



# Community Health Needs Assessment 2025

Mayo Clinic Health System in Barron





In collaboration with the Community  
Health Assessment Steering Committee

# Table of contents

## Section 1

---

- 4 Mayo Clinic Overview
- 6 Mayo Clinic Health System Overview

## Section 2

---

- 8 Summary of Community Health Needs Assessment

## Section 3

---

- 16 Assessing the Needs of the Community
- 17 Community Profile
- 20 Available Resources within the Community  
to Address Identified Needs

## Section 4

---

- 34 Addressing the Needs of the Community
- 40 Evaluation of Prior CHNA and Implementation  
Strategy
- 46 Mayo Clinic Health System Individuals Involved in CHNA





# Mayo Clinic Overview

Mayo Clinic is the largest integrated, not-for-profit medical group practice in the world. With this influence, we are committed to innovating in clinical practice, education and research and providing compassion, expertise and answers to everyone who needs healing.

We are focused on building the future, one where the best possible care is available to everyone, and more people can heal at home. Through our research, we relentlessly pursue breakthroughs that yield earlier diagnoses and new cures.

In 2024, Mayo Clinic cared for patients from every state and 135 countries, covering the full spectrum of patient needs from health information and preventive services to serious and complex care. Mayo Clinic has three destination medical center campuses and several hospitals, with locations in Arizona, Florida, Minnesota and Wisconsin. Further extending our reach, Mayo Clinic provided over a million digital outpatient appointments in 2024, an increase of more than 17% from 2023.



## Innovating for new solutions

Mayo Clinic’s unwavering mission is to enhance medical care for the benefit of patients everywhere. Our experts work together to solve patients’ most challenging unmet needs, inspired by our founders’ earliest vision.

Over 150 years ago, brothers Will and Charlie Mayo pioneered an integrated, team-based approach to medicine. Today, that trailblazing spirit drives innovations like Mayo Clinic Platform — a collaborative, digital ecosystem powering new technologies to change how care is delivered everywhere. Mayo Clinic Platform expanded its scope to include data from more than 56 million patients across four continents, enabling solutions that provide earlier, more accurate diagnoses, personalized care, hospital-level care at home and enhanced access to trusted expertise.



## Top rankings for quality care

Our commitment to transforming healthcare has earned Mayo Clinic more top rankings for high-quality patient care than any other healthcare organization. This includes more No. 1 rankings than any other hospital from U.S. News & World Report.



## Building a healthier world

We think big and act boldly to improve the health of communities. We share our knowledge globally, shape policy and partner with others to create lasting — and much-needed — change for a healthier world.



# Mayo Clinic Health System Overview



**Mayo Clinic Health System (MCHS)** provides quality healthcare to local communities by bringing the Mayo Clinic Model of Care closer to home. MCHS consists of 45 clinics, 16 hospitals and other facilities across multiple communities in Minnesota and Wisconsin. MCHS providers bring the knowledge and expertise of Mayo Clinic to these communities and surrounding areas to ensure our patients receive world-class healthcare. MCHS serves more than 600,000 patients each year and is recognized as one of the most successful community healthcare systems in the U.S.

MCHS is elevating and redefining community and rural healthcare. With more than 100 clinical specialties

(medical and surgical services), patients have access to a full spectrum of healthcare options. To best meet the unique needs of the communities, patients receive quality healthcare at MCHS and have access to highly specialized care at Mayo Clinic’s campus in Rochester, Minnesota.

The Bold. Forward. strategy centers on establishing MCHS as a category-of-one community health system by 2030. This strategic approach focuses on people and communities and is supported by three key pillars: Cure, Connect, and Transform. This framework aims to reimagine care in an evolving healthcare landscape, ensuring that diverse patient needs are met through advanced in-person services and innovative digital solutions.

**Mayo Clinic Health System—Northland in Barron (MCHS in Barron)** is a 25-bed critical-access hospital in Barron, Wisconsin. Founded in 1959, it is dedicated to promoting health and meeting the healthcare needs of its patients.

MCHS in Barron is part of the Northwest Wisconsin region of MCHS, which includes hospitals in Eau Claire, Bloomer, Menomonie, and Osseo. MCHS in Barron supports the community through inpatient and outpatient services, as well as health and wellness. Although MCHS in Barron serves patients from several communities in northwestern Wisconsin, the majority are from Barron County. For the purposes of MCHS in Barron’s CHNA, the community is defined as Barron County.

In 2024, MCHS in Barron provided over \$1.2 million in charity care and contributed \$123,500 through philanthropic donations to support programs such

as the Boys & Girls Club of Barron County, Benjamin’s House Emergency Shelter, Barron County Developmental Services, Rice Lake Area Free Clinic, St. Vincent de Paul Kitchen and Food Pantry and local school districts.

Health education is also communicated through numerous blog postings, newsletter articles and informal presentations. Through online tracking and other measures, it’s estimated that we reached an additional 5,000 residents by providing health information on topics affecting immediate health issues and offering helpful tips on general wellness.

The MCHS Community Health Needs Assessment (CHNA) process advances and strengthens our commitment to community health and wellness activities by focusing on high-priority community needs and bringing additional ones to light.





# Summary of Community Health Needs Assessment

The primary input into the assessment and prioritization process was the 2024 Barron County Community Health Assessment, produced by Barron County Public Health and the Community Health Assessment Steering Committee. This report was created through a joint effort by area healthcare organizations, the Barron County Health Department, and the Barron County Community Coalition. In addition, written comments related to the previous CHNA would be considered; however, no written comments were received. This effort, led by the Community Health Assessment Steering Committee, began with the goal of evaluating community health to enhance the quality of life for all community members.

The following pages from the 2024 report, produced by Barron County Public Health and the Community Health Assessment Steering Committee, provide a detailed overview of the community assessment process, methods, input, and resources for the Barron County Community Health Needs Assessment. For this report, the community is defined as Barron County.





# BARRON COUNTY



## Community Health Assessment 2024



BARRON COUNTY  
PUBLIC HEALTH



### Executive Summary

Every three years, Barron County Public Health leads a county-wide community health assessment process. We do this in collaboration with our local healthcare systems and other community partners under the umbrella of the Barron County Community Coalition. The following pages provide our local perspective on Barron County through three main sections:



The Process	shows how we walk through the Community Health Assessment steps.
Story of Health	describes the living conditions that impacts health behavior and leads to disease, injury, and death.
Core Data Set	a list of all the information that we collect to understand the health of Barron County residents.

We worked with our residents and partners to understand the unique picture of our community. Together, we determined the health priorities to focus on in the next three to five years.

### Our priorities for 2025-2027

#### Mental Health

Includes:

- Mental health
- Access to mental healthcare providers
- Suicide prevention

#### Substance Use

Includes:

- Alcohol use and misuse
- Prescription drug use and misuse
- Illegal drug use and misuse

#### Access to Care

Includes:

- Access to health services
- Access to specialty care services
- Access to providers

Published February 14, 2025



## Acknowledgements

The 2024 Community Health Assessment Steering Committee included representatives from eight organizations.

- Barb Agen Director Patient Care Services Marshfield Medical Center-Rice Lake
- Jeanette Olson UWEC
- Jennifer Jako Director Barron County Aging and Disability Resource Center
- Jennifer Jorgenson Community Engagement Specialist Mayo Clinic Health System
- Kelly Quick Hanson Marketing Director Cumberland Healthcare
- Kiersten Haugerud Registered Dietician Cumberland Healthcare
- Meekin Witthoft Director of Nursing Cumberland Healthcare
- Megan Hahn Prevention Specialist Barron County DHHS
- Melissa Price Director Rice Lake Area Free Clinic
- Mickey Ganschow Community Benefits Coordinator Marshfield Clinic
- Nikki Liedl Clinics Manager Northlakes Community Clinic
- Patricia Wickman Public Health Nurse Barron County
- Sarah Turner Public Health Specialist Barron County
- Stacey Frolik Director Barron County DHHS
- Karla Potts-Shufelt Health Officer Barron County

Barron County Public Health provided project management and served as the fiscal agent for the 2024 CHA. Funding from Mayo Clinic Health System, Marshfield Clinic Health System and Barron County Public Health allowed us to contract with the Wisconsin Institute for Public Policy and Service (WIPPS) to provide secondary data review and analysis, facilitate an in-person Community Conversation and hold focus groups related to our top 3 priorities.

