
EXECUTIVE SUMMARY

The 2021-2024 Eau Claire County Community Health Improvement Plan (CHIP) is the result of recent community health planning efforts led by two local coalitions: Eau Claire Healthy Communities (Healthy Communities) and The Alliance for Substance Misuse Prevention (Alliance).

The CHIP outlines goals, objectives, and strategies to guide the work of addressing community health needs in Eau Claire County for the next three years. Partner organizations across multiple sectors of our community will use this community-owned plan to direct programs and policies to create a healthier Eau Claire County for all.

There are two major phases in this community health planning effort: a community health assessment (CHA) and a community health improvement plan (CHIP). This two-phase process lets community members and partners review health data and give their opinions on Eau Claire County’s most pressing health issues.

As they participated in the CHA, county residents named top health priorities and identified local assets and resources. In the 2021 CHA, community members picked drug use, mental health, alcohol misuse, obesity, and healthy nutrition as Eau Claire County’s top five health priorities. The 2021-2024 CHIP will address these five priorities, along with continuing efforts to promote healthy relationships and oral health.



All Eau Claire County residents deserve equal opportunity to be healthy. Those engaged in the CHIP development process kept a crucial focus on health equity. We must ensure efforts to improve the county’s health will reach the community members whose lives are most affected by significant health issues. The CHIP includes strategies to improve the social and physical conditions for community members with the most serious health needs. As the CHIP is implemented in our community, engaging with populations most in need and striving for health equity will remain priorities.

The health initiatives included in the CHIP span multiple sectors. The CHIP relies on the resources and collaborative efforts of a wide range of county stakeholders. It reflects the work of many dedicated people and organizations who are working to improve health across our county.

It takes all of us to improve the health of the community. Over the next three years, Healthy Communities, the Alliance, and community partners will implement evidence-based practices and evaluate our progress toward improving our health priorities. The goal is to make Eau Claire County a place where everyone can attain health.

View the CHA, CHIP, and health priority work plans at www.ehealthycommunities.org. There are many ways to get involved! Learn more at www.ehealthycommunities.org or www.getinvolvedasap.org.

Community Health Improvement Plan Overview

County Health Ranking and Roadmaps Take Action Cycle was the model framework used to guide the community health improvement process. Key steps were:

- A review of key health findings from the 2021 Community Health Assessment, including qualitative data from surveys and community conversation events, and quantitative data from local, state, and national health indicators.
- A review of evidence-based practices through “What Works for Health,” state and national health plan initiatives, and additional resources.
- The identification of strategies based on evidence, community input, and community assets. Strategies were also chosen to align with state and national health plans.
- A consideration of populations with disparate health outcomes when selecting strategies.
- The development of detailed work plans to track progress and share outcomes with the community.

Summary of 2021-2024 Community Health Improvement Plan Goals

Health Priority	Goal
 Drug use	Reduce and prevent illegal drug use and misuse of prescription drugs in Eau Claire County.
 Mental health	Strengthen social and emotional wellness for all Eau Claire County residents.
 Alcohol misuse	Reduce and prevent alcohol misuse among youth and adults in Eau Claire County.
 Obesity	Promote active lifestyles for Eau Claire County residents at all life stages.
 Healthy nutrition	Increase consumption of healthy foods and beverages for all Eau Claire County residents.
 Healthy relationship promotion	Create a culture that fosters healthy relationships for all Eau Claire County residents.