



# HEALTHY IOWA COUNTY

*Every person, family and community in  
Iowa County experiencing lifelong health  
and well-being.*

## Community Health Needs Assessment 2022-2024



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## Executive Summary

Local health departments are required to complete a Community Health Needs Assessment (CHNA) every five years. It is a process to identify the most critical things impacting the health of a local community. Our local health system, Upland Hills Health, is required to complete a CHNA every three years. In a long standing commitment to work together, the Iowa County Health Department has determined it makes good sense to complete its CHNA every three years, on the same cycle as Upland Hills Health.

In 2022, Upland Hills Health, the Iowa County Health Department, along with several community partners listed below convened several meetings to plan and implement a CHNA as well as review progress collectively made on the previous Community Improvement Plan (CHIP).

### Collaborating community partners include:

- Upland Hills Health Hospital and Clinics
- Iowa County Health Department
- Aging and Disability Resource Center (ADRC) of Southwest Wisconsin
- Southwestern Wisconsin Community Action Program (SWCAP)
- Community Connections Free Clinic

Each three-year cycle, the CHNA provides an important opportunity to review secondary data which profiles key demographic data as well as the statistical health of Iowa County via review of national, state and local data sources. In addition, the CHNA is a critical opportunity to gather the voices of our community through primary data collection, accomplished through a community survey to learn about residents' concerns. Approximately 327 stakeholders contributed their responses and ideas to the community survey disseminated in 2022. Community health needs were identified and prioritized based on: available data, input from community members regarding perceived importance of health concerns via a community survey, and our ability to make a significant impact.

### Four priorities will be the focus in our 2022-2024 Community Health Improvement Plan.

- ✓ Mental Health and Alcohol/ Drug Abuse/Misuse
- ✓ Access to Transportation
- ✓ Healthy Eating/ Weight Loss and Exercise (Healthy Living)
- ✓ Aging Concerns

## The Community Health Improvement Plan: *Healthy Iowa County*

The next step after identifying priority needs is to make a plan to address these needs; a Community Health Improvement Plan (CHIP). A series of community meetings will convene in 2023 to assemble the CHIP.

- A large ***Healthy Iowa County Community Stakeholder Meeting*** is convening in early 2023. This group will have several goals:

## 2022 Community Health Needs Assessment

- One important goal is to lay the foundation for all working for a *Healthy Iowa County* to be connected to a similar mission. There are dozens of coalitions, organizations, and individuals doing good and important work in Iowa County. An essential task is to inventory and connect the amazing work that is happening, identify strengths as well as gaps. It's very possible that some coalitions may have no idea that other coalitions exist, and perhaps the work they are accomplishing. Bringing awareness regarding all this good work benefits everyone: lessens duplication, and may help re-focus efforts.
- A second goal is to convey the four priority areas and the data supporting these needs.
- Finally, participants will self-select which priority area(s) they are most suited to work in.
- From the large stakeholder group, four subgroups or task forces will convene and meet in each of the priority areas in the first half of 2023 to: inventory work occurring in Iowa County to address each priority need, identify the root causes of issues/needs, and define specific goals and objectives as well as a plan to measure progress.

Iowa County has an incredibly strong network of partners and caring individuals and organizations working towards a stronger, more vibrant future. We are excited for a continued collaborative process that works to achieve a vision of every person, family and community in Iowa County experiencing lifelong health and well-being.

*Visit the [Iowa County Health Department website](#) to view the complete [Iowa County Community Health Needs Assessment \(2022-2024\)](#)*





## Iowa County by the Numbers

- Population (2020): 23,756 Male = 50.7% Female = 49.3%
- Population increase (2020-2025) of 0.2%
- Lower per capita income than USA as a whole
- Lower rate of unemployment (2.3%) than Wisconsin (2.9%) and the US (3.7%)
- Disparities:
  - *Income* Non-Caucasian populations have lower per capita incomes
  - *Education* Non-Caucasian populations are less likely to have high school or college diploma
- Overall, higher percentage of Caucasian residents than Wisconsin
- 20.3% of people in Iowa County are over the age of 65
- 28.8% of Iowa County residents over the age of 65 live alone
- 11% of Iowa County residents over the age of 65 are in poverty
- 16.2% of Iowa County residents over the age of 65 are still employed
- Mean travel time to work for workers age 16 years+ is 25.4 minutes

*Source: U.S. Census Bureau V2021: U.S. Census Bureau Quick Facts: Iowa County, Wisconsin  
Iowa County, WI - Profile data - Census Reporter  
Aging: Demographics in Wisconsin | Wisconsin Department of Health Services*



## The Health of Our Community

### County Health Rankings 2022 ([www.countyhealthrankings.com](http://www.countyhealthrankings.com))

Iowa County is ranked among the healthiest counties in Wisconsin with an 8th overall ranking for all Health Outcomes. Iowa County is ranked in the higher middle range of counties in Wisconsin with a 23rd overall ranking in Health Factors.