Other organizations and individuals helped promote, distribute and collect the Community Health Surveys and share information with county residents and stakeholders.

Finally, the assessment process could not have been accomplished without the participation of the people of Barron County who completed the survey and engaged in community conversations.



## Framing The Community Health Assessment

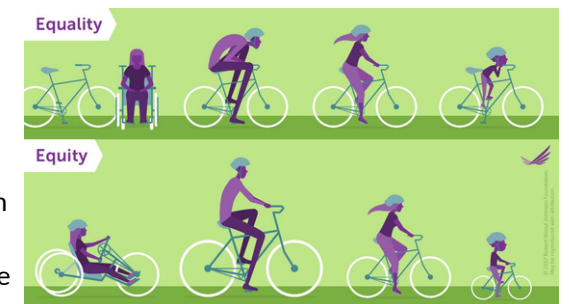
Good health is not just related to health care or personal choices. The World Health Organization (WHO) defines health as “a state of complete physical, social, and mental wellbeing, and not merely the absence of disease or infirmity.” The factors contributing to this overall state of wellbeing are much more complex than they may seem initially. When someone hears the word “health,” they may think about going for a jog, attending doctor appointments, or eating fruits and vegetables. However, other factors also directly influence our health, such as whether we live in a house without lead paint or if we have strong social connections. We also know that some populations have different health outcomes that are not related to the choices they make, but rather the environment they live in. To understand this full picture of health, it is important first to define a few terms, beginning with health disparities and inequities.

### Health Disparities and Inequities

Often used interchangeably, health disparities and health inequities are two different ideas. **Health disparities** refer to **population-based differences** in health outcomes among groups of people. While **health inequities** also refer to differences in health outcomes between different groups of people, the important distinction between the two is that inequities are “**unfair, unjust, and avoidable**”. According to the WHO, “Health inequities are differences in health status or in the distribution of health resources between different population groups, arising from the social conditions in which people are born, grow, live, work, and age. Health inequities are unfair and could be reduced by the right mix of government policies.”

### Equality and Equity

Understanding health disparities and inequities makes it easier to understand why we need to look at this topic with an equity lens rather than an equality one. Equality assumes that giving everyone the same thing will lead to the same outcomes across the board. On the other hand, an equity lens recognizes that help must be tailored to an individual's needs. Because people start from different places, they will benefit differently from the same inputs. In other words, equity must precede equality. This figure from the Robert Wood Johnson Foundation is another way to visualize how crucial it is to approach interventions with an equity lens versus an equality one. By understanding each person's starting point, we can determine what resources they need to have an equal chance of reaching the end goal. Equity is the foundation of the CHA process – its goal is to identify individual starting points and address inequities to ensure everyone can achieve optimal health.





# SOCIAL DETERMINANTS OF HEALTH

There are ways to improve inequities. In their definition of health inequities, the WHO references social conditions. These conditions are called the Social Determinants of Health (SDOH) and are “the conditions where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks”. The national health plan, Healthy People 2030, divides the SDOH into five separate domains as described below.

- **Economic Stability** describes the connection between financial stability and health. Issues like employment, food security, housing stability, and poverty fall under this domain.
- **Education Access and Quality** links education to health and wellbeing. This domain includes early childhood education, literacy, high school graduation, and higher education.
- **Health Care Access and Quality** is the connection between understanding health services, accessing those services, and a person’s health. Issues like health literacy and insurance access are a part of this domain.
- **Neighborhood and Built Environment** describes how a person’s housing situation, neighborhood conditions, and natural environment are linked to their health and wellbeing. Issues under this domain include air and water quality, transportation, and crime.
- **Social and Community Context** represents how someone’s health and well-being are tied to their relationships with friends, family, coworkers, community, and neighbors. Community connection, discrimination, workplace conditions, and incarceration are important indicators within this domain.



Improving health requires addressing these root causes that influence health outcomes. Organizations can work together to impact SDOH through unified planning and policy. This requires organizations across both the public and private sectors to incorporate health considerations into all policy decisions.

# WHY FOCUS ON SOCIAL DETERMINANTS OF HEALTH?

It was crucial for CHA partners to be cemented in the social determinants of health (SDOH) throughout this process. A presentation on the social determinants of health was done at the first steering committee meeting so that everyone was working with the same understanding of the elements of a healthy community.



At the start of the process, the CHA partners discussed how to change the assessment framework to mirror the shift toward SDOH seen both statewide and nationally. CHA partners reviewed CHA reports completed by other county-level organizations that have looked at SDOH in greater detail. All aspects of the CHA process were examined to incorporate SDOH as much as possible.

\*For the first time in Barron County, the 2024 Community Survey included questions related to the Social Determinants of Health to better understand the health disparities and inequities. The Barron County Community Health survey is available beginning on page 19 of this report.



Live Work Play

“ Looking beyond just medical treatment to address the broader conditions in which people live, work, and play to promote well-being. ”

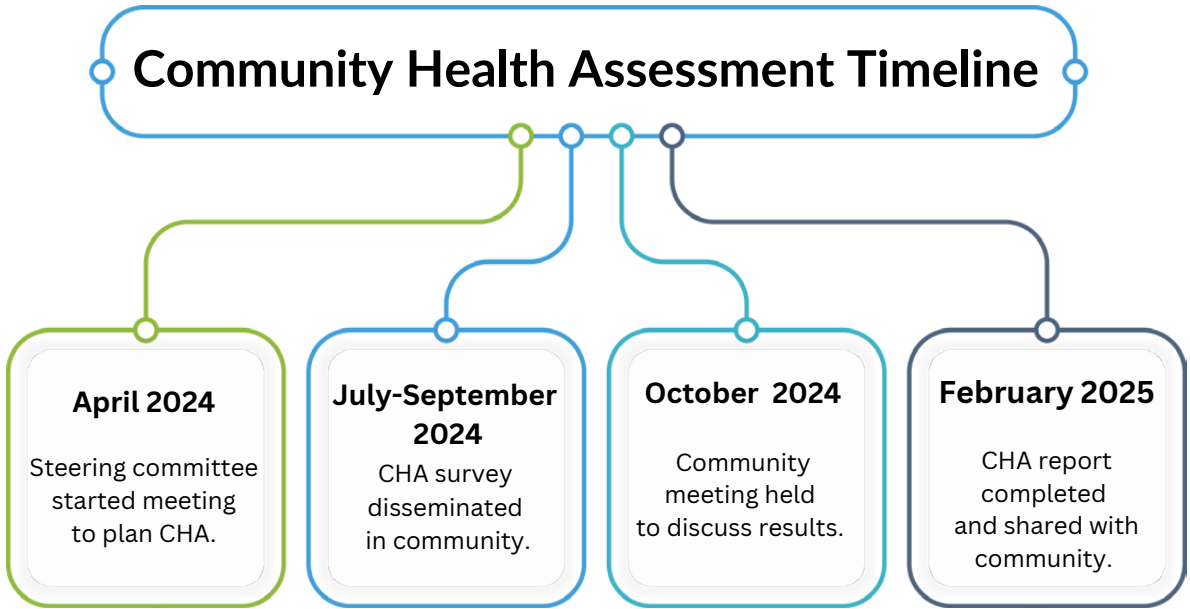


# Assessing the Needs of the Community

## The Process

Every three years, Barron County completes a Community Health Assessment or CHA. The CHA uses a series of steps to find the most important health priorities for our community to work on together. The assessment's goal is to engage the community and review existing data to understand the most pressing health needs for the county.

The CHA Steering Committee started meeting in April 2024 to formalize their commitment to the process, outline financial/organizational support for the project, and begin planning the 2024 assessment process. To build a framework for the assessment, this group drew from national frameworks, previous CHA processes, expertise from their fields, and comments they received from community members who participated in the previous CHA cycle.



**Step 1: Gather partners**  
Barron County Public Health takes the lead on gathering a Steering Committee encompassing key stakeholders to get the CHA started. The Steering Committee members then involve other community partners in the process along the way.

**Step 2: Build relationships**  
The next important step of the CHA is about relationship building. We need to understand the unique and diverse perspectives of how we all experience health. During this process, we recognize and honor the knowledge, expertise, and voice of community members. We ensure all populations and areas of our county are represented.

