



GREAT
RIVERS



Great Rivers HUB
highlights & achievements

IMPACT REPORT 2024



Great Rivers
UNITED WAY

Great Rivers United Way Community Health
1855 E. Main St., Onalaska, WI 54650 / (608) 796-1400 / www.gruw.org/hub

TABLE OF CONTENTS



Director’s Welcome.....Page 3

Our Partners.....Page 4

Community Advisory Board.....Page 5

CHW Reflection.....Page 6

Overall Impact.....Page 7

County & Program Impact

 La Crosse County.....Page 8

 Jackson County.....Page 9

 Monroe County.....Page 10

 Crawford County.....Page 11

 Healthy Births & Babies.....Page 12

Core Competency Training.....Page 13

Coulee Region CHW Network.....Page 14

HUB Staff.....Page 15

DIRECTOR'S WELCOME

"I take pride in helping people break down barriers and overcome any obstacles that's preventing them from succeeding... I look forward to helping more individuals in my community."

-Community Health Worker

At the heart of our work is the goal of lifting others up.

The reality is that not everyone or every community has the same access to resources to live their lives to the highest quality possible. We aim to fill the gaps that exist when it comes to our community's health, to support Community Health Workers (CHWs) in empowering individuals to live healthier lives, and to be fierce advocates for CHW workforce development. To reach our goals, a focus on equity and diversity is essential.

In partnership with CHWs, our program goals are to empower individuals, CHWs, and the broader community. We have seen these efforts benefit our broader community. Great Rivers HUB was the first in the Coulee Region to both partner with and provide training for CHWs. After years of seeing an impact on our community, there are now organizations and local health systems investing in hiring CHW positions directly. The impact of CHWs that started with Great Rivers HUB has clearly been demonstrated and is resulting in continued expansion of these positions across the community. This is the systems change goal that Great Rivers HUB was founded on.

In 2024, Great Rivers HUB continued to leverage its data collected, and feedback from CHWs and participants alike, to identify additional interventions to meet the stated goals. This includes expanding the Resilient and Trauma Informed Community (RTIC) framework within rural communities, securing a grant to launch a nutrition program in 2025, and supporting childhood immunization efforts across the region. In 2024, Great Rivers HUB furthered its goals of supporting a workforce development ladder for CHWs by hosting an upskilling training, partnering with Milwaukee Area Health Education Center (AHEC) to provide a Statewide CHW Supervisor and Leadership training, and securing a partnership with Western Technical College for 2025 CHW Core Competency trainings. In this way, the work of Great Rivers HUB has always been broader than the implementation of an evidence-based model.

The pages that follow focus on the impact of the Pathways Community HUB model and CHW partnerships within the region. This is only part of the overall impact Great Rivers HUB has had over the previous years. In 2025, Great Rivers HUB will continue to grow and evolve to better reflect these broader goals and interventions in the region.

We look forward to continuing to work alongside the community to help lift others up.

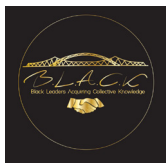


Lindsey Purl
Director, Great Rivers HUB



OUR PARTNERS

Care Coordination Agencies (CCAs)



Community Health Partners



Funding Partners



COMMUNITY ADVISORY BOARD

Great Rivers HUB also partnered with key community members through its Community Advisory Board (CAB). CAB members, and their employers' support of our work, are crucial to the ongoing success and growth of Great Rivers HUB.

La Crosse County

Chrissy Alexander, Emplify Health by Gundersen
Todd Antony, Community Member
Louise Campbell, Family & Children's Center
Diana DiazGranados, Great Rivers United Way
Brook Duncan, La Crosse County
Liz Evans, Great Rivers United Way
Elizabeth Haucke, Emplify Health by Gundersen
Kimberly Hawthorne, Scenic Bluffs Community Health Center
Steve Huntzicker, Scenic Bluffs Community Health Center
Tashyra Jackson, Hope Restores
Carla Lundeen, Great Rivers 211
Jennie Melde, La Crosse Area Family YMCA
Alicia Place, School District of La Crosse
Emily Pyrek, La Crosse Area Family YMCA
Shaundel Spivey, Black Leaders Acquiring Collective Knowledge
Abby Titter, Family & Children's Center
Mary Kay Wolf, Great Rivers United Way