### Health Outcomes

Health outcomes represent how healthy a county is right now, in terms of length of life but quality of life as well.

Iowa (IO) is ranked among the healthiest counties in Wisconsin (Highest 75%-100%).



### Health Factors

Health Factors represent those things we can modify to improve the length and quality of life for residents.

Iowa (IO) is ranked in the higher middle range of counties in Wisconsin (Higher 50%-75%).



## 2022 Community Health Needs Assessment

### Health Outcomes

#### Length of Life

Iowa (IO)  
County

Wisconsin

Premature Death



4,800

6,600

#### Quality of Life

Iowa (IO)  
County

Wisconsin

Poor or Fair Health

13%

15%

Poor Physical Health Days

3.4

3.6

Poor Mental Health Days

4.3

4.4

Low Birthweight

7%

8%

#### Additional Health Outcomes (not included in overall ranking)

### Health Factors

Rectangular Snip

#### Health Behaviors

Iowa (IO)  
County

Wisconsin

Adult Smoking

17%

16%

Adult Obesity

35%

34%

Food Environment Index

9.0

8.7

Physical Inactivity

22%

22%

Access to Exercise Opportunities

33%

78%

Excessive Drinking

27%

25%

Alcohol-Impaired Driving Deaths



19%

36%

Sexually Transmitted Infections



185.8







499.4

Teen Births

8

14

## 2022 Community Health Needs Assessment

Clinical Care		Iowa (IO) County	Wisconsin
Uninsured		6%	7%
Primary Care Physicians		1,820:1	1,260:1
Dentists		1,690:1	1,390:1
Mental Health Providers		1,310:1	440:1
Preventable Hospital Stays		4,074	3,260
Mammography Screening		38%	49%
Flu Vaccinations		50%	53%

**Source:** County Health Rankings [www.countyhealthrankings.com](http://www.countyhealthrankings.com)

### Notable Iowa County Health Rankings Measures

- 22% of adults report no leisure-time physical activity (Wisconsin rate is 22%)
- 17% of Iowa County adults smoke every day or most days (Wisconsin rate is 16%)
- 35% of Iowa County adults report a Body Mass Index  $\geq 30$  which is classified as obese (Wisconsin rate is 34%)
- 38% of Iowa County workers who commute alone travel more than 30 minutes to get to work. (Wisconsin rate is 28%)
- 27% of adults reported binge or heavy drinking in the past 30 days. (Wisconsin rate is 25%)
- There is 1 mental healthcare provider for every 1,310 people in Iowa County. (Average for the state of Wisconsin is 1 for every 440 people.)
- 47% of the Iowa County population feel they have adequate access to locations for physical activity
- 74.1% of Iowa County residents have received a COVID-19 vaccination compared to Wisconsin's overall rate of 73.2%

**Source:** County Health Rankings [www.countyhealthrankings.com](http://www.countyhealthrankings.com)





## Voice of the Community

The CHNA process began in early 2022 during the ongoing COVID-19 pandemic response. Community partners in all sectors, including health, continue to respond to the pandemic. Partners were committed to the important implementation of this CHNA process in furthering the health of our community, especially on the heels of such an extraordinary event such as the pandemic. The pandemic provides an important window into some critical struggles and issues in Iowa County.

### Community Forums and Surveys

In July of 2022, The CHNA partners developed and conducted a survey of community residents throughout the Upland Hills Health service area. The survey was available electronically at the Upland Hills Health website, the Iowa County Health Department website, as well as distributed through UHH and ICHD social media, and school email listserves in Barneveld, Dodgeville, Highland, Iowa Grant, and Mineral Point school districts. The ADRC provided the survey link to the ADRC Board. SWCAP provided the survey link to clients and staff. The Iowa County Health Department provided paper copies at COVID-19 vaccine clinics and Upland Hills Health Clinics provided paper copies to patients. Community members shared their insight and suggestions for improving healthcare services in each of their rural areas.