# Community Profile

**Step 3: Describe the community**  
Before collecting any data, we defined the geographic boundaries for our assessment. The report is focused on Barron County residents. The county is located in northwest Wisconsin and is home to over 46,000 people. The following boxes show the diverse makeup of our community.

### Race and Ethnicity

- 1.2% American Indian or Alaska Native
- 0.7% Asian
- 1.8% Black or African American
- 3.2% Hispanic or Latino
- 1.6% Two or More Races
- 92% White, non-Hispanic

\*All racial and ethnic categories are self-identified.

### Gender

49.6% Female, 51.4% Male

### Education

90.6% High School Graduate or Higher  
20.7% Bachelor's Degree or Higher

### Rural and Urban

Barron County has:

- 4 cities
- 7 villages
- 24 towns

The largest having a population of just over 9,000.

### ALICE Households by Income

Year	Poverty	ALICE
2010	~2500	~4500
2012	~2500	~4300
2014	~2400	~4400
2016	~2300	~4800
2018	~2200	~4900
2019	~2100	~5000
2021	~2100	~5800
2022	~2200	~6000

### Home Ownership

33% renter-occupied home, 77% owner-occupied home

### Languages

English is the primary language in Barron County.

4.5% of County residents speak a language other than English

### ALICE Definition

**ALICE** is an acronym for **Asset Limited, Income Constrained, Employed** — households that earn more than the Federal Poverty Level, but less than the basic cost of living. Households below the ALICE Threshold — ALICE households plus those in poverty — can't afford the essentials.

Step 4:  
Collect data

In the summer of 2024, Barron County conducted a community-wide on-line survey of residents. We also sent out paper copies to our Plain Clothes communities and did in-person surveys with our Hispanic and Somali populations. Over 1,000 residents responded to the anonymous survey. Respondents were asked a series of questions to help identify health outcomes and behaviors that were of most concern to them, as well as areas of strength.

Barron County residents were given a list of 27 areas to choose from in terms of identifying areas to improve and this is how they ranked.

Areas to Improve
Access to mental health care
Drug use/misuse/overdose (prescribed and illegal)
Access to health care
Access to childcare
Safe and affordable housing
Jobs and the economy (having enough income to live on)
Mental health and wellbeing of children and teens
Access to affordable and healthy food
Mental health and wellbeing of adults
Alcohol use/misuse
Access to dental care
Access to transportation
Improved resources to age at home
Child abuse/neglect
Crime/neighborhood safety
Strength of families/relationships (parenting)
Vaping and tobacco use
Access to exercise activities/facilities
Air and water quality
Domestic violence
Elder abuse/neglect
Limited reading or math skills, education in general (K-12)
Access to community parks and recreation (green space)
Discrimination and harassment
Lack of access to technology (internet, computer, cellphone)
Social connectedness/isolation
Other

Barron County residents were given a list of 27 areas to choose from in terms of identifying community strengths and this is how they ranked.

Strengths
Access to community parks and recreation (green space)
Good quality schools/K-12 education
Clean environment (air and water quality)
Community events/social connectedness
Low crime rates (safe neighborhoods)
Access to exercise activities/facilities
Access to technology (internet, computer, cellphones)
Respecting cultural differences
Access to affordable healthy foods
Access to health care
Jobs that will support myself/my family
Age-related resources and/or the ability to age in your home
Strong family life/relationships (parenting)
Low amount of discrimination and harassment
Access to transportation
Having enough income to live on
Low rate of elder abuse/neglect
Access to dental care
Safe and affordable housing
Access to child care
Low amount of domestic violence
Other (please specify)
Low rate of child abuse/neglect
Low amount of alcohol use/misuse
Mental health and well-being of adults
Low vaping and tobacco use
Access to mental health care
Mental health and well-being of children and teens
Low amount of drug use/misuse/overdose (prescribed and illegal)

“It is so difficult to believe how far backward we have gone regarding access to health care, up to a 6+ month wait to see a specific provider, a serious lack in reproductive healthcare, and healthcare affordability.”  
- Community Member

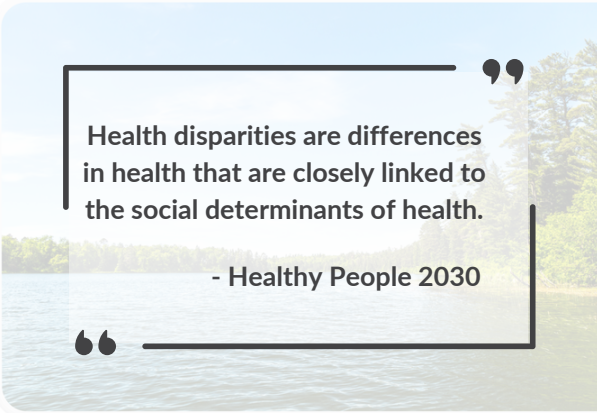
Step 4:  
Collect data  
continued

We also looked at data that had been gathered by others. Data that we reviewed are from the Youth Risk Behavior Survey, U.S. Census Bureau, the Department of Health Services, and other sources. There is a link to the listing of data points and their sources on the Core Data Set page (18).

Health can be experienced differently by each person in the community. As we collected the data, we looked for information that could give us a full picture of a person's health and surrounding environment. Some data points are available by age, sex, gender, race, ethnicity, zip code, income level, or education level. We begin to see where disparities exist when we look at data through these different lenses.

This level of data can show the gaps in health outcomes that exist in our community. These gaps are sometimes called health disparities. Health disparities are differences that are closely linked to the conditions in the environment where people are born, live, learn, work, play, worship, and age. These conditions include education, access to healthy foods, access to physical activity, clean air and water, racism, violence, safe housing, safe neighborhoods, and access to quality health care.

Data can show the differences that exist in health outcomes for Barron County residents. This can help us better understand where to focus our efforts to improve health so everyone has a fair and just opportunity to achieve their best health.



Step 5:  
Set priorities

Barron County's health needs were shared during a community conversation held in the fall of 2024. The conversation was a time to learn more about the identified health needs, discuss what resources already exist, and provide feedback on the most important priorities to address in Barron County. Over 40 people from various community sectors engaged in the community conversation event and voted on what they felt were the top 5 priorities.

The Steering Committee then took this information and where we felt we could make the most impact to decide on our priorities. The 3 priority areas we will focus our time and efforts on during 2025-2027 are:

### Mental Health

Includes:

- Mental health
- Access to mental healthcare providers
- Suicide prevention

### Substance Use

Includes:

- Alcohol use and misuse
- Prescription drug use and misuse
- Illegal drug use and misuse

### Access to Care

Includes:

- Access to health services
- Access to specialty care services
- Access to providers



# Available Resources within the Community to Address Identified Needs

During the community conversations, participants discussed what current resources Barron County has to address our health needs. This list does not include every resource, but is a reflection of the conversation that happened during the event.

## Community Resources

- Boys & Girls Club
- Benjamin's House
- Rice Lake Area Free Clinic
- Northlakes Community Clinic
- Cumberland Healthcare
- Marshfield Clinic Health System
- Mayo Clinic Health System
- Well Woman Program
- Food pantries and Soup Kitchens
- Family & Children's Center
- Aging & Disability Resource Center
- Public & private school districts
- Head Start and Early Headstart
- 2 colleges (UWECBC and NWTC)
- UW Extension
- Churches
- Local Dentists
- Community Connections to Prosperity Coalition (CCP)
- Barron County Community Coalition (BC3)
- County Social Workers
- Healthcare staff and departments
- Barron County staff and departments
- Women, Infants, and Children
- Birth to 3 Program
- Healthy Beginnings + Nurse Family Partnership
- Fire, Police, and EMS agencies
- Local Housing Authorities
- Salvation Army
- Senior low income housing
- Workforce Resource
- WI Division of Vocational Rehabilitation
- West CAP
- Northwest Connections
- 988 Suicide and Crisis Lifeline
- Embrace
- Embrace Family Abuse Shelter
- Community Referral Agency
- Car seat inspections and car seats
- Pregnancy Help Center
- Children with Special Health Care Needs
- Mental Health Care clinics
- Counseling Centers
- 4H Club
- Great Rivers 211
- Neighborhood associations
- Rotary clubs
- Local Parks
- Nature Spots
- Area Gyms



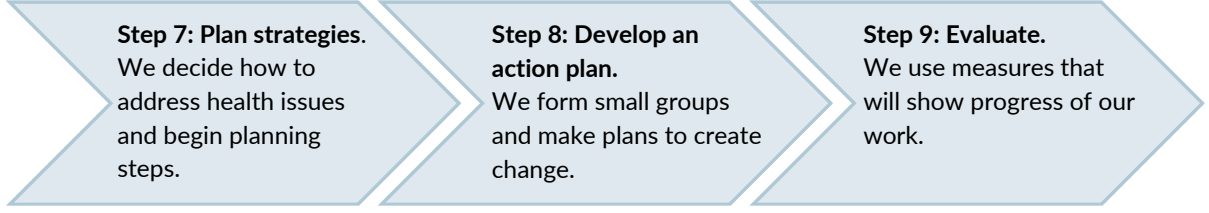
### Step 6: Tell the story

Developing the story is the final step in the Community Health Assessment process. The following pages are designed to shed light on our community's health and frame the story that highlights the lived experience of our residents.