Jackson County

Tammy Handly, Jackson County Health Department
Patricia Jacobson, Community Member
Julie Luttio, Community Member
Captain Kaylan Rich, Jackson County Jail
Ben Rodenberg, Jackson County Health Department
Shelly Severson, School District of Black River Falls
Jesse Todd, Family Promise of the Great Rivers
Marianne Torkelson, Co-op Credit Union
Duane Waldera, Jackson County Sheriff's Office
Julie Woodbury, Children's Wisconsin

Monroe County

Micaela Conlon-Bue, Families First of Monroe County
Ashley Hemmersbach, Scenic Bluffs Community Health Center
Dawn Jacobson, Monroe County Health Department
Jesse Todd, Family Promise of the Great Rivers
Pam Weber, Monroe County ADRC

Crawford County

Rev. Hillary Burns-Kite, St. Peter Evangelical Lutheran Church
Monica Horner, Crawford County Health & Human Services
Steve Huntzicker, Scenic Bluffs Community Health Center
Sonya Lenzendorf, Crawford County Health & Human Services
Dan McWilliams, Crawford County Health & Human Services
Linda Munson, Crawford County
Lynn Rider, Wisconsin Courts
Amanda Schultze, Crossing Rivers Health
Adrienne Udelhoven, Prairie du Chien Area School District

CHW REFLECTION

While our partners across the region vary, the work, at its core, is the same. The data shared on the pages that follow only illustrates one part of our impact story. One Community Health Worker (CHW) partner shared her perspective of the impact of the work as a CHW. Her reflection below on the true successes of the program align with the goals we have for individuals enrolled in the program across the region.

"As I reflect on the impact of my work, I realize that some of my greatest successes have been in planting seeds for long-term change. While I've seen progress in many of my clients, the most meaningful outcomes often involve gradual growth and personal breakthroughs. For example, clients who struggled with sobriety have set meaningful goals, such as building supportive social networks or developing positive coping strategies for challenging situations.

Although our program is client-driven, one of the biggest challenges I face is overcoming the resistance to taking necessary steps for a stable and fulfilling life, such as finding employment or establishing a medical home. However, when I look back at my most rewarding experiences, I find that they often come from the moments when clients [who] have discharged from the program [reach] out to share their successes. I've received messages from individuals who have sent photos of their new home keys, asked for career advice, or shared how they've transitioned from difficult situations to stable living environments. I've even had clients who, after experiencing a relapse, later return for support when they're ready to re-engage in their recovery or job search.

Success stories – where clients take initiative to better their lives and reach out for continued support – are the ones I cherish the most. They remind me that while the numbers and tasks we complete are important, it's the lasting, life-changing shifts that truly define success in my work."



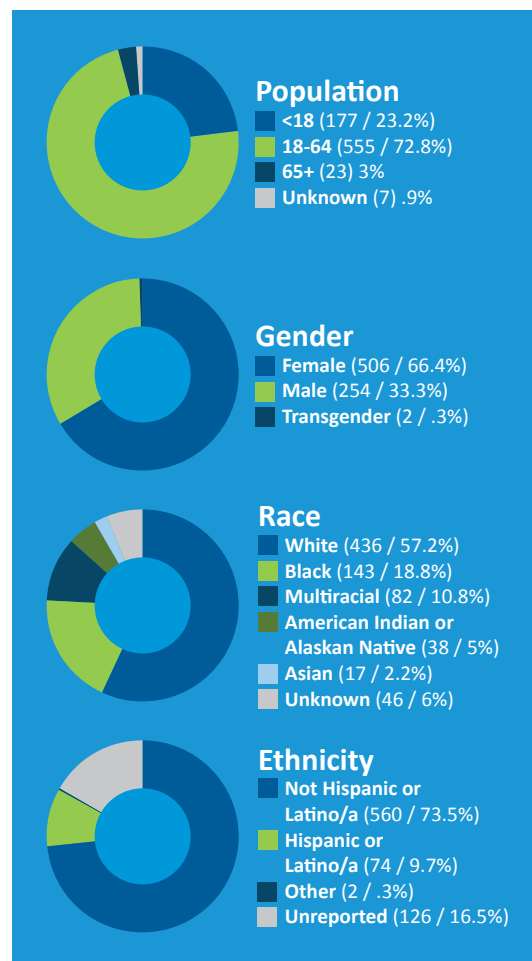
-Poppy Crowe,
Community Health Worker at Family Promise of the Great Rivers



