



Our Mission

Healthiest Manitowoc County (HMC) provides collaborative leadership to improve the health of Manitowoc County and envisions a community where everyone is living longer, better.

Our Vision

Everyone living longer, better.



RESULT: ACHIEVE HEALTHY 25

Coalition: Investing Early

Co-Chairs: Cara Rohrer, Nancy Cohen

Indicator: % of Children Ready for Kindergarten

Strategies from Planning Sessions

1. Promote 5 Early Literacy Practices (Read, Sing, Write, Talk and Play).
2. Support current Investing Early Coalition efforts: Reach Out and Read, Breastfeeding Coalition, ASQ screenings (Early Screening Team), Parent Cafes, Welcome Baby.

Coalition: Youth Engagement

Co-Chairs: Tracy Klesper, Pang Lee

Indicators: % of Those Graduating from High School

% of Organizations trained in trauma informed practices

% of Policies and procedures changed to be more trauma informed sensitive

Strategies from Planning Sessions

1. Support and advance "Kids At Hope" philosophy across all of Manitowoc County (<http://kidsathope.org/>).
2. Expand Trauma Informed Care Practices/Protective Factors knowledge across all sectors.
3. Identify and promote organizations and activities that provide youth engagement opportunities.

Coalition: Activity & Nutrition*

Co-Chairs: Julie Grossman, Cheyenne Woepse, Kelley Czechanski, Lexi Otis

Indicator: % of youth meeting or exceeding recommended physical activity levels per week

Strategies from Planning Sessions:

1. Campaign – 52108 (5 fruits and vegetables per day...Less than 2 hours of screen time...1 hour of activity.. 0 sugary drinks...8 hours of sleep/8 glasses of water).
2. Children Achieve 25 (25 miles, 25 books, 25 good deeds) in summer campaign.
3. Utilize NFL Play 60.
4. Mobile active playgrounds.

RESULT: ACHIEVE HEALTHY 75

Coalition: Activity and Nutrition*

Co-Chairs: Julie Grossman, Cheyenne Woepse, Kelley Czechanski, Lexi Otis

Indicator: % of adults at obesity rate

Strategies from the Planning Sessions:

1. Campaign – 52108 (5 fruits and vegetables per day...Less than 2 hours of screen time...1 hour of activity.. 0 sugary drinks...8 hours of sleep/8 glasses of water).
2. Encourage Nutrition/Calorie labeling at restaurants.
3. Identify and promote organizations and activities to promote activity and better nutrition.

Coalition: Worksite Wellness

Chair: Julie Reimer

Indicator: % of business including worksite wellness initiatives

Strategies from the Planning Sessions:

1. Identify and promote and/or provide resources to implement programs such Diabetes Prevention, Breastfeeding Friendly, Quitline, etc.
2. Utilize Welcoa and consider promotion of HMC Wellness Sites

Coalition: Access to Health Services

Co-Chairs: Lynn Harrigan, Ellen Christel

Indicator: % of individuals accessing health services

Strategies from Planning Sessions

1. Conduct focus groups among several populations' to identify underlying reasons for unmet health care needs.
2. Develop a formalized community health worker/navigator program for Manitowoc County.
3. Promote health literacy and the "It's Ok to Ask" campaign.
4. Develop a health navigation education program to teach individuals how to access services and use insurance.
5. Maintain and expand the existing Falls Prevention Coalition efforts.

Coalition: Substance Abuse & Mental Health

Executive Committee: Carrie Redo, Donna Firman, Hannah Phillips, Heidi Thompson, Christma Rusch

**Indicator: % of substance use rate (tobacco, alcohol, prescription drugs)
% of suicide rates**

Strategies from the Planning Sessions:

1. Implement + Support a Recovery Oriented Services Community (ROSC)
2. Conduct SBIRT (Screening, Brief Intervention, and Referral to Treatment) in schools
3. Promote OB/GYN to screen for ATODA (Alcohol, Tobacco and Other drug Abuse) and promote resources.
4. Zero Suicide system change
5. Identify and promote organizations, activities and resources addressing substance abuse and mental health.

*Activity and Nutrition coalition will be combined for both indicators Achieve Healthy 25 and 75