While this is the last part of the CHA, there are more steps to continue in the Community Health Improvement Plan (CHIP). The CHIP process takes this information and puts it into action to improve the health of Barron County. The CHA is designed to be a reflection of our community's needs and the CHIP begins the work to create positive community-wide change that enhances health for all.

## Next steps

Following the completion of our community health assessment, we will move forward with a comprehensive implementation phase. First, we will analyze the assessment findings to strategically determine the most effective approaches for addressing identified health issues, taking into account available resources and community input. We will then form work groups, each focused on developing detailed action plans with specific objectives, timelines, and responsibilities to create meaningful change in each priority area. Throughout this process we will establish clear metrics and evaluation frameworks to track our progress, measure outcomes, and ensure our interventions have the intended positive impact on community health, making adjustments as needed based on the ongoing assessment of our efforts.



You will see these three categories woven into Barron County's story of health with these icons.



**Living Conditions**  
The living conditions category describes the physical, social, economic, work, and service environment.



**Health Behavior**  
The health behavior category describes risk behaviors of an individual.



**Disease & Injury**  
The disease & injury category describes communicable disease, chronic disease, injuries, and death.

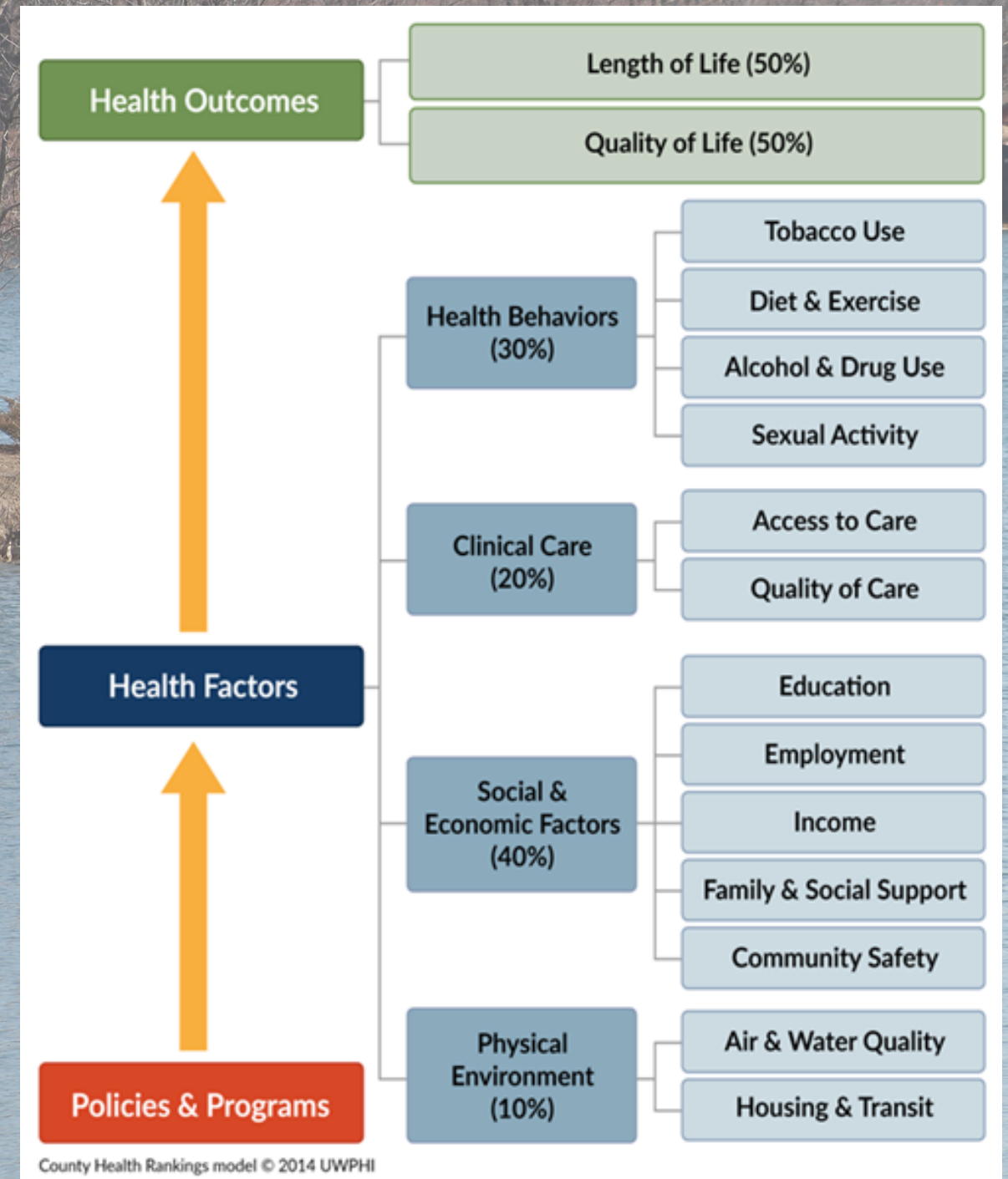


# Story of Health

- Length of Life
- Mental Health
- Substance Use
- Access to Care



The County Health Rankings model of population health emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.

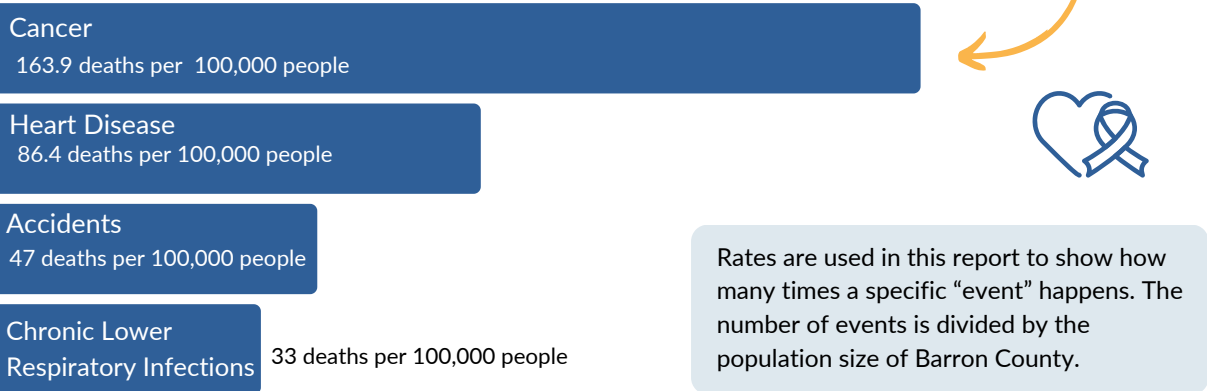




# Length of Life

Here are three common ways to understand more about the health and the length of life in our community. Take a look at the leading causes of death, life expectancy, and years of potential life lost for Barron County.