OVERALL IMPACT

Great Rivers HUB aims to serve a diverse range of individuals across the region in order to reach those most in need of support. Pages 7-11 of this report illustrate the demographics of those served throughout the region, as well as by county.

The Pathways Community HUB model has allowed us to provide significant infrastructure and sustainability support for Community Health Worker (CHW) programs that partner with Great Rivers HUB. In 2024, CHW partners earned a total of \$355,650 in reimbursements through the model. That amount was split between the four counties Great Rivers HUB serves, with La Crosse County receiving \$149,250, and a total of \$206,160 going to our rural counties (Jackson, Monroe, and Crawford). This doesn't include the additional grant dollars Great Rivers HUB provided to partners to support the startup or ongoing support of CHW positions.



Across the region, CHWs served a total of 762 individuals. Those CHWs assisted their clients in achieving the following accomplishments.

- ✓ 66 individuals/families housed
- ✓ 54 individuals found & maintained employment
- ✓ 54 individuals/families achieved food security
- ✓ 46 individuals established a medical home/primary care provider
- ✓ 21 individuals established mental health care
- ✓ 2,100 one-on-one health education sessions were provided
- ✓ 25 babies were born at a healthy birth weight
- ✓ 1,427 navigation referrals for basic needs were made
- ✓ 13,293 contacts with participants were made
- ✓ 4,159 needs were successfully addressed & 307 are still being worked on as of 12/31/24



LA CROSSE COUNTY

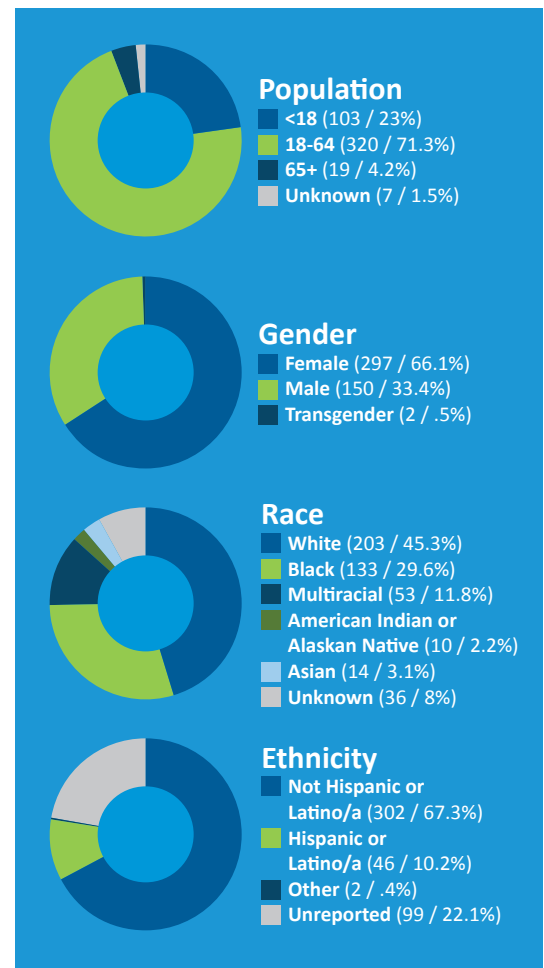
Care Coordination partners in La Crosse County:

- Black Leaders Acquiring Collective Knowledge (B.L.A.C.K.)
- Family & Children's Center
- Hope Restores
- La Crosse Area Family YMCA

La Crosse County Community Health Workers (CHWs) served 449 individuals that had a total of 2,851 needs identified. At the end of 2024, CHWs were still working with individuals to address 147 of those needs.

