STI's, higher substance abuse.
- Oneida County had 1 mental health provider for 350 citizens in 2021 (national is 270:1).
- Oneida County had more suicides compared to national and state data (17 compared to 11 and 15).
- (From 2019 COPE Annual Report): 36.4% of people said mental health interfered with daily activities within the past 30 days.

Takeaways from Research on SDOH

- Adults with less than a high school degree are 50% less likely to visit a health professional compared to those with at least a bachelor's degree
- People in families with income below the poverty level are 3 times more likely to be uninsured
- Residents of nonmetropolitan areas are more likely to be uninsured or covered by Medicaid and less likely to have private insurance coverage than residents of metropolitan areas
- Low socioeconomic status (SES) is associated with an increased risk for frequent mental distress
- Rural residents must travel greater distances than urban residents to reach health care delivery sites

Cross-Agency Collaboration Suggestions

- Our proposal could be achieved through community partners coming together to promote and/or sponsor it
- These collaborations could potentially involve agencies such as:
 - Northern Lakes NAMI
 - Marshfield Clinic
 - The COPE Coalition
 - 2-1-1 United Way of Marathon County (serving Oneida County)
 - Oneida County Department of Social Services & Human Services Center
 - EMT/Fire/Police
 - Faith-based organizations



Dissemination & Pitch

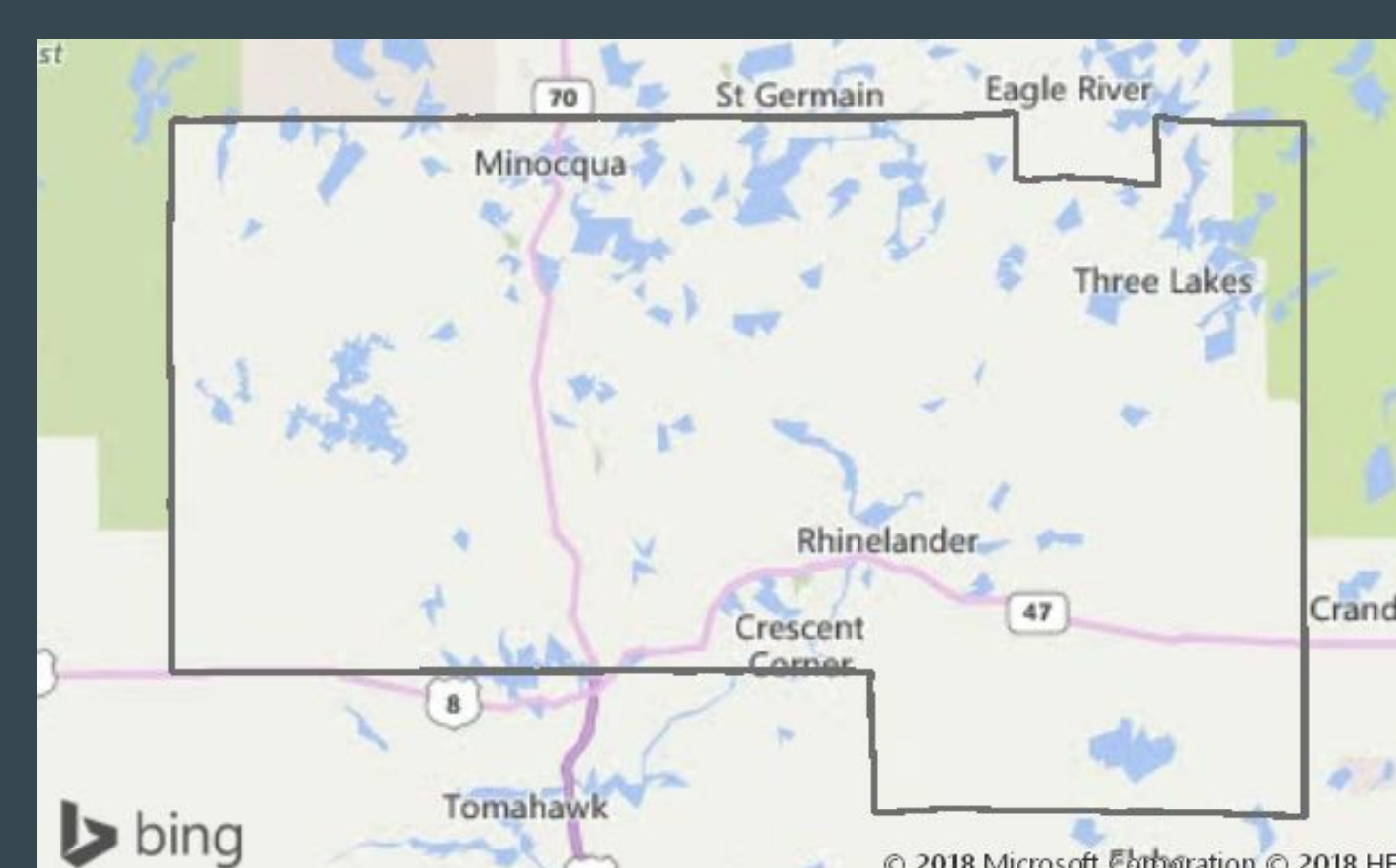
- Our proposal to address mental health concerns in Oneida County is to invite a mental health specialist to the community to do basic mental health training with community members.
- In terms of finances, we would apply for a grant to pay the speaker and any needed supplemental materials.
- Training would include topics such as:
 - Assessing for risk of harm and/or suicide
 - How to discuss mental health with others
 - What to do in a crisis
 - How to take care of your own mental health
 - Give appropriate information and resources
 - How to help during withdrawal/overdose situations