The survey included demographic indicators and these questions:

- *How would you rate our community as a healthy community?*
- *How would you rate your own personal health?*
- *What are the most important issues in our community?*
- *Behaviors that have the greatest impact on our community?*
- *Access to dental, mental, physical health services?*
- *Which services are difficult to access?*
- *Barriers to accessing dental, mental, and physical health services?*

The need for increased access to health services was the general theme, which included wellness/fitness, therapy, mental health, alcohol and drug abuse services, extended hours of business, access to transportation, medical specialists, and telemedicine.

Community Forum and Community Survey comments showed an increase in caregiver concerns that relate to mental health and aging.

Survey results for each question are on the following pages.

## 2022 Community Survey Summary

### Community Health Needs Assessment (CHNA) Survey Results

June-July 2022

#### How would you rate our community as a Healthy Community?

	Counts	Percentages
Very healthy	8	2%
Healthy	103	32%
Somewhat healthy	180	55%
Unhealthy	32	10%
Very unhealthy	3	1%

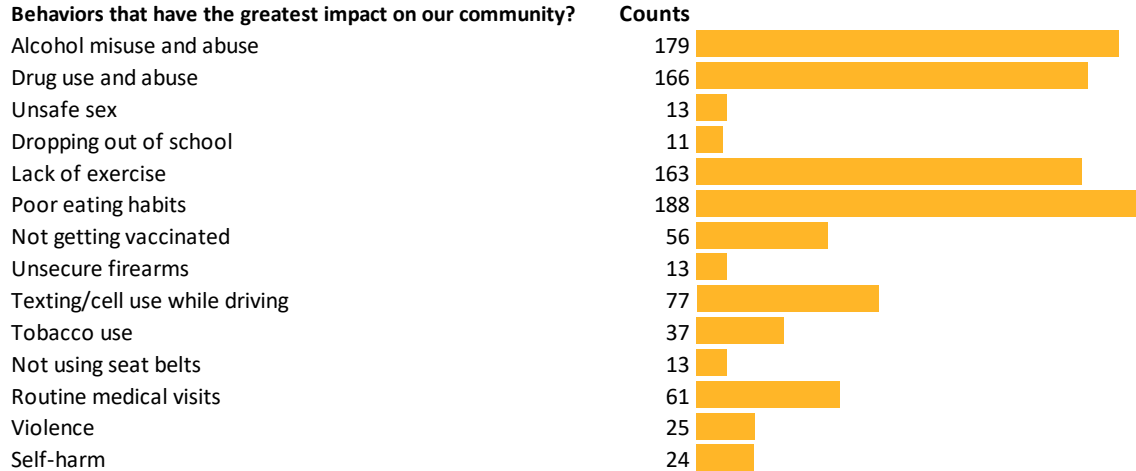
#### How would you rate your own personal health?

	Counts	Percentages
Very healthy	36	11%
Healthy	151	46%
Somewhat healthy	113	35%
Unhealthy	22	7%
Very unhealthy	3	1%

#### What are the most important issues in our community?

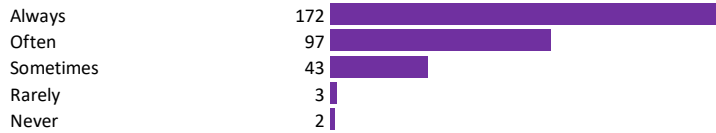
	Counts
Aging concerns	143
Alcohol misuse and abuse	149
Other drug abuse	129
Bullying	89
Cancers	62
Child abuse/neglect	34
Dental concerns	28
Diabetes	29
Domestic violence	23
Firearm-related injuries	7
Heart disease and stroke	29
High blood pressure	28
Homicide	2
Homelessness	12
Affordable housing/options	111
Hunger	28
Infant death	3
Infectious disease	26
Access to childcare	122
Access to healthcare	51
Lead exposure	0
Mental health concerns	206
Motor vehicle crash	7
Ability to afford living expenses	86
Obesity	134
Rape/sexual assault	8
Respiratory/lung disease	9
STIs	2
Radon exposure	8
Suicide	31
Teen pregnancy	5
Tobacco use	24
Drinking water quality	33
Senior living	86
Social isolation/loneliness	56