Highlights of outcomes achieved:

- ✓ 32 individuals/families housed
- ✓ 17 individuals found and maintained employment
- ✓ 22 individuals/families achieved food security
- ✓ 29 individuals established a medical home
- ✓ 9 individuals established oral health care
- ✓ 1,316 one-on-one health education sessions were completed
- ✓ 785 navigation referrals for basic needs were made



Success Story

A La Crosse County CHW was working with an individual escaping domestic violence. This individual had a loose plan for how to get out of her abusive situation, but needed resources and help to do so. The CHW helped this individual regain control of her finances; coordinated access to warmer winter clothes and food (as she wasn't being allowed access to her own EBT card); provided support throughout, and connected her with a domestic violence advocate. Most importantly, the CHW utilized funding from local organizations to help this individual purchase a bus ticket to travel to live with her sister. The CHW also provided education regarding local resources in case a need came up. This turned out to be critical, as the night before her bus left, the individual was kicked out and had nowhere to go. The CHW and this individual had previously discussed emergency shelter, so she knew to call emergency services. She explained the situation and was able to receive transport to the Warming Shelter. If this individual had not know about this resource, she may have missed her bus and remained in a dangerous situation.

JACKSON COUNTY

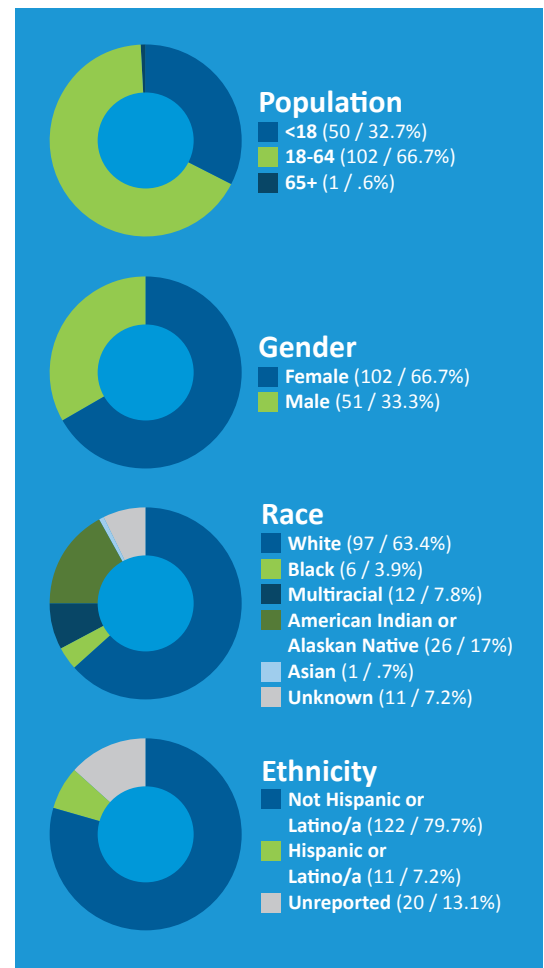
Care Coordination partners in Jackson County:

- Children's Wisconsin
- Family Promise of the Great Rivers
- Jackson County Health & Human Services
- School District of Black River Falls

Jackson County Community Health Workers (CHWs) served 153 individuals with 1,013 needs identified. At the end of 2024, CHWs were still working to address 65 of those needs.

Highlights of outcomes achieved:

- ✓ 6 individuals/families housed
- ✓ 12 individuals found and maintained employment
- ✓ 11 individuals/families achieved food security
- ✓ 7 adults pursued higher education or workforce training
- ✓ 33 medical appointments were made & kept
- ✓ 444 one-on-one health education sessions were provided
- ✓ 279 navigation referrals for basic needs were made



Success Story

A Jackson County CHW was connected with a mom and her adult male partner. When they enrolled in the program, mom, three children, the adult male, and his son were living in a small camper without running water or heat. Mom was not working at the time, nor did she have the desire to get a job. Her partner was employed; however, his income was not enough to maintain the household, and he was not interested in finding other work. At the time, mom did not have a driver's license – she had allowed it to expire, as she did not have the funds to renew it. Her partner's vehicle was not large or dependable enough to transport the family. The CHW helped mom reinstate her license and purchase a used vehicle, which has allowed them to access more resources. In the last 18 months, the adults and CHW worked to set up regular well child visits; make and keep eye appointments, and obtain new glasses; as well as seek behavioral health services. The kids are attending school on a regular basis and working to keep up their grades. Mom's partner has a higher-paying job, and mom has been employed since August. The family moved into a single dwelling home in September, and they are enjoying the benefits of running water and heat. The CHW stated, "it has been my privilege to partner with the entire family as they continue to grow and make positive change in their lives."

