La Crosse County

2024 Compass Now
Navigating Toward Stronger Communities
Agenda

Goal: Share data and establish priorities for the community

01 Introduction & Framing
02 Demographics
03 Data & Discussions
04 Prioritize
Purpose

- Use data provided to identify the most critical needs or issues for La Crosse County to address
- Identify assets
- Contribute ideas to final Compass Now 2024 Report

Non-Purpose

- Dispute the data
- Place blame for problems
- Look backward
Compass Background

- Community Needs Assessment
- Since 1995
- Every 3 years since the 2012 report
- Collaborative
Region

BUFFALO
HOUSTON
LA CROSSE
MONROE
TREMPEALEAU
VERNON
County Health Rankings Model
# Compass Now 2024 Timeline

**Publishing June 2024**

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<thead>
<tr>
<th>Tasks</th>
<th>Q1 Jan-Mar 2023</th>
<th>Q2 Apr-Jun 2023</th>
<th>Q3 Jul-Sep 2023</th>
<th>Q4 Oct-Dec 2023</th>
<th>Q5 Jan-Mar 2024</th>
<th>Q6 Apr-Jun 2024</th>
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<tbody>
<tr>
<td>Define the Audience and Objectives</td>
<td>Define</td>
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<td>Define the Reporting Requirements</td>
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<td>Obtain Stakeholder Feedback</td>
<td>Design</td>
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<td>Welcome Stakeholder Feedback</td>
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<td>Develop Community Indicators</td>
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<td>Collect and Analyze</td>
<td>Finalize</td>
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<td>Develop Community Insight</td>
<td>Design</td>
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<td>Finalize</td>
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<td>Develop Working Draft Reports</td>
<td>Design</td>
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<td>Develop</td>
<td>Share Drafts</td>
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<td>Hold Stakeholder Meetings</td>
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<td>Develop and Publish Final Reports</td>
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Limitations

Acknowledging imperfection

01 Data relevance and availability
02 Perception survey
03 Data “fit”
04 COVID impact
Demographic Profile

- Population: 122,678
- Households: 51,322
- Male/Female: 50/50
- Owners/Renters: 65/35
- Some College: 77%
- Median Income: $62,122

- Under 18: 19%
- 18-29: 21%
- 30-44: 18%
- 45-64: 23%
- 65+: 19%

- White: 85.4%
- Hispanic: 3%
- Asian: 4.9%
- Black: 1.9%
- Two or more races: 4.9%

- Income ranges:
  - Less than $35,000: 27.7%
  - $35,000-$99,999: 44.6%
  - $100,000+: 27.7%
Survey Representation

- Age: ✓
- Income: ✓
- Rent/Own: ✓
- Race: ✓ ✗
- Ethnicity: ✓ ✗
- Gender: ✗
- Education: ✗
Equity

**EQUALITY:**
Everyone gets the same—regardless if it’s needed or right for them.

**EQUITY:**
Everyone gets what they need—understanding the barriers, circumstances, and conditions.
A PUBLIC HEALTH FRAMEWORK FOR REDUCING HEALTH INEQUITIES
BAY AREA REGIONAL HEALTH INEQUITIES INITIATIVE

UPSTREAM

SOCIAL INEQUITIES
- Class
- Race/Ethnicity
- Immigration Status
- Gender
- Sexual Orientation

INSTITUTIONAL INEQUITIES
- Corporations & Businesses
- Government Agencies
- Schools
- Laws & Regulations
- Not-for-Profit Organizations

LIVING CONDITIONS
- Physical Environment
  - Land Use
  - Transportation
  - Housing
  - Residential Segregation
  - Exposure to Toxins
- Economic & Work Environment
  - Employment
  - Income
  - Retail Businesses
  - Occupational Hazards
- Social Environment
  - Experience of Class
  - Racism
  - Gender
  - Immigration
  - Culture - Ads - Media
- Service Environment
  - Health Care
  - Education
  - Social Services

RISK BEHAVIORS
- Smoking
- Poor Nutrition
- Low Physical Activity
- Violence
- Alcohol & Other Drugs
- Sexual Behavior

DISEASE & INJURY
- Communicable Disease
- Chronic Disease
- Injury (Intentional & Unintentional)