## 2022 Community Health Needs Assessment

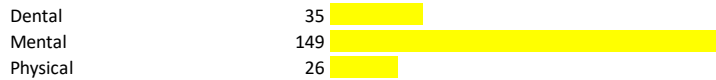


**Community Health Needs Assessment (CHNA) Survey Results**      June-July 2022  
**Health Care Access Questions**

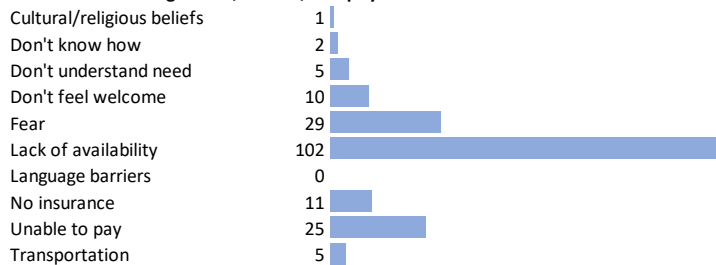
**Access to dental, mental, physical health services? n=317**



**Services which are difficult to access? n=210**



**Barriers to accessing dental, mental, and physical health services. n=189**



**Other Barriers Listed**

- Lack of response from DHS with child abuse, neglect, parent bullying, etc.
- Mental health stigma
- Fatphobia and cost
- Mental health providers only seem available for emergent issues
- Personal schedule
- Unwilling to admit we need medical care (not fear)
- Insurance mandates Dane County providers
- Lack of follow-up by health professionals and lack of clarity in discussing conditions
- Doctors who are still practicing old school ways
- Have to drive to Platteville or Madison for some specialists
- The overall cost of a health plan and services it pays
- Doctor not focused on aging issues - lack of experience in that area; feeling of lack of personal connection
- Kids have trauma which is not recognized because of stigma
- Timing, cannot get timely appointments which leads to medication to mask the problem and then addiction
- Mental health and dental health are not covered by my insurance
- Medical care around here seems to only be all about pushing medications, antibiotics and vaccinations

### Collaboration with the Upland Hills Health Hospital and Clinics

Due to the COVID-19 pandemic, in person community forums (conducted in past CHNAs) were not possible. As part of its Strategic Planning process, Upland Hills Health led virtual Town Hall meetings in May and June 2022 with six groups and towns, with mixed results. Those forums that were a component of a regularly schedule meetings of a community group (e.g., Lions Club) were well attended. When the virtual town hall was the only agenda, attendance was low. The top themes from these forums were expand mental/behavioral health services/specialists; offer drug/alcohol rehab services; provide access to more specialty care providers without driving to larger cities; offer health and fitness education, services, facilities; expand chronic disease management; provide long term care options; increase transportation options for medical appointments; develop community education/outreach.

### Collaboration with County's Plan on Aging

Every three years, the Aging and Disability Resource Center (ADRC) located in Iowa County includes the input of older people to develop a County Plan on Aging. This is a mandate of the Older American's Act to secure funding. This plan outlines an agenda for developing and strengthening current programs to meet the needs of older people in Iowa County. In 2021, an environmental scan was completed to develop the Iowa County Plan on Aging for 2022-2024. This scan included group brainstorming and individual phone interviews with stakeholders and ADRC representatives, virtual public forums, and surveys.

The Aging and Disability Resource Center initiated a Health and Wellness EXPO in 2012. This annual event has continuously grown. In 2015, UHH became co-sponsor of the event. The most recent EXPO (2021) was a drive-through event, due to the pandemic. It drew approximately 200 participants and included over 20 community partners. This community event offers free health screenings and information about services that may benefit our aging population and their caregivers.

The Iowa County Plan on Aging focuses on health promotion. Workshops have been initiated in the community through the sponsorship and facilitation of the ADRC. As these programs have grown, UHH and the Iowa County Health Department and UW Extension have become strong partners in many of these programs. Efforts to increase community access to these evidence-based health promotion programs will continue. The Plan on Aging also includes a strong focus on caregiver support, transportation resources and dementia.

### Collaboration with the Iowa County Health Department

The Iowa County Health Department (ICHHD) is the lead for the HeART Coalition whose last survey was referenced in this CHIP (see appendix). The Health Department assisted with CHNA survey development, dissemination and collation/analysis.

Local health departments are required to complete a Community Health Assessment (CHA) every five years. It is a process to help select the most important things impacting the health of a local community. The ultimate goal of a Community Health Assessment is to spark change in a community for the better! The process includes reviewing statistics and data as well as surveying the community on issues affecting them. From there, top priorities are identified along with a plan to figure out solutions and next steps in order to address these issues. The CHA process began in early 2022 in the midst of the ongoing COVID-19 pandemic response. Community partners in all sectors, including health, continue to respond to the



pandemic. Partners are committed to the important implementation of this CHA process in furthering the health of our community, especially on the heels of such an extraordinary event such as the pandemic.