MONROE COUNTY

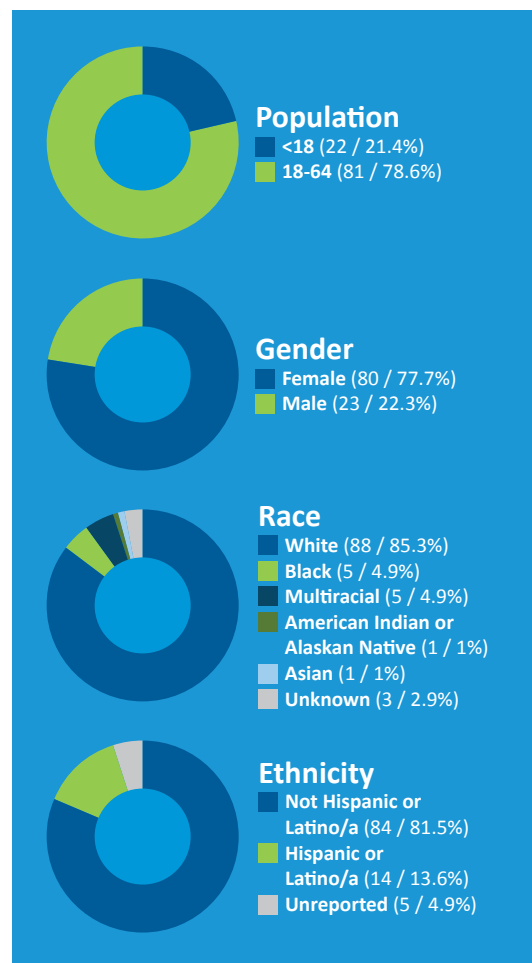
Care Coordination partners in Monroe County:

- Families First of Monroe County
- Family Promise of the Great Rivers

Monroe County Community Health Workers (CHWs) served 103 individuals that had 695 needs identified. At the end of 2024, CHWs were still working with individuals to address 24 of those needs.

Highlights of outcomes achieved:

- ✓ 22 individuals/families housed
- ✓ 14 individuals found and maintained employment
- ✓ 14 individuals/families achieved food security
- ✓ 11 individuals established a medical home
- ✓ 6 individuals established mental health care
- ✓ 226 one-on-one health education sessions were completed
- ✓ 213 navigation referrals for basic needs were made



Success Story

While there are many stories of individual success through support from CHWs in Monroe County, this example focuses on the power of collaboration resulting in increased resources for the community. Great Rivers HUB partners from Family Promise of the Great Rivers and the La Crosse Area Family YMCA connected to discuss challenges in reaching underserved populations in Monroe County. The Monroe County CHW helped weave together various resources in Norwalk to invite the Y's mobile market food program to serve the area. This collaboration resulted in the Y being able to serve a population they previously were unable to reach, and they were therefore able to get more food into the hands of families in need.