Resources Needed to put Proposal into Action

- Advertising:
 - Physical fliers/infographics posted around the community
 - In restaurants, gas stations, churches, bars, etc.
 - Electronic methods: Facebook posts,, email invitations

Reasoning for Proposal

- Since Oneida County has a limited number of mental health providers & long waitlists for appointments, education for community members would raise more awareness of the issue in the community.
- Community education and training would create more people in the county that are able to help those struggling with mental health issues.
- If a mental health emergency does occur, this training would enable community members to feel confident on how to act and who to contact during an emergency.



Walking/Windshield Survey

- We drove through several neighborhoods around the town as well as walked through the downtown area
- Seeing it firsthand lined up with what we learned about rural SDOH:
 - How difficult healthcare access is in a small rural town
 - COVID led to less businesses and less growth opportunity
 - One needs a personal vehicle to get around the town due to very limited public transport (can't get to appointments easily without one)
 - A lack of mental health specialists-the mental health providers in Oneida County have to be more general since they serve many people, community members would have to travel far to see any kind of specialist.
 - A lack in educational establishments-community members would have to travel far if they wish to attend higher education or get specialized training or degrees which can also impact mental health.

Stakeholder Interview Takeaways

- There needs to be more focus on suicide prevention as the rate has drastically increased recently especially in the youth population
- Trainings for students, adults, EMS, and firefighters in mental health first aid could be beneficial; training people to be gatekeepers to connect people to help
- Trainings to help EMS and first responders integrate peer recovery support services into their current services offered
- Those who struggle with substance abuse, have lower SES, and veterans are more likely to struggle with mental health concerns
- Living in rural areas makes the issue more complex from a lack of resources such as internet access, trouble with transportation, and medical professional shortages
- Community support programs that implement evidence-based programs have been found to be successful

Community Readiness Model

- We believe that Oneida county is in stage 4 of the community readiness model
- Based on our research, windshield survey, and interviews we have determined that Oneida county is in the preplanning stage
- Some community members have heard about local efforts to address mental health concerns but do not know much about the services available
- Leadership within the community acknowledge that mental health is a concern for the community and that there should be more done to address the issue
- There are limited resources available to address mental health and community members have limited knowledge regarding mental health