### Health Priorities for 2022-2024

A variety of data sources were used in the identification and determination of the priority needs. These data sources included the following:

- Feedback from residents of the area through a community survey conducted in 2022;
- Iowa County HeART survey (survey of senior residents and caregivers of Iowa County conducted by University of Wisconsin-Madison);
- The Aging and Resource Disability Resource Center client feedback through its 2022-2024 County Plan on Aging;
- Outside Data and Demographic sources including the State of Wisconsin County Health Rankings Data (2021), Wisconsin Immunization Registry, State Demographic Data (including census data) and projections;
- UHH patient usage data, patient feedback through various department surveys

### Priority: Mental Health and Alcohol/Drug Abuse/Misuse

Mental health and addiction need for services escalated during the pandemic. Great strides were made since our last CHNA, especially as they relate to access to substance. However, there remains more work to do to address these health concerns.

*Facts:*

- Addiction/chemical dependency escalated during the pandemic.
- Before the pandemic, there was a shortage of services and providers to address these needs, locally, statewide, and nationally.
- The many lifestyle and societal changes that accompanied the pandemic – isolation, loss of jobs, school closures, and burnout compounded and dramatically increased the need for mental health and substance abuse services.
- The Upland Hills Health Emergency Department reports an escalation in patients requiring detoxification and in overdose cases.
- The Department of Health & Human Services combined Grant and Iowa County statistics for mental health services. For these two counties together in 2020, the top 5 services used for mental health were:
  1. Crisis Intervention (205)
  2. Outpatient Counseling (179)
  3. Medication Management (18)
  4. Community Support Program (10)
  5. Case Management (5)
- According to [countyhealthrankings.org](https://www.countyhealthrankings.org)(2022):
  - ✓ 27% of Iowa County residents report excessive drinking
  - ✓ 19% of driving deaths were attributable to alcohol-impaired driving
  - ✓ The ratio of mental health providers to residents is 1:1,310

Available Resources:

## 2022 Community Health Needs Assessment

- Unified Community Services (Behavioral Health and Crisis Services)
- The Iowa county 24-hour Crisis Help Line (1-800-362-5717)
- National Suicide Hotline (1-800-273-8255)
- Text HOPELINE to 74174.
- Wisconsin Region of Narcotics Anonymous

### Priority: Access to Transportation

Rural communities have few options for public transportation. Rural residents often have issues in accessing health services due to the lack of transportation.

#### *Facts:*

- There are no taxi services in Iowa County.
- There are no Uber drivers in Iowa County.
- There is no public transportation in Iowa County.
- The issue of access to transportation has been identified in previous CHNAs.
- Strategies in the past have included a local taxi service and new Uber drivers in the area. However, those services shutdown during the pandemic.
- Volunteers in the community, due to concerns of exposure to COVID-19, stopped volunteering to drive for local service providers.
- Among adults surveyed in the 2019 Iowa County HeART Survey (University of Wisconsin):
  - 7.7% do not drive
  - 5.4% have missed an appointment or have been unable to shop in the previous six months due to lack of transportation
  - 5.9% have no one they can call in an emergency

#### *Available Resources:*

- The ADRC offers a CareAVan bus that transports Iowa County residents on a pre-determined schedule. A monetary donation is suggested for all trips.
- Southwest Wisconsin LIFT is available on select days.

### Priority: Health Living: Healthy Eating/ Weight Loss and Exercise

Inadequate levels of physical activity contributes to obesity, one of the largest causes of preventative chronic disease. Unhealthy eating habits lead to obesity, which leads to chronic disease and premature death.

#### *Facts:*

- Physical activity can improve health.
- People who are physically active live longer and have lower risk of heart disease, strokes, Type 2 diabetes, depression, and certain types of cancer.
- Obesity is a serious, chronic disease. It can lead to other health problems including diabetes, heart disease and some cancers.
- According to the [www.countyhealthrankings.org](http://www.countyhealthrankings.org) (2022):
  - 22% of Iowa County residents are inactive
  - 33% of Iowa County residents lack access to exercise opportunities

## 2022 Community Health Needs Assessment

- A survey of adults in Iowa County was conducted by the Healthy Aging in Rural Towns (HeART) Coalition from July to August 2018. HeART is a partnership of The Iowa County HeART Coalition, The University of Wisconsin-Madison School of Nursing and the Office of Rural Health and is supported by Margaret A. Cargill Philanthropies. A total of 254 participants responded to the survey with the majority of participants aged 70 to 79 years. Loneliness and social isolation were identified as gaps in the health and wellbeing of older adults. The geography of the rural communities is thought to negatively impact transportation options and access to social opportunities. In addition, the survey respondents identified the ADRC, libraries, and churches as strengths within local communities. Although the study data is dated, it is still relevant because the current pandemic has intensified these same issues.

