

BROWN COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN: 2022-2024 SUMMARY

As the 2022-2024 Community Health Improvement Plan (CHIP) cycle wraps up and the 2025-2027 CHIP cycle begins, it is important to reflect on our accomplishments. Throughout the past three years, the Beyond Health Steering Committee has worked with dedicated community organizations, government agencies, and other entities to impact health and wellbeing in our community.



1.1: DECREASE INCOME AND ASSET GAP IN BROWN COUNTY

Led by Brown County United Way

This strategy team focused on childcare as a workforce issue. A shortage of home- and group-based childcare slots affects parents'/caregivers' ability to work and be productive at work. The team helped uplift and support collaborative efforts by Brown County United Way, Family & Childcare Resources of N.E.W., COMSA, and others to meet this need and draw attention to the issue.

1.2: IMPROVE ENVIRONMENTAL QUALITY AND PHYSICAL ENVIRONMENTS FOR ALL

Led by Brown County Public Health

BCPH made the process to investigate lead hazard investigations more efficient, which included securing an XRF machine. An XRF machine is a portable device that uses X-rays to detect lead in different materials.

1.3: ADVOCATE FOR EQUITABLE ACCESS TO HEALTHCARE

Led by Beyond Health Subcommittee, Health Systems Shared Facilitation

Through this strategy, representatives from local healthcare systems (including N.E.W. Community Clinic) came together and worked collaboratively on healthcare-related issues impacting our community. This team chose to focus on increasing depression screenings in minority populations. This team also held multiple Drug Take Back Day events.

2.1: BUILD COMMUNITY CONNECTIONS AT THE NEIGHBORHOOD LEVEL

Led by NeighborWorks

This strategy team focused on supporting voluntary associations as a way to promote social connectedness. The team held a series of “table talks” where they spoke to leaders from voluntary associations about their experiences. At these events, grants were given to help voluntary associations grow their membership or strengthen current membership. In November 2024, the team held a large event to share learnings from grantees and to talk about the importance of participation in voluntary associations. Additionally, the team has done work to promote social connections in our community.



Local voluntary association leader speaking at event

2.2: INCREASE AVAILABILITY AND VISIBILITY OF HEALTHY FOOD OPTIONS

Led by University of Wisconsin - Madison, Division of Extension Brown County

This strategy team surveyed 382 food pantry clients through the USDA Food Security survey and released a report on their findings. They also created a public facing map of community food resources in northeastern Wisconsin (Brown, Door, Kewaunee, and Manitowoc Counties), which includes community gardens, stores that accept EBT, farmers markets, food pantries, grocery stores, cultural grocery stores, and meal programs. This team worked on several projects. Cooking Matters at the Store is an evidence-based curriculum that teaches participants key food skills and has been shown to increase food security. Planting for a Purpose, was a media campaign aimed to increase the amount of produce donated to food pantries in Brown County. They also worked to create a Equity in Emergency Food Plan and partnered with Prevea to provide nutritious food bags to individuals identified as food insecure.

2.3: IMPROVE WALKABILITY AND RECREATIONAL OPPORTUNITIES

Led by Wello

Two of this team's projects were Yield to Your Neighbor and Wintermission. Yield to Your Neighbor included training sessions with enforcement agencies and Frogger events, which make sure drivers are yielding correctly. Frogger events were held in 37 locations across Brown County, with a compliance rate of 89%. Wintermission is a project to help think differently about how we can improve well-being, accessibility, and livability during the coldest months of the year.



Green Bay Metro bus wrapped with "Yield to Your Neighbor - It's Courteous, It's the Law" tagline

3.1: INTEGRATE POPULATION HEALTH INTO COMMUNITY PLANNING EFFORTS

Led by Beyond Health Subcommittee, HSHS Facilitation

This strategy team worked on broadband internet accessibility and relationships with local municipalities. Brown County Public Health worked with the Brown County Planning Commission to add a public health chapter to the Brown County Comprehensive Plan.

3.2: SAFE, ACCESSIBLE HOUSING OPTIONS

Led by Blueprint Project Manager for The Taskforce

This strategy team had several accomplishments throughout the CHIP cycle. Landlords were incentivized to participate in the Brown County Housing Authority's Housing Choice Voucher Program, which resulted in over 60 new landlords accepting vouchers since the program started in January 2023. The Green Bay Police Department has piloted a Homelessness Response Team to better address community concerns about people living unsheltered. This team provides immediate resource connection and case management. There have also been several affordable housing projects in recent years.

3.3: SUPPORT AND CREATE POLICIES THAT DECREASE INEQUITIES IN A COORDINATED AND TRANSPARENT WAY

Led by Health Equity Coalition

This strategy team worked to create Health in All Policies (HiAP) education and tools to share throughout the community. At the Implicit Bias and Health In All Policies Conference, held by Prevea Health in October 2023, the team helped secure a keynote speaker. At that conference, they presented health equity checklists that were created for businesses, community organizations, health care organizations, and municipalities. The team also worked with Greater Green Bay Community Foundation on their scholarship delivery process and presented “Building Equity Into Your Work: Simple Tools for Policy Change in Community Organizations” highlighting HiAP and some of the tools from the workgroup’s toolkit at UWGB’s Nonprofit Leader Conversation seminar in March 2024.

ARPA FUNDING

In 2023, Brown County Public Health allocated American Rescue Plan Act (ARPA) funds to support CHIP strategies.

Examples of how ARPA funding was used:

- 1.1: Funds were used to help unregulated childcare centers become regulated, which has created 100 new, regulated childcare slots.
- 1.2: Funds were used to purchase an XRF machine to assist in lead hazard investigations. Funds were also used to purchase radon test kits to provide to the community, free of charge.
- 1.3: Funds were used to purchase tablets for N.E.W. Community Clinic to allow patients to fill out depression screenings electronically.
- 2.1: Funds were used support voluntary associations through holding table talks, giving out grants, and holding a large community event.
- 2.2: Funds were used for several projects, including Cooking Matters at the Store, Planting for a Purpose, creating an Equity in Emergency Food Plan, and providing nutritious food bags in partnership with Prevea.
- 2.3: Funds were used for Yield to Your Neighbor, Wintermission, and to wrap a Green Bay Metro bus.
- 3.2: Funds were used to advance data integration to better understand how homelessness affects school performance.