CRAWFORD COUNTY

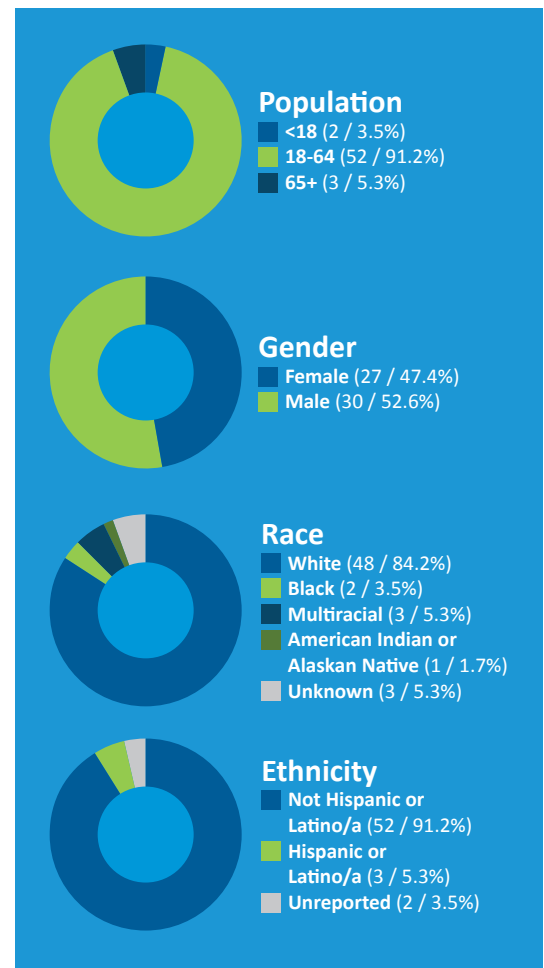
Care Coordination partner in Crawford County

- Crawford County Health & Human Services Department

The Community Health Worker in Crawford County served 57 individuals that had 467 needs identified. At the end of 2024, there were 71 needs identified that were still being worked on between enrollees and the CHW.

Highlights of outcomes achieved:

- ✓ 5 individuals/families housed
- ✓ 12 individuals found and maintained employment
- ✓ 9 individuals/families achieved food security
- ✓ 14 medical appointments were made & kept
- ✓ 9 individuals established mental health care
- ✓ 114 one-on-one health education sessions were completed
- ✓ 164 navigation referrals for basic needs were made



Success Story

In September of 2023, a 53-year-old client who was experiencing homelessness connected with a CHW. The client's husband had passed away a year earlier, she was estranged from his family, and everyone in her immediate family was deceased. The client had difficulty finding and keeping employment due to significant medical conditions, and struggled with anxiety and depression, neither of which were being treated. She had previously had emergent surgery to remove toes due to untreated diabetes. The CHW and client initially worked on housing and employment, as well as establishing a medical home and starting mental health therapy. In the last year, the client managed to get her diabetes under control. The CHW was able to help the client find housing and connected her with Division of Vocational Rehabilitation employment services. As a result, she is now working eight hours per week. The CHW was also able to connect the client with the Aging & Disability Resource Center, and she was approved for disability in early 2024. The client continues to see her therapist and her outlook on life is much more positive now. She enjoys doing things with others, and she sees light at the end of the tunnel. The client is excelling with her healthy change goals and will be discharged from the program soon due to having all of her needs addressed.

HEALTHY BIRTHS & BABIES

Great Rivers HUB has a number of programs that help address specific needs. One of the largest programs over the past several years has been the Healthy Births & Babies program. This focused on prenatal/postpartum care for mothers and ongoing support for their households. Participants can be paired with a CHW or a CHW/Doula. In 2024, those enrolled in the program had a total of 25 births, 100% of which were to healthy weight babies. Additionally, 22 women were successfully connected to their postpartum appointments following their births.

Success Story

A CHW/Doula had a client in Tomah who was referred by her health plan provider. A month into working together, the client told the CHW that she had been trying to update her information for her Supplemental Nutrition Assistance Program benefits, and due to a misunderstanding about the number of people in her household, she had lost not only those benefits, but her health insurance coverage, as well. The client attempted to resubmit the necessary paperwork for her partner and herself on her own, but a deadline was missed, and she approached the CHW again in distress. The CHW connected with staff at the La Crosse County Health Department, who immediately looked over the case. County staff communicated with the client to fully understand her home situation and reviewed her interview answers, concluding that they had been misinterpreted. The county was able to reinstate the client's health insurance, and the CHW helped reconnect the client and her children with her primary care provider. The client was relieved and grateful to once again have both health insurance and food share support to keep her household happy and healthy.