MORTALITY
- Infant Mortality
- Life Expectancy

STRATEGIC PARTNERSHIPS
- Advocacy

COMMUNITY CAPACITY BUILDING
- Community Organizing
- Civic Engagement

PROMISING PUBLIC HEALTH PRACTICE
- Emerging Public Health Practice
- Current Public Health Practice
Outcome: Length of Life

Leading Causes of Death
2021-2023 Crude Rates per 100,000

1. Heart Disease
2. Cancer
3. Accidents
4. Alzheimer’s
5. Stroke
6. Chronic Lower Respiratory Disease
7. COVID-19
8. Diabetes
9. Chronic Liver Disease
10. Parkinson’s

Life Expectancy
La Crosse County Overall 79.6

Years of Potential Life Lost

Overall
White
Black
0 5000 10000 15000 20000

Asian 83.9
Black 69.1
Hispanic 89.7
White 79.6
Topic Areas

- Maternal and Child’s Health
- Nutrition & Physical Activity
- Communicable Disease
- Oral Health
Maternal and Child Health

83% of pregnant women are receiving prenatal care during their first trimester.

23% of pregnant women are receiving WIC benefits while pregnant.

Women who smoke during pregnancy are 2.4 times more likely to give birth to a low birthweight baby.

82% of women have started breastfeeding their baby by the time they leave the hospital.

Teen Birth Rate

La Crosse County: 7
WI: 14
US: 19
Nutrition and Physical Activity

53% of people in La Crosse County have low access to a grocery store.

16% of people said “the food we bought just didn’t last and we didn’t have money to get more”

5% of households with more than $35,000 income.

44% of households with less than $35,000 income.

50% of youth ate fruit every day.

47% of youth ate veggies every day.

Leading Causes of Death

1. Heart Disease
5. Stroke
8. Diabetes
Nutrition and Physical Activity

75% of people in La Crosse County live within 1/2 miles of a park.

86% of people have adequate access to locations for physical activity.

18% of adults and 11% of youth are NOT physically active.

High rating for being a community that meets the recreational needs of residents.

Leading Causes of Death:
1. Heart Disease
5. Stroke
8. Diabetes
Communicable Disease

2023 Case rates per 100,000

- Sexually Transmitted Infections: 477
- Gastrointestinal Diseases: 150
- Vector-Borne Diseases: 71
- Respiratory Diseases: 60
- Environmental Diseases: 23
- Vaccine Preventable Diseases: 17
Communicable Disease

2-year-old vaccine coverage

Statewide goal is to reach 80%

- La Crosse County: 76%
- WI: 71%
- US: 72%

percent who received the recommended doses of DTap, Polio, MMR, Hib, Hepatitis B, Varicella, and Pneumococcal Conjugate

Flu vaccine coverage

- 35% of people received a flu vaccine for last year's flu season
- 65% of older adults (65+) received a flu vaccine

Better coverage to prevent illness
Oral Health

1020 : 1
Ratio of Patients to Dentists

29%
of people reported at least one obstacle to receiving dental care when they needed it

"I cannot find a dentist in La Crosse that takes Medicare...it’s very frustrating when you need dental work."

83% of Children
77% of High Schoolers
71% of Adults (18+)

visited the dentist in the last year...

Only 15%
of Medicaid members were able to visit the dentist for a preventive dental care appointment
Points to Ponder

- Which health areas have the largest community impact?
- Which health areas have the most serious impact?
- Which health areas is our community ready to change?

- Nutrition & Physical Activity
- Maternal and Child’s Health
- Oral Health
- Communicable Disease

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#LaxAssets
Topic Areas

Environment

Access to Care

Social & Economic Factors
- Housing
- Employment

- Education
- Childcare
I find that there are several parts of La Crosse County that could be made more accessible to people with limited mobility - bus stops, sidewalks, parking lots, public trails, etc.

Accessibility is of great concern. As someone who is fairly newly disabled, I find access to many buildings and parking very difficult to navigate.

I find that there are several parts of La Crosse County that could be made more accessible to people with limited mobility - bus stops, sidewalks, parking lots, public trails, etc.

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73% of people rated the safety of their neighborhood to be good/excellent.

Low level of community concern for responsiveness of law enforcement, EMS, and fire department.