### *Available Resources:*

- The ADRC offers a program “Stepping On” for fall prevention.
- Upland Hills Health operates two fitness centers in Iowa County.
- Anytime Fitness offers a facility in Dodgeville, WI the Iowa County Seat.
- Second Harvest Food Bank: Established a partnership with Second Harvest Food Bank to provide healthy food and recipes for the Diabetes Wellness Program.
- Community Connections Free Clinic: Collaborate with the Community Connections Free Clinic to identify patients who would benefit from being enrolled in the program.
- Southwest Wisconsin Community Action Program: The Southwestern Wisconsin Community Action Program Food Pantry pick-up unused food to be distributed in their Dodgeville location.

## Priority: Aging Concerns

Iowa County residents are aging. There are health implications to an older community including the need for more health care services, senior living options, and programs and services that address social isolation and loneliness. Those over the age of 65 have a higher rate of utilization of health services. As residents age, their need for housing options (assisted living, long-term care, memory care) increase. Older adults in many cases do not drive, limiting access to services. Older adults have a higher rate of social isolation and loneliness due to the death of friends, families leaving the community (especially in rural areas), and limited transportation services. There are fewer social opportunities in most rural communities. (See detailed HeART Survey Results and U.S. Bureau of the Census, American Community Survey statistics in Appendices)

### *Facts:*

- According to the [www.countyhealthrankings.org](http://www.countyhealthrankings.org) (2022):
  - 20.1 % of Iowa County residents are over the age of 65.
- 30.7% of Iowa County households have one or more people over the age of 65.
- 28.2% of Iowa County residents age 65+ are living alone.
- Loneliness and social isolation were identified as gaps in the health and well-being of older adults. (2018 Iowa county HeART survey)
- Iowa County lost 65 licensed nursing home beds in 2022 when the county nursing home closed.
- Among older adults surveyed in the 2018 Iowa County HeART survey (University of Wisconsin):

## 2022 Community Health Needs Assessment

- 7.7% do not drive
- 5.4% have missed an appointment or have been unable to shop in the previous six months due to the lack of transportation
- 5.9% have no one they could call in an emergency
- 21% of Iowa County residents age 65+ are still actively employed.
- The majority of caregivers are between ages 60-69. (2018 Iowa county HeART survey)
  - 43.1% care for individuals that live with the caregiver
  - 43.1% care for individuals that live on their own
  - 40.6% care for a parent or parent-in-law
  - 37.5% care for a spouse
  - 60.8% struggle with managing their emotions
  - 58.1% struggle with meeting their personal needs such as personal time, exercise or sleep

### *Available Resources:*

- The ADRC offers multiple programs and services to the aging and disabled residents of Iowa County.
- UW-Extension and a Prevention Coordinator and Regional Dementia Care Specialist co-facilitate Powerful Tools for Caregivers class.
- Boost Your Brain and Memory, co-facilitated by Regional Dementia Care Specialist.
- The ADRC offers a CareAVan bus that transports Iowa County residents on a pre-determined schedule. A monetary donation is suggested for all trips.
- Southwest Wisconsin LIFT Ride is available on select days



## APPENDIX

### Demographics Information

	Iowa County	Wisconsin
Population	23,640	5,832,655
% below 18 years of age	22.0%	21.6%
% 65 and older	20.1%	18.0%
% Non-Hispanic Black	0.9%	6.4%
% American Indian & Alaska Native	0.3%	1.2%
% Asian	0.8%	3.1%
% Native Hawaiian/Other Pacific Islander	0.1%	0.1%
% Hispanic	2.0%	7.3%
% Non-Hispanic White	94.8%	80.5%
% non proficient in English	0%	1%
% Females	49.6%	50.2%
% Rural	79.9%	29.8%

**Source:** County Health Rankings [www.countyhealthrankings.com](http://www.countyhealthrankings.com)

## Healthy Aging in Rural Towns (HeART) Survey Results

The Healthy Aging in Rural Towns (HeART) Coalition was a grant funded position, lasting through September of 2021. The 2018 survey was a one-time component of the initial planning phases of the grant period. Although the coalition still meets monthly for partner networking and sharing, the coalition is no longer actively working towards specific objectives and some of the initial strategies to address the objectives were not addressed or had to be modified due to the pandemic. This HeART Coalition survey data was still considered during the 2022 – 2024 CHNA evaluation.

