

BROWN COUNTY COMMUNITY HEALTH IMPROVEMENT PLAN

2025 ANNUAL REPORT

A Community Health Improvement Plan (CHIP) is a long-term effort to address public health problems in a community.

The Brown County CHIP is a collaborative effort led by the Beyond Health Steering Committee. Together with other local organizations, efforts and resources are focused on the goals identified in the CHIP.

The purpose of this report is to summarize the work done in the Brown County community throughout 2025 to address the goals of the CHIP.

Find the full CHIP here: <https://www.stayhealthybc.com/residents/community-health/community-health-improvement-plan/>



FOCUS AREA #1: MENTAL HEALTH AND SUBSTANCE USE

Goal 1: Decrease number of poor mental health days.

Lead: Brown County Coalition for Suicide Prevention (BCCFSP)

Objective 1: By the end of 2027, increase number of community members participating in mental health trainings.

- 483 community members participated in trainings, including Question, Persuade, Respond (QPR) Gatekeeper Training, VA SAVE Training, Mental Health First Aid, and Signs of Suicide (SOS) Training.
- Three new Mental Health First Aid trainers and two QPR trainers were trained.

Objective 2: By the end of 2027, increase community events to build social connectedness, reduce stigma, and increase community awareness around mental health resources.

- Several events were held, including Table Talks, Loss Support meetings, the Northeast WI Suicide Prevention Summit, and the Be The Light Walk.

Goal 2: Prevent excessive alcohol use.

Lead: Brown County Coalition for Change

Objective 1: By the end of 2027, increase public knowledge of/education around responsible consumption of alcohol and alternatives.

- Section Yellow held a sober tailgate for the first five home Packer games at Stadium View.
- A public facing Facebook Page, Section Yellow Nation, was added to expand awareness of Section Yellow's efforts.
- Section Yellow was featured in the Wallstreet Journal in a story about normalizing sobriety in a drinking culture.



*BCCFSP members at the Northeast
WI Suicide Prevention Summit*

Goal 3: Increase resources to prevent opioid-related overdoses.

Lead: Brown County Coalition for Change

Objective 1: By the end of 2027, reduce barriers to prevention and treatment services.

- The coalition worked on a new website and establishing subgroups that meet regularly, which are Prevention, Recovery, Retention, and Section Yellow.
- Fentanyl and xylazine test strips were purchased and distributed to community organizations and members.
- The coalition sponsored the 3rd Annual Recovery Awareness and Memorial Walk hosted by Dalmont Pheonix Foundation and the Mandolin Foundation.

Community Wins

The Greater Green Bay YMCA installed a new Public Health Vending Machine outside of the Ferguson Family YMCA. The vending machine provides Narcan, fentanyl test strips, and personal care products.

N.E.W. Community Clinic opened a new behavioral health clinic that will provide medication-assisted treatment (MAT) for substance use disorders.

FOCUS AREA #2: HEALTHY AND SAFE HOMES

Goal: Increase access to economically attainable and safe housing.

Lead: Brown County Homeless and Housing Coalition

Objective 1: By the end of 2027, increase rent-based education programming available to Brown County tenants.

- The Brown County Rent Smart Collaboration hosted its first in-person Rent Smart cohort.
- The Salvation Army of Greater Green Bay also hosted two Rent Smart cohorts.

Objective 2: By the end of 2027, increase resources to support landlords providing economically attainable housing options in Brown County.

- The Landlord Engagement Workgroup service providers (House of Hope, Golden House, Salvation Army, Catholic Charities, Brown County Housing Authority, and NEWCAP) presented on services and programs at the Apartment Association of Northeast Wisconsin's meeting.

Community Wins

The Salvation Army of Greater Green Bay's Tenant Success Fund was launched with funding from The Greater Green Bay Community Foundation's One Community Fund. This fund helps remove barriers that people may face when accessing rental units – such as evictions, credit, or rental history. The funding helps landlords cover risks like missed rent payment or damages. Support is also provided to households enrolled in the program through tenant education courses and case management.

FOCUS AREA #3: PATHWAYS TO HEALTHCARE

Goal: Help people get the right medical care when and where they need it.

Lead: Pathways to Healthcare Workgroup

Objective 1: By the end of 2027, reduce preventable emergency department visits at all healthcare systems.

Objective 2: By the end of 2027, increase participation in community-based chronic disease prevention programming at participating organizations.

Objective 3: By the end of 2027, expand evidence-based screening and intervention programs across a lifespan at all participating locations.

- The groundwork was laid for this new group by inviting partners to the table, developing objectives and strategies, and identifying lead representatives for each strategies. Organizations represented by this group include Prevea, HSHS, Emplify, Aurora BayCare, N.E.W. Community Clinic, Aging and Disability Resource Center (ADRC), De Pere Health Department, and Brown County Public Health.

Community Wins

The ADRC recruited four new facilitators for Healthy Living with Diabetes.

The new multi-disciplinary Food is Medicine workgroup was launched.

Do you have a community win to submit for the 2026 CHIP Annual Report?

Submit it here: <https://form.jotform.com/260186503065049> or scan the QR code.

If you'd like to get involved in Beyond Health or any of the focus areas, email bc_health@browncountywi.gov to learn more.