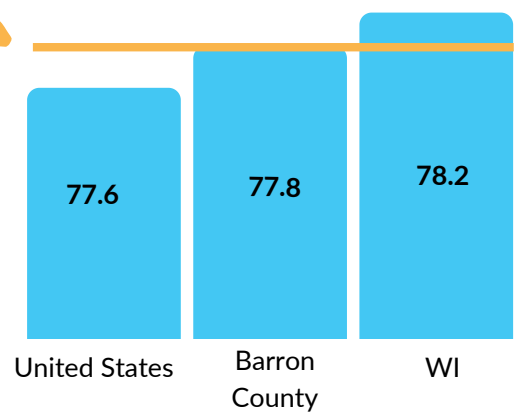
In 2021-2023, Barron County's leading causes of death were **heart disease and cancer**.



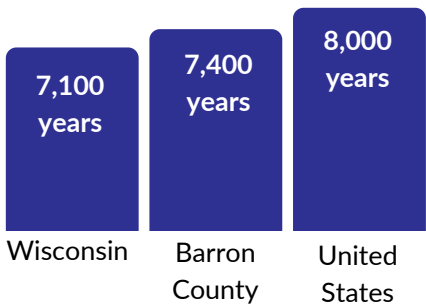
## Life Expectancy

The average life expectancy for Barron County residents is **77.8 years**. This is lower than Wisconsin and slightly higher than the national average.

Life expectancy is an estimate of the average age that someone is expected to live.



## Years of Potential Life Lost



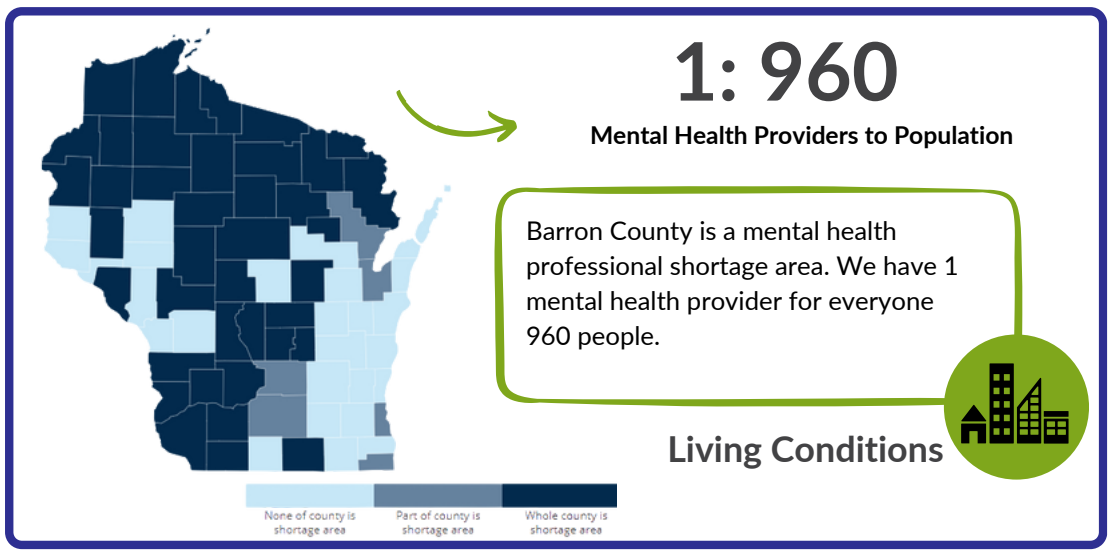
This rate shows that Barron County residents lost more years of life compared to all of Wisconsin, but less than the U.S. as a whole.

Years of Potential Life Lost is an estimate of how many years a person lost to an early death.



# Mental Health

Barron County residents feel that mental health and self-care should be a priority for everyone in the community. Mental health is a top priority for community improvement.

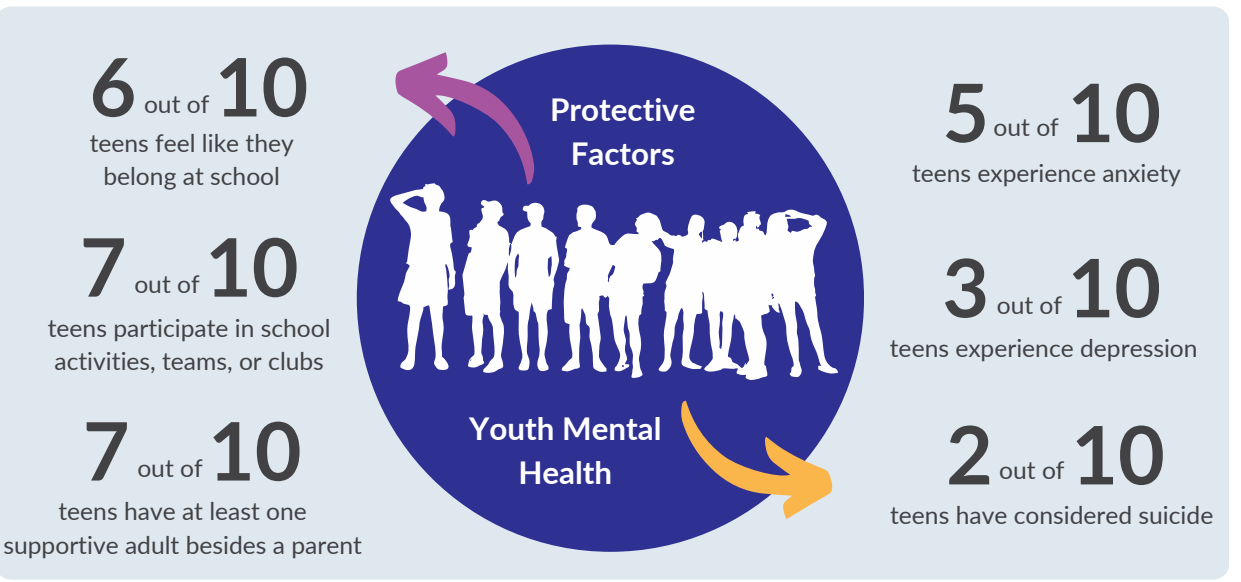


Protective factors can provide support and create a positive impact for people during stressful events or situations.

### Health Behavior

The number of adults with mental health concerns is rising. In Barron County, 16% of adults reported 14 or more poor mental health days per month.

### Disease & Injury



# Substance Use

The environment and culture of a community impacts the availability and use of alcohol and other substances. Barron County residents are concerned about substance use in our community and would like to see improvements.

Residents are concerned about the high visibility of drug and alcohol use in our community and the impact it has on youth.

## Living Conditions

**1:278**

Barron County has 1 licensed alcohol retailer for every 278 people

**8%**

of Barron County youth were offered drugs on school property

**7 out of 10**  
teens have NEVER tried vaping products

**5 out of 10**  
teens have NEVER drank alcohol

**8 out of 10**  
teens have NEVER tried marijuana

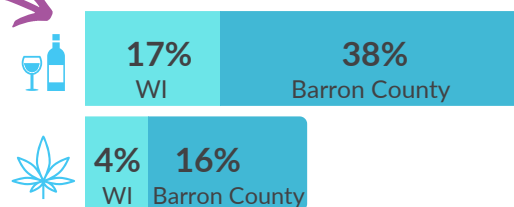
Binge drinking is a concern for both youth and adults because of the serious health effects it can have on all parts of your body.



## Health Behavior

**1 out of 4** adults binge drank in the last 30 days  
**10%** of high school youth binge drank in the last 30 days

A much higher % of Barron County youth tried marijuana and alcohol before age 13 compared to statewide estimates.



Substance use is a main reason for accidents that result in hospitalizations, injury and death.

## Disease & Injury



**20%**  
of car crash deaths in Barron County involved alcohol

Opioid-related hospitalizations and deaths are more common among men and people 18-44 years old

# Access to Care

According to the community survey, Barron County residents felt that they did not have adequate access to healthcare or mental healthcare needs. At the Community Conversation this rose to the top as a priority area for improvement.

The majority of Barron County residents have some type of health insurance to help pay for medical costs. Only 8% of those under age 65 are uninsured.

## Living Conditions



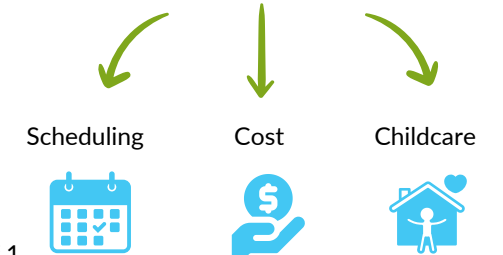
**1 : 990**

Barron County has 1 primary care provider for every 990 people This is better than the Wisconsin average of 1 for every 1250 people

**1 in 3**

people have at least one barrier to getting health care

The most common barriers are:



## Cancer Screenings

**8 out of 10**  
women got a Cervical Cancer Screening

**6 out of 10**  
Barron County residents got a Colon Cancer Screening

**7 out of 10**  
women got a Breast Cancer Screening

Primary care providers are where we seek preventive screenings for cancer and overall health care.



