

**Northwoods  
COPE  
Coalition**  
*Community, Outreach, Prevention & Education*

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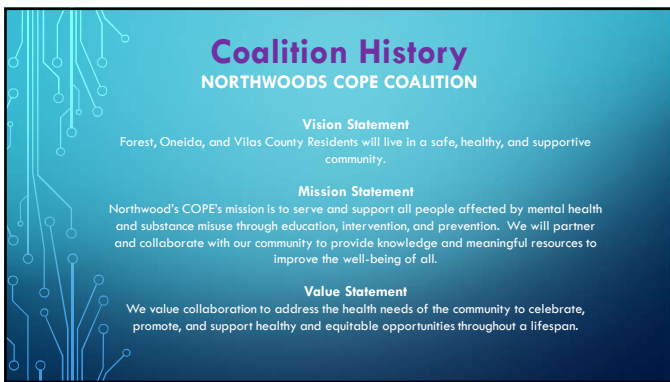
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**Coalition History**  
NORTHWOODS COPE COALITION

**Vision Statement**  
Forest, Oneida, and Vilas County Residents will live in a safe, healthy, and supportive community.

**Mission Statement**  
Northwood's COPE's mission is to serve and support all people affected by mental health and substance misuse through education, intervention, and prevention. We will partner and collaborate with our community to provide knowledge and meaningful resources to improve the well-being of all.

**Value Statement**  
We value collaboration to address the health needs of the community to celebrate, promote, and support healthy and equitable opportunities throughout a lifespan.

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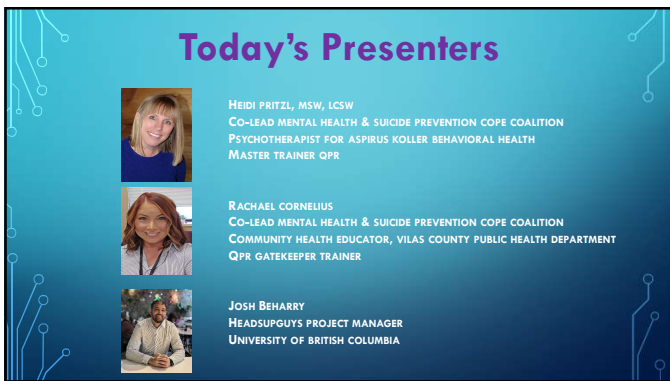
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**Today's Presenters**

**HEIDI PRITZL, MSW, LCSW**  
CO-LEAD MENTAL HEALTH & SUICIDE PREVENTION COPE COALITION  
PSYCHOTHERAPIST FOR ASPIRUS KOLLER BEHAVIORAL HEALTH  
MASTER TRAINER QPR

**RACHAEL CORNELIUS**  
CO-LEAD MENTAL HEALTH & SUICIDE PREVENTION COPE COALITION  
COMMUNITY HEALTH EDUCATOR, VILAS COUNTY PUBLIC HEALTH DEPARTMENT  
QPR GATEKEEPER TRAINER

**JOSH BEHARRY**  
HEADSUPGUYS PROJECT MANAGER  
UNIVERSITY OF BRITISH COLUMBIA

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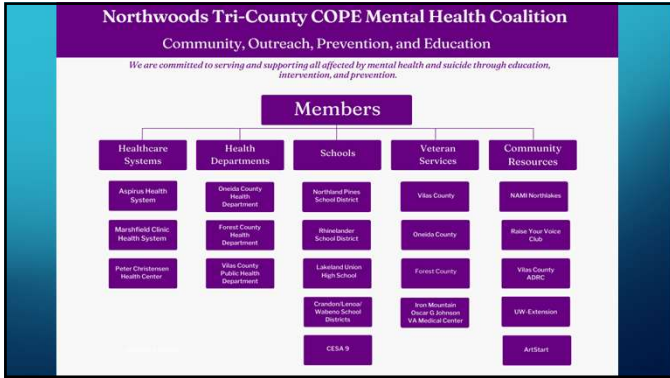
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### Certified in Health Privacy Compliance (CHPC)

NORTHWOOD'S COPE COALITION

**Purpose:**  
To work together to help transform the health of Oneida, Forest, and Vilas counties. Through participating in collaborative efforts, the CHPC will be an integral player in community health improvement, decisions, activities, implementation and evaluation of the community health improvement plan.

**Role of CHPC:**

- Review data re: health indicators
- Assure correct health indicators are chosen to assess community health
- Assist in identifying gaps/needs in community
- Assure progress towards overarching goals
- Evaluate progress of community health improvement plan (