A little community concern for safety of streets, sidewalks, and lighting.
Quality of Environment

Nitrates in well water

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<th>La Crosse County</th>
<th>Wisconsin</th>
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<tr>
<td>16%</td>
<td>Moderate level of community concern for water quality</td>
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<tr>
<td>11%</td>
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Air Quality and Pollution are seen as emerging health issues

1 in 10 adults have been diagnosed with asthma

Elevated lead exposures have decreased in the last few years.

1.6% of children that were tested had an elevated lead level

Lead Level - new adult cases

<table>
<thead>
<tr>
<th>Lead Level</th>
<th>La Crosse</th>
<th>Wisconsin</th>
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<tbody>
<tr>
<td>30</td>
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4 out of 10 homes that were tested had elevated Radon levels
Health Care Access

La Crosse has better insurance coverage for children and adults than WI does overall

36% of people reported at least one obstacle to getting health care

- 36% of adults
- 20% of children

- 18% of adults use the Emergency Room as their usual source of care
- 1929 preventable hospital stays
Cancer Screenings

Leading Causes of Death

2 Cancer
Overall Children in Poverty 11%

Children in Poverty by Census Tract:
- Downtown La Crosse: 49%
- Lower Northside Depot: 29%
- Washburn & Powell Poage Hamilton Neighborhood: 27%

Income categories:
- Under 15.1%
- 15.1 - 22.5%
- 22.6 - 30.0%
- Over 30.0%
Overall Poverty: 12% Households

Concern: Your ability to meet your household’s basic needs

Rate: Efforts to reduce poverty

Concern: Poverty

Income

0% 10% 20% 30% 40%

White
Asian
Hispanic/Latino
Black/African American

Poor Excellent
Fair Good
A Little Moderately
Not Very

Very

A Little
Not
Moderately

Very
Income: Poverty & ALICE

ALICE: Asset Limited, Income Constrained, Employed

Annual Income For a Family of Four

- Federal Poverty Level 2021
- ALICE Survival
- County Median Income
- ALICE Stability

Percent Households ALICE & Poverty

- Poverty: 10% in 2016, 10% in 2021
- ALICE: 24% in 2021

1 in 3 Households struggle to make ends meet
Employment

2.2% Unemployment

67% Labor Force Participation

47% Youth work outside the home

Rate: Availability of jobs that offer a livable wage

Concern: Risk of job loss

No PTO at work to take time off for medical appointments. If I take time off it’s unpaid and then it’s harder to survive.

Little to Not Prepared for Job Loss
Transportation & Childcare

50% Moderately/Very Concerned about paying for childcare

53% Moderately/Very Concerned about accessing childcare

10 Child care centers for every 1,000 children under age 5

Concern: Your ability to pay for your own vehicle

Public Transportation Fair/Poor Ratings: Accessibility 47%
Convenience 53%
Housing

Availability of safe, affordable housing
- Poor
- Fair
- Good
- Excellent

Your ability to pay the rent or mortgage for your household
- Not
- A Little
- Moderately
- Very

Your ability to access housing
- Not
- A Little
- Moderately
- Very

$231,300
Median value of owner-occupied housing units

Your level of concern about homelessness
- Not
- A Little
- Moderately
- Very

- 61% Renters
- 17% Owners

- 22% 30-50% income spent on housing
- 11% 50% + income spent on housing
- 17% 30-50% income spent on housing
- 5% 50% + income spent on housing
Education

Ratings on education in the community:

- **Meets family’s educational needs**
  - Poor: 10%
  - Fair: 30%
  - Good: 60%
  - Excellent: 0%

- **Availability of early education opportunities**
  - Poor: 10%
  - Fair: 30%
  - Good: 60%
  - Excellent: 0%

- **Quality of K-12 education**
  - Poor: 10%
  - Fair: 30%
  - Good: 60%
  - Excellent: 0%

55% of parents are moderately to very worried about paying for education beyond high school.

La Crosse County High School Students

- 50% use tech between midnight and 5am on school nights
- 75% spend 3 or more hours on tech daily
- 27% get 8 or more hours of sleep per night
Points to Ponder

- Which health areas have the largest community impact?
- Which health areas have the most serious impact?
- Which health areas is our community ready to change?