## Health Behavior

In the survey, residents voiced that they don't go to the doctor to avoid medical bills, there aren't any appointments, they cannot take off work, or have language barriers. Desired solutions are lower costs, shorter wait times, language services, and visit time outside of the work day.

## Disease & Injury



**1 in 10**

people in Barron County report being unable to afford their medications.





# Core Data Set

The following core data set was provided by Wisconsin Institute for Public Policy and Service.

Click [here](#) to access the core data set.

## 2024 Barron County CHA Survey

1. I live, work and/or use services in Barron County:
  - ☐ Yes
  - ☐ No
2. Choose the **THREE** social or economic factors you are most concerned about for Barron County.
  - ☐ Aging related concerns
  - ☐ English as a second language barriers
  - ☐ Family issues (divorce, absent parents, parenting, aging relatives)
  - ☐ Gender and/or sexual identity discrimination
  - ☐ Lack of jobs that can support a family/myself
  - ☐ Limited reading or math skills, or education in general
  - ☐ Not enough money for safe housing, food, etc.
  - ☐ Not enough social or community support
  - ☐ Racial or ethnic discrimination
  - ☐ Social media harming mental health
  - ☐ Violence in homes and/or the community
  - ☐ Other- please specify
3. Choose your top **THREE** physical environment concerns for Barron County.
  - ☐ Access to healthy foods
  - ☐ Access to technology (internet, computer, cellphone)
  - ☐ Air pollution
  - ☐ Concerns about firearm safety
  - ☐ Lack of safe and affordable housing
  - ☐ Lack of exercise opportunities
  - ☐ Lack of green space (trees, open spaces, parks)
  - ☐ Limited access to transportation
  - ☐ Quality of drinking water
  - ☐ Other-please specify
4. Choose the **THREE** health behaviors you are most concerned about in Barron County.
  - ☐ Alcohol use/misuse
  - ☐ Drug use/misuse/overdose (prescribed and illegal)
  - ☐ Intentional injuries (self-harm, suicide)
  - ☐ Obesity/overweight
  - ☐ Physical inactivity
  - ☐ Poor mental health
  - ☐ Poor nutrition
  - ☐ Poor oral or dental health
  - ☐ Sexually transmitted infections
  - ☐ Tobacco (cigarettes and chewing), vaping , e-cigarettes
  - ☐ Unintentional Injuries or accidents (auto, farm, UTV, drowning, etc)
  - ☐ Other- please specify



5. Choose the **THREE** health care issues you are most concerned about for Barron County.
- ☐ Affordable healthcare
  - ☐ Availability of affordable dental care
  - ☐ Barriers to healthcare due to English as a second language
  - ☐ Lack of available appointments with healthcare providers
  - ☐ Lack of in-home healthcare
  - ☐ Lack of mental health care providers
  - ☐ Lack of specialists in our county
  - ☐ Limited use of preventative services (yearly physicals, mammograms, etc.)
  - ☐ Low vaccination rates (flu, childhood vaccines, etc.)
  - ☐ Not able to afford medications
  - ☐ Other- please specify
6. Choose the **top THREE areas** that you think Barron County should **FOCUS ON** over the next 5 years to improve the health of our communities
- ☐ Access to affordable and healthy food
  - ☐ Access to childcare
  - ☐ Access to community parks and recreation (green space)
  - ☐ Access to dental care
  - ☐ Access to exercise activities/facilities
  - ☐ Access to health care
  - ☐ Access to mental health care
  - ☐ Access to transportation
  - ☐ Air and water quality
  - ☐ Alcohol use/misuse
  - ☐ Child abuse/neglect
  - ☐ Crime/neighborhood safety
  - ☐ Discrimination and harassment
  - ☐ Domestic violence
  - ☐ Drug use/misuse/overdose (prescribed and illegal)
  - ☐ Elder abuse/neglect
  - ☐ Improved resources to age at home
  - ☐ Jobs and the economy (having enough income to live on)
  - ☐ Lack of access to technology (internet, computer, cellphone)
  - ☐ Limited reading or math skills, education in general (K-12)
  - ☐ Mental health and wellbeing of adults
  - ☐ Mental health and wellbeing of children and teens
  - ☐ Safe and affordable housing
  - ☐ Social connectedness/isolation
  - ☐ Strength of families/relationships (parenting)
  - ☐ Vaping and tobacco use
  - ☐ Other- please specify

7. What are the **three greatest strengths** of Barron County?
- ☐ Access to affordable healthy foods
  - ☐ Access to child care
  - ☐ Access to community parks and recreation (green space)
  - ☐ Access to dental care
  - ☐ Access to exercise activities/facilities
  - ☐ Access to health care
  - ☐ Access to mental health care
  - ☐ Access to technology (internet, computer, cellphones)
  - ☐ Access to transportation
  - ☐ Age-related resources and/or the ability to age in your home
  - ☐ Community events/social connectedness
  - ☐ Clean environment (air and water quality)
  - ☐ Good quality schools/K-12 education
  - ☐ Having enough income to live on
  - ☐ Jobs that will support myself/my family
  - ☐ Low amount of alcohol use/misuse
  - ☐ Low amount of discrimination and harassment
  - ☐ Low amount of domestic violence
  - ☐ Low amount of drug use/misuse/overdose (prescribed and illegal)
  - ☐ Low crime rates (safe neighborhoods)
  - ☐ Low rate of child abuse/neglect
  - ☐ Low rate of elder abuse/neglect
  - ☐ Low vaping and tobacco use
  - ☐ Mental health and well-being of adults
  - ☐ Mental health and well-bring of children and teens
  - ☐ Respecting cultural differences
  - ☐ Safe and affordable housing
  - ☐ Strong family life/relationships (parenting)
  - ☐ Other- please specify

8. What affects your personal well-being the most?

Demographics

9. What gender do you most identify with?
- ☐ Male
  - ☐ Female
  - ☐ Non-binary/non-conforming
  - ☐ Other not listed \_\_\_\_\_
10. What is your age group
- ☐ 15-18
  - ☐ 19-24
  - ☐ 25-34
  - ☐ 35-44
  - ☐ 45-54
  - ☐ 55-64
  - ☐ 65-74
  - ☐ 75-84
  - ☐ 85+



11. Which of the following best describes your ethnicity/race?

- ☐ White, not Hispanic/Latino
- ☐ Hispanic/Latino
- ☐ American Indian or Alaskan Native
- ☐ Black/African American
- ☐ Asian
- ☐ Native Hawaiian or Pacific Islander
- ☐ Two or more races
- ☐ Other

12. What is your highest level of education?

- ☐ 8<sup>th</sup> grade or less
- ☐ Some high school
- ☐ High school diploma or equivalent degree
- ☐ Some college or technical school
- ☐ Technical diploma or associate degree
- ☐ Bachelor’s degree
- ☐ Higher than a Bachelor’s degree (Master, doctorate, etc)

13. What is your current employment status

- ☐ Employed
- ☐ Not working by choice
- ☐ Unemployed not by choice
- ☐ Student
- ☐ Retired
- ☐ Disabled
- ☐ Unable to work

14. What is your yearly household income?

- ☐ Less than \$24,999
- ☐ \$25,000 to \$34,999
- ☐ \$35,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 or more

15. How many individuals, including yourself, live in your household

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4+

16. Are any of those children?

- ☐ Yes
- ☐ No

17. What is your zip code?



# Addressing the Needs of the Community

After completing an extensive analysis of the Barron County Community Health Assessment data and County Health Rankings—and in alignment with our expertise and resource capacity—Mayo Clinic Health System has identified three top health priorities for strategic action. These priorities emerged from a detailed analysis of Community Health Needs Assessments conducted across our Northwest Wisconsin service area, which also includes Chippewa, Dunn, Eau Claire, and Trempealeau counties.