### Preventative Health and Wellness

ADULT – HeART Survey: July to August 2018, 254 participants between ages 70-79

#### Companionship:

- Loneliness and social isolation were identified as gaps in the health and well-being of older adults
- 89.9% of those surveyed selected that they did not utilize the companionship or visiting program because they did not need it
- Some individuals wished there was a companionship program
- Some individuals wished there was a hobby networking program/a group that played cards together

#### Services available:

- 70.6% of individuals are unsure of the services available that respond to the needs of people with Alzheimer’s disease or other dementias
  - 58.6% of those surveyed have not utilized information from the Aging and Disability Resource Center (ADRC)

#### Of those:

- o 78.4% said this was due to not needing the programs available
- o 13.5% of those said that it was due to lack of knowledge of the programs the ADRC provides

#### Self-care/physical activity:

- 31.9% have utilized health or exercise classes such as (Stepping On, Living Well with Diabetes, Tai Chi and Yoga)
- 24.7% utilized health fairs
- 22.3% utilized free preventative screenings (weight, blood pressure checks, etc.)
- 73.7% received their flu shot
- 9.3% attended support groups
- 21.4% received education regarding specific health concerns such as heart disease or diabetes

#### Community outings:

- 77.8% attend events such as festivals, school sports, parades, town hall meetings, etc.
- #### Of those:
- o 67.5% do so for the opportunity to be active member in the community

## 2022 Community Health Needs Assessment

- o 50.8% for family-friendly environment
- o 42.9% for family involvement in the events
- Some do not attend community events due to language barriers and other social concerns

### Assessment of home/community safety:

- 78.8% selected that they feel very safe in their community
- 35.8% live alone
- 54.5% have someone that regularly checks in with them (phone, text, email or visit)
- 93.6% have someone to call in an emergency other than 911

### CAREGIVER (Majority between ages 60-69)

#### Category of caregiver:

- 43.1% care for individuals that live with the caregiver
- 43.1% care for individuals that live on their own
- 40.6% care for a parent or parent-in-law
- 37.5% care for a spouse

#### Self-care/self-management of caregiver:

- 60.8% struggle with managing their emotions
- 58.1% struggle with meeting their personal needs such as personal time, exercise or sleep
- 56.8% must adjust their work schedule in order to be a caregiver and an employee
- 34.1% have challenges with their work due to stress, feeling guilt and having to take off extra time for appointments for the one they are providing care
- 12.5% of caregivers have utilized spiritual and grief counseling in the past 12 months

#### Involvement of caregiver and individual receiving care:

- 52.5% of caregivers feel very comfortable managing socialization (getting to church, card group, or family outings)
- 46.4% of caregivers have utilized information regarding connection to services and resources in the past 12 months
- 26.8% of caregivers have used resources to assist with getting other family involved in the past 12 months
- 51.4% of the people that are being cared for by a caregiver attend events such as festivals, school sports, parades, etc.
- Some do not attend these events due to: Accessibility, Weather, Overwhelming environment, Excess walking, No one to go with, Too tired, Depression

#### Assistance that caregivers have access to and desire:

- Some caregivers would like to have responsible individuals play board games with their loved ones
- 88.89% of caregivers know that Seniors United for Nutrition (SUN) exists and provides meals on wheels
- 62.5% of those who provide care have not participated in the SUN program
- 32% of caregivers have attended educational opportunities regarding how to care for yourself

while providing care for older adults

Utilization of the internet by caregivers:

- 25.8% of caregivers do not participate in educational opportunities due to the location and times not being convenient.
- 78.6% of caregivers use the internet as a way to learn about the illness or condition of the person they care for
- 31% of caregivers use the internet to find services in their community
- 21.4% of caregivers use the internet as a way to take a break from caregiving

### Access to Transportation

ADULT – HeART Survey: July to August 2018, 254 participants

Current Transportation Statistics:

- 92.2% currently drive
- 97.1% have a dependable vehicle or other form of transportation
- 10.4% need transportation assistance
- 5.4% have missed appointments or been unable to shop due to transportation issues in the last 6 months
- 91.4% drive themselves to appointments, meetings, errands and events
- 24.1% have a friend or relative provide transportation
- 11.4% walk
- 6.1% use other form of transportation
- 2.9% utilize an agency or service van for older adults and people with a disability (like Southwest CAP Lift or Driver Escort Program)
- 1.6% use their bicycle
- 0.8% use a taxi
- Many individuals wish there were places for individuals to be dropped off in parking lots. Also, priority parking may be beneficial