Environment

Access to Care

Social & Economic Factors
- Housing
- Employment
- Education
- Childcare

Don’t forget
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Topic Areas

- Injury & Violence
- Substance Use - Tobacco & Alcohol
- Substance Use - Illegal Substances
- Mental Health
Injury & Violence

73% rated community safety as excellent/good.

74% felt that criminal activity is moderately/very concerning.

In 2021 survey, youth experienced less bullying, exposure to violence at school, and intimate partner violence.

While concerns about violence are rising, La Crosse County has seen decreases in number of assault-related injuries, child abuse victims, bullying in schools, and youth exposure to sexual assault and dating violence.
Injury & Violence

Injury-related hospitalizations have decreased in La Crosse County and are lower than WI overall.

Differences exist across ages, genders, and racialized groups

<table>
<thead>
<tr>
<th>Category</th>
<th>La Crosse County Rates</th>
<th>Wisconsin Rates</th>
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<tbody>
<tr>
<td>Falls</td>
<td>1259</td>
<td>1865</td>
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<tr>
<td>Motor-Vehicle</td>
<td>224</td>
<td>549</td>
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<tr>
<td>Assault</td>
<td>175</td>
<td>254</td>
</tr>
<tr>
<td>Poisoning</td>
<td>173</td>
<td>179</td>
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Case rates per 100,000

La Crosse County Rates

Wisconsin Rates
Substance Use: Tobacco

- **11%** of youth have ever tried cigarettes
- **15%** of adults are current smokers
- **26%** of youth have ever tried vaping products

**Leading Causes of Death**
1. Heart Disease
2. Cancer
5. Stroke
6. Chronic Lung Disease
8. Diabetes

**Community Concern for Tobacco Use**
- **51%**: Not Very, A Little, Moderately, Very

**Community Concern for E-cigarettes and Vaping**
- **66%**: Not Very, A Little, Moderately, Very
Substance Use: Alcohol

397:1 people per alcohol license in La Crosse County
AND
A Little
Moderate
Very
High level of community concern for alcohol use

19% of youth use alcohol
AND
Binge drinking is a concern for youth and adults

7% high school youth binge drank in last 30 days

24% adults binge drank in last 30 days

35% of car crash deaths involved alcohol
AND
Chronic Alcohol-Related Hospitalizations

728 per 100,000 adults
AND
596 per 100,000 adults

La Crosse County
WI

Leading Causes of Death
1 Heart Disease
2 Cancer
3 Accidents
9 Chronic Liver Disease
Substance Use: Marijuana & Opioids

Youth Substance Use

- 10% of youth misused OTC or prescription drugs
- 11% of youth used marijuana in the last 30 days
- 8% of youth were offered drugs on school property

Opioid-related hospitalizations have increased in La Crosse County and are higher than WI overall. Differences exist across ages and genders.
Mental Health

Fair/Poor Mental Health Rating Trend

- Purple: Fair/Poor Overall MH
- Light Blue: Fair/Poor Access to MH care
- Dark Blue: Fair/Poor Ability to pay for MH care

2018 2021 2024

- 13,300:1
- 2,680:1
- 1,920:1
- 280:1
- 480:1
- 640:1

Level of concern: Mental Health

- Not
- A Little
- Moderately
- Very

Mental Health Provider Ratio

88% Respondents say there are good/excellent opportunities to volunteer in the community.

In La Crosse County there are 13.2 social associations per every 10,000 people.

Average 3.0 days feeling mentally unhealthy in the past 30 days.

85.7 intentional self-injury rate lower than WI rate of 122.0.

La Crosse County Mental Health Stats
Youth Mental Health

Risks and Protective Factors

- Experienced Anxiety: 49%
- Experienced Depression: 31%
- Intentional self-harm: 20%
- Seriously considered suicide: 17%
- Feel like they belong at school: 63%
- Have at least one supportive adult besides a parent: 84%
- Participate in school activities, teams, or clubs: 67%
Points to Ponder

- Which health areas have the largest community impact?
- Which health areas have the most serious impact?
- Which health areas is our community ready to change?

[Images of icons for Substance Use - Tobacco & Alcohol, Substance Use - Illegal Substances, Mental Health, Injury & Violence]