These top three health priorities are:

- 1. Mental Health
- 2. Substance Misuse
- 3. Access to
  - Healthcare
  - Food
  - Housing





Identified Health Needs

The MCHS Community Health Needs Assessment Committee emphasized the importance of addressing these key priorities, affirming that MCHS has a responsibility to act. Recognizing the overlap between certain health issues and their interventions, the committee decided to merge alcohol and substance abuse into a single focus area. By concentrating efforts on these three core areas, the committee believes MCHS can make a broad and meaningful impact on population health.

The assessments incorporated quantitative data from sources such as the Wisconsin Department of Health Services, County Health Rankings, as well as qualitative input from community surveys, stakeholder interviews, and focus groups. Common themes consistently surfaced across all five counties, including high rates of substance use disorders, increasing mental health concerns, and barriers to accessing basic needs.

Due to the significant overlap in health challenges and the interconnected nature of contributing factors—such as socioeconomic disparities, rural healthcare access limitations, and behavioral health trends—we consolidated the findings into a single, unified list of priorities.

This integrated approach enables us to allocate resources more efficiently, implement region-wide interventions, and track outcomes with greater consistency, ultimately enhancing our ability to improve community health across Northwest Wisconsin.

MENTAL HEALTH

This focus area encompasses the services and support required to manage our thoughts, actions, and emotions as we navigate life. Mental health is crucial for personal well-being, nurturing family and interpersonal relationships, and making meaningful contributions to society. Conditions affecting mental health include, but are not limited to, depression, anxiety, and post-traumatic stress disorder.

Maintaining good mental health enables us to build positive relationships, use our abilities to achieve our potential, and handle life’s challenges. Mental illnesses are medical conditions that disrupt a person’s thinking, mood, ability to connect with others, and capacity to cope with daily life demands.

Mental illnesses are often linked to physical health issues and risk factors such as smoking, physical inactivity, obesity, and substance abuse, which can lead to chronic diseases, injuries, and disabilities.

In Barron County

Access to mental healthcare was **ranked the No. 1** area on the CHA survey to focus on to improve health in Barron County communities



of CHA survey respondents said poor mental health is the health behavior of most concern to Barron County residents



of adults in Barron County reported 14 or more mental health days a month

The ratio of population to mental health providers is **960 to 1 compared to the state ratio of 420 to 1**, according to the 2023 County Health Rankings

SUBSTANCE MISUSE

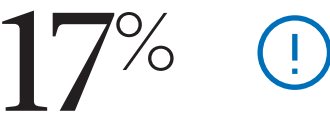
Substance misuse refers to the harmful or hazardous use of psychoactive substances, including alcohol and illicit drugs. It involves using these substances in a way that negatively impacts one’s health, well-being, or daily functioning. Substance misuse can lead to addiction, health problems, and other serious issues.

Substance misuse is a critical community issue due to its extensive impact on public health, the economy, and social well-being. It leads to severe health problems, including addiction and mental health disorders, and imposes significant healthcare costs. Economically, it reduces productivity and increases absenteeism. Socially, it strains families, increases crime rates, and diminishes the overall quality of life.

In Barron County



The No. 1 health behavior of most concern to CHA survey respondents is drug use/misuse/overdose (prescribed and illegal) – 25%



of CHA survey respondents believe alcohol use/misuse is the health behavior of most concern to Barron County (third ranked)



of adults report binge or heavy drinking according to the County Health Rankings



of youth have tried alcohol before the age of 13, compared to the state estimate of 17% according to the Youth Risk Behavior Survey

ACCESS TO HEALTHCARE, FOOD, AND HOUSING

Equitable access to basic needs such as healthcare, food, and housing is crucial for a community’s overall well-being and development. It ensures that all members can receive preventive care, treatment for illnesses, and support for mental health, leading to a healthier population and improved quality of life. Access to these basic needs also promotes economic stability, ensuring people can work, children can attend school, and families can thrive, contributing to economic growth.

Providing everyone with access to basic needs also promotes social equity by reducing inequalities within the community. It fosters fairness and social justice, ensuring that no one is left behind due to their socioeconomic status. Adequate nutrition and stable

housing are essential for children’s development and learning, resulting to improved long-term outcomes and educational success.

Moreover, a community with access to basic needs is more resilient in the face of crises, such as natural disasters, economic downturns, or public health emergencies. Access to stable housing, nutritious food, and healthcare significantly impacts mental health, reducing stressors and lowering the incidence of mental health issues. Meeting these needs can also reduce crime rates, as people are less likely to engage in criminal activities out of desperation. Prioritizing these fundamental needs creates a stronger, healthier, and more cohesive community where everyone can thrive.

In Barron County

20% 

of CHA survey respondents said affordable healthcare is the clinical care area of most concern to Barron County residents

1 in every 10

CHA survey respondents reported not being able to afford their medication

30% 

of Barron County residents are above the Federal Poverty line, but do not have enough to afford the basics, according to the United Way 2024 ALICE report

15% 

of CHA survey respondents said they don’t have enough money for safe and affordable housing and food



# Evaluation of Prior CHNA and Implementation Strategy

Impact of 2022-2024





## Prioritized Health Needs

Substance Use, Alcohol Misuse, and Chronic Disease and Obesity topped the list of health areas most in need of improvement.

Mayo Clinic Health System is proud to partner with organizations across the region to address local community needs. We collaborate with community partners and local officials, including chambers of commerce, free clinics, homeless shelters, local public health agencies, Project SEARCH, school districts, United Way, universities and technical colleges, youth-serving agencies, and a variety of community benefit organizations to develop and implement programs and participate in activities that improve community health and address social determinants of health.

Outlined below on the following pages are the various engagements, collaborations and resources that were implemented to address the prioritized health needs from the 2022 Community Health Needs Assessment (Mental Health, Substance Use and Alcohol Misuse, and Chronic Disease and Obesity).

Through these efforts, MCHS in Barron has helped implement and advance programs that:

- Increased access to healthcare and preventive services related to these priorities
- Promote public health awareness, education and outreach for these priorities
- Strengthened local capacity to address health-related challenges for these priorities

**MENTAL HEALTH** - Improve mental health with an emphasis on strengthening community mental health services, suicide prevention, and supporting resiliency across the lifespan.

Mayo Clinic Health System participated in community coalitions to address needs related to mental health and financial support was provided to organizations offering community services and programs that enhance mental health.

**Monetary sponsorships provided to the following organizations included:**

**In 2022**

- NAMI of Barron County – \$7,500 (Community Connections Project)
- Boys and Girls Clubs of Barron County – \$5,000 (Advocate for Change)
- Community Connections for Prosperity – \$250 (Community Connections Conference)

**In 2023**

- Boys and Girls Club of Barron County – \$5,000 (Corporate sponsor)
- Barron County ADRC – \$1,000 (Dementia Connections Program)
- Rice Lake Public Library – \$3,000 (STEAM programming)
- Barron Chamber of Commerce – \$1,000 (Family Fun Night/Music in the Park)
- Lakeland Family Resource Center – \$2,000 (Sponsorship)
- United Way of Rice Lake – \$1,000 (Sponsorship)

**In 2024**

- Boys and Girls Club of Barron County – \$5,000 (Corporate sponsor)
- Barron County ADRC – \$750 (Growing Connections Program)
- Rice Lake Public Library – \$2,500 (Laundromat Library Program)
- Barron Chamber of Commerce – \$1,000 (Family Fun Night/Music in the Park)
- Lakeland Family Resource Center – \$2,000 (Sponsorship)
- United Way of Rice Lake – \$1,000 (Sponsorship)

- Chetek-Weyerhaeuser Booster Club – \$450 (First-aid kits)
- Barron County Developmental Services, Inc. – \$5,000 (Programming)
- St. Vincent de Paul – \$5,000 (Food pantry and kitchen)
- NorthLakes Community Clinic – \$3,000 (Pediatric therapy lending closet)
- Community Connections to Prosperity – \$1,000 (Multi-agency resource event)
- Salvation Army of Barron County – \$1,500 (Red Kettle sponsor)

Hometown Health and Community Giving Grants were awarded to community organizations promoting mental wellness. Grants work in collaboration with community-based organizations on projects at a higher level of financial support.