Transportation Services Utilization and Desires:

- 19.4% of those in the HeART survey had used transportation services in the past 6 months.
- 87.2% of those surveyed selected that they did not need to utilize the Transportation services
- 14.4% utilized pharmacy deliveries to home
- 92.4% of those surveyed selected that they did not need to utilize the pharmacy home delivery service.
- Some individuals wished there was a grocery delivery system
- Some individuals wished there was a transportation service specifically for doctor's appointments
- Some individuals wished there was a transportation service available for non-emergent needs
- Some individuals wished there was an easier accessible taxi service
- Some individuals indicated the desire for there to be a bus system so individuals that are located out of town are able

Seniors United for Nutrition Program (SUN):



- 91.5% selected that they knew of the Seniors United for Nutrition (SUN) Program that provides Meals-on-Wheels and Meal Sites.
- 80.2% selected that they have not utilized the Senior United for Nutrition (SUN) Program.
- 57.9% learned about SUN through the newspaper/agency newsletters
- 56.2% learned about SUN through the ADRC

Community Involvement:

- Reasons why individuals do not attend community events
  - o Some individuals stated that they do not attend community events due to the traffic and poor driving conditions
  - o Some individuals do not enjoy attending events for they do not want to go alone
  - o Accessibility to affordable, accommodating transportation
  - o Inadequate handicap parking
  - o Distance

CAREGIVER (Majority between ages 60-69)

- 53.8% of caregivers feel very comfortable dropping of the person at a building entrance while they park the care
- 52.6% of caregivers feel very comfortable transferring person to and from the care and or wheelchair
- 12.5% of caregivers have used transportation services in the past 12 months

IOWA COUNTY  
**Heart**  
COALITION  
**Healthy Aging in Rural Towns**

## Questions Asked to Develop the County Plan on Aging

Every three years, the Aging and Disability Resource Center, or ADRC, located in Iowa County includes the input of older people to develop a County Plan on Aging. This is a mandate of the Older American's Act to secure funding. This plan also outlines an agenda for developing and strengthening current programs to meet the needs of older people in Iowa County. ADRC's first step in Community Engagement is surveying the residents of Iowa County. All community members were encouraged to provide feedback as it relates to services their parents, grandparents or elderly and disabled neighbors may need to remain independent and healthy as they age.

Below is the 2022 Survey:

Please circle the correct answer:

- |   |          |
|---|----------|
| Are you over the age of 60?                   | YES / NO |
| Are you a caregiver?                          | YES / NO |
| Have you ever used ADRC services in the past? | YES / NO |

What areas would you like to learn more about? (Select all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Technology          | <input type="checkbox"/> Brain Health    |
| <input type="checkbox"/> Caregiver Resources | <input type="checkbox"/> Healthy Aging   |
| <input type="checkbox"/> Nutrition           | <input type="checkbox"/> Transportation  |
| <input type="checkbox"/> Health Equity       | <input type="checkbox"/> Scam Prevention |
| <input type="checkbox"/> Other               |  |

List services or events you have seen or heard in other communities that you think would be helpful to seniors in Iowa County.

What are the most important issues facing older adults today? (Select all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Alzheimer's or Dementia/Memory Loss                | <input type="checkbox"/> Affordable Health Care              |
| <input type="checkbox"/> Being Able to Stay in My Own Home                  | <input type="checkbox"/> Crime/Fraud/Abuse                   |
| <input type="checkbox"/> Falling  | <input type="checkbox"/> Financial Security/Money to Live On |
| <input type="checkbox"/> Not Being Able to Drive                            | <input type="checkbox"/> Not Knowing Where to Turn for Help  |
| <input type="checkbox"/> Nursing Home Placement                             | <input type="checkbox"/> Nutrition/Not Being Able to Cook    |
| <input type="checkbox"/> Chronic Diseases such as Diabetes, Arthritis, etc. | <input type="checkbox"/> Other, Please List                  |

What are some of the biggest challenges to remaining in your home as you age?

What kind of resources do you think will be needed in the future (next 5-10 years) to help older adults and those with a disability remain as independent as possible? Think new and innovative or tried and true staple services.

List any examples of racial inequalities you have seen/heard in Iowa County.

## Additional Data Resources

American Community Survey (ACS) <https://www.census.gov/programs-surveys/acs>  
Data USA <https://datausa.io/profile/geo/iowa-county-wi>