CORE COMPETENCY TRAINING

Great Rivers HUB remains committed to strengthening Wisconsin's Community Health Worker (CHW) workforce through its partnership with United Way of Wisconsin and its Health Resources & Services Administration (HRSA) grant initiative. This collaboration continues to validate CHW Core Competency training in alignment with national C3 Core Competency standards, ensuring consistency and quality across the state.

In 2024, Great Rivers HUB trained 21 CHWs ranging in age from 28 to 66, and representing La Crosse, Monroe, Jackson, Dane, and Milwaukee counties. The HUB also reached a significant milestone in 2024 – the first fully-virtual CHW Core Competency training was hosted, and 10 CHWs from non-HUB partner organizations were trained. This expansion has broadened our impact, strengthening Wisconsin's CHW workforce beyond our immediate network.

To further improve training quality and accessibility, the HUB enhanced its CHW Core Competency syllabus, incorporating feedback from past participants and best practices from the field. You can hear more about the training from past participants in this testimonial video which features eight past participants. Their willingness to voluntarily participate highlights their deep belief in the program and its value in preparing CHWs for their essential roles in the community. Watch now at www.gruw.org/hub.

Looking ahead, Great Rivers HUB is focused on expanding training opportunities through new partnerships with local organizations. By continuing to refine our curriculum and grow our reach, the HUB aims to equip even more CHWs with the skills and knowledge needed to make a lasting impact in their communities.



For more information on CHW training, apprenticeships, or workforce development, visit www.gruw.org/hub, or contact Workforce Development Manager Aron Newberry at anewberry@gruw.org.

"People should enroll in the core competency course because it's a great learning experience. It also helps them become better CHWs in the field and cements the knowledge they can share with participants to help them in their daily lives."

-Past training participant

COULEE REGION CHW NETWORK

The Coulee Region CHW Network (CRCN) fosters collaboration, education, and resource-sharing among Community Health Workers (CHWs) across the region. The network hosts quarterly meetings at partner facilities, allowing CHWs to connect and strengthen professional relationships. In 2024, meetings were held at Coulee Recovery Center, Scenic Bluffs Community Health Center in Cashton, La Crosse County Health Department, and La Crosse Area Family YMCA, averaging 22 participants per session.

Sessions in 2024 featured a leadership training series that later became part of the HUB's "upskill" program, self-defense training, and a Voting 101 session by the League of Women Voters. Participants also received education on childhood vaccinations from the Coulee Region Immunization Coalition, homeownership empowerment from Couleecap, and an overview of health and human services jargon from Scenic Rivers Area Health Education Center. Additional topics included peer support strategies from Better Together, behavioral health services at Scenic Bluffs, and recovery resources at Coulee Recovery Center.

Recognizing the need for structured leadership, CRCN members elected two co-chairs to lead the network in 2025 and beyond, with the HUB providing administrative support. CHWs April Fair (Western Technical College) and Aleisha Kuntu (Black Leaders Acquiring Collective Knowledge) – pictured left and right, respectively, below – will lead efforts to develop bylaws; enhance networking opportunities and peer-led education; expand membership; and strengthen regional influence.

A key decision in 2025 will be whether to retain the CRCN name or re-brand to reflect the network's evolving mission. With new leadership and a clear vision, CRCN is well-positioned to advance CHW collaboration and community health outcomes.



STAFF

CONTACT US

Please contact us to learn more about Great Rivers HUB or opportunities to partner.



PHONE

(608) 796-1400



ADDRESS

1855 E. Main St., Onalaska, WI 54650



WEBSITE

www.gruw.org/hub



LINDSEY PURL, MPH
Director



DANIELLE KROZEL, MPH
Clinical Partnerships
Manager



CHRIS BURKS
Operations Manager
La Crosse, Vernon & Crawford counties



ARON NEWBERRY
Workforce Development
Manager



APRIL FAIR, CHW
Community Health
Worker



**JENNIFER ROBERTS,
CHW, CLC, CPST**
Operations Manager
Monroe, Jackson & Trempealeau counties



Great Rivers United Way Community Health
1855 E. Main St., Onalaska, WI 54650 / (608) 796-1400 / www.gruw.org/hub