**Grants included:**

**In 2022**

- CASA of Western Wisconsin – \$25,000 (Foster care advocates for Barron County)
- Benjamin’s House Emergency Shelter – \$25,000 (Additional beds; transitional housing)
- NorthLakes Community Health Center – \$10,000 (Turtle Lake Clinic and Barron County schools)

**In 2023**

- \$50,000 Hometown Health Grant to the Boys and Girls Club of Barron County (New building project)
- \$13,000 Hometown Health Grant to Embrace (Shelter and support services for victims of domestic violence and sexual assault)

**In 2024**

- \$25,000 Hometown Health Grant to Benjamin’s House Emergency Shelter (Transitional housing program)
- \$20,000 Hometown Health Grant to CASA of Western Wisconsin (Foster care mentorship program)
- \$20,000 Community Giving Grant to the Boys and Girls Club of Barron County (Youth mental health needs)

Community outreach engagements were held to address mental health concerns by connecting with the community through presentations, blogs, virtual challenges, community events, and coalition involvement.

**Engagements included:**

**In 2022**

- Strengthening Youth Mental Health (Presentation by webinar)
- Kickstart Kindness (Virtual challenge)
- Safety Camp (Event)

**In 2023**

- Journey to Wellness (12-month self-led virtual program)
- Raising WI Children’s Conference (Yoga and meditation)
- Safety Camp event (Barron)
- Presentation to Leadership Barron County

**In 2024**

- Safety Camp event (Barron)
- Presentation to Leadership Barron County
- Journey to Wellness (12-month self-led virtual program)

Support was provided to local school districts, focusing on programs and activities that addressed mental health.

**Projects included:**

**In 2022**

- Barron Area School District – \$2,000 (Freshman transition team building at Camp Phillips)
- Cameron Elementary School – \$4,000 (School sensory path)

**In 2023**

- Cameron School District – \$8,000 (Cameron Care Packs and Clothes Closet)
- Barron School District – \$6,000 (Student wellness conference and PreK family outreach activities)
- Rice Lake School District – \$3,000 (Book vending machine)

**In 2024**

- Cameron School District – \$7,000 (World Mental Health Day event)
- Barron School District – \$7,000 (Student wellness conference and PreK family outreach activities)



**SUBSTANCE USE AND ALCOHOL MISUSE -**

Prevent alcohol misuse and substance abuse with an emphasis on youth.

Mayo Clinic Health System participated with community coalitions to improve substance abuse and alcohol misuse, and financial support was also provided to organizations that offer community services and programs promoting education and advocacy regarding substance use and alcohol misuse.

**Monetary sponsorships provided to the following organizations included:**

**In 2023**

- Barron County Health and Human Services – \$3,000 (Family Drug Treatment Court)

**In 2024**

- Barron County Health and Human Services – \$5,000 (Family Drug Treatment Court)

Community outreach engagements were held to address substance use and alcohol misuse. Also connected with community members through webinars, presentations, blogs, virtual challenges, and community events.

**Examples of engagements:**

**In 2022**

- Youth Safety Camp (Event)
- Drug and Alcohol Impact on Youth (Webinar)
- National Night Out (Event)

**In 2023**

- Raising WI Children’s Conference (Alcohol, Drugs and the Brain: Teenage Use)
- Youth Safety Camp event (Event)
- National Night Out event (Event)

**In 2024**

- Youth Safety Camp (Event)
- Barron County Fair (Educational booth)

**CHRONIC DISEASE AND OBESITY -** Prevent obesity and reduce chronic disease with a focus on nutrition, reducing food insecurity, and increasing public access to physical activity.

Mayo Clinic Health System participated with community coalitions to impact chronic disease and obesity and financially contributed to organizations that offer community services and programs that promote health and wellness lifestyle choices.

**Monetary sponsorships provided to the following organizations included:**

**In 2022**

- Friends of Hunt Hill Audubon Sanctuary – \$2,000 (Glow Hike)
- Forest Run Foundation – \$1,000 (Foundation for Brain Cancer Research)
- City of Rice Lake – \$1,000 (Pickleball)
- Barron County Department of Health and Human Services – \$5,000 (Food Share EBT)
- Barron Chamber of Commerce – \$1,000 (Family Fun Day)
- County of Barron ADRC – \$3,000 (Memory Care Play and Community Discussion)

**In 2023**

- Northwood Technical College Foundation – \$300 (Caregiver Conference)
- Barron County Multi-Agency Resource Event – \$500 (Healthcare interpreters)
- Friends of Hunt Hill Audubon Sanctuary – \$1,250 (Outdoor programming)
- Rice Lake Warriors – \$2,000 (Snacks for Success program)
- Alzheimer’s Association – \$500 (Walk to End Alzheimer’s sponsorship)
- American Red Cross – \$2,000 (NWWI Heroes Breakfast)

**In 2024**

- Barron Area Clergy Association – \$1,000 (Barron Food Pantry)
- Chetek Food Shelf – \$1,000
- Barron County Sheriff’s Department – \$2,000 (Bike safety)
- Forrest Run – \$1,000 (Brain cancer research)
- American Red Cross – \$2,000 (NWWI Heroes Breakfast)

Hometown Health and Community Giving Grants were awarded to organizations within the community that address obesity prevention and reduce chronic disease with a focus on nutrition, food insecurity, and increasing public access to physical activity. Grants work in collaboration with community-based organizations on projects at a higher level of financial support.

**Grants included:**

**In 2022**

- \$10,000 Hometown Health Grant to Rice Lake Area Free Clinic for diabetes diagnosis, management, and education

**In 2023**

- \$30,000 Hometown Health Grant to Ruby’s Pantry in Cameron to support access to nutritious foods
- \$15,000 Hometown Health Grant to the Rice Lake Area Free Clinic to help improve clinical care for patients with diabetes

**In 2024**

- \$20,000 Hometown Health Grant to Rice Lake Area Free Clinic for operational needs

Community outreach engagements were held to address obesity prevention and reduce chronic disease with a focus on nutrition, food insecurity, and access to physical activity. Connected with community members through webinars, presentations, blogs, virtual challenges, and community events.

**Examples of engagements:**

**In 2022**

- Journey to Wellness (12-month self-led virtual program)
- Youth Safety Camp (Barron)
- Barron Library Storytime (Ambulance and emergency staff)
- Strong Bodies class (Sand Creek Arts Center)

**In 2023**

- Journey to Wellness (12-month self-led virtual program)
- Raising WI Children’s Conference (Yoga and meditation)

**In 2024**

- Journey to Wellness (12-month self-led virtual program)
- Youth Safety Camp (Barron)
- Barron Library Storytime (Ambulance and emergency staff)
- Strong Bodies class (Sand Creek Arts Center)

Support provided to area school districts focused on programs and activities to reduce chronic disease and obesity, with a focus on nutrition, food insecurity, and access to physical activity.

**Projects included:**

**In 2022**

- Rice Lake Area School District – \$5,000 (Environmental Education Center)

**In 2023**

- Rice Lake School District – \$3,000 (Nature Conservancy outdoor education)
- Turtle Lake School District – \$4,000 (School backpack program)

**In 2024**

- Chetek-Weyerhaeuser School District – \$5,000 (Frisbee golf course)
- Rice Lake School District – \$5,000 (Wellness equipment, after-school program)
- Turtle Lake School District – \$4,000 (School backpack program)

# Mayo Clinic Health System

## Individuals Involved in CHNA

**Community Health Needs Assessment Committee:**

- Ken Ackerman, Administrative Chair, MCHS Wisconsin
- Brook Berg, Director, Community Engagement
- Kelly Buchholtz, M.S.N., MBA/HCM, R.N., Regional Chief Nursing Officer, MCHS Wisconsin
- Richard Helmers, MD, Vice President, MCHS Wisconsin
- Jenny Jorgenson, Community Engagement Specialist
- Maria Seibel, Community Engagement Specialist
- Tina Tharp, Community Engagement Specialist



Imagery is copyright Mayo Clinic, Getty Images, Shutterstock, or approved for use.

[mayoclinic.org](https://www.mayoclinic.org)

©2025 Mayo Foundation for Medical Education and Research. All rights reserved. MAYO, MAYO CLINIC and the triple-shield Mayo logo are trademarks and service marks of MFMER.

[Learn more online at mayoclinic.org](https://www.mayoclinic.org)

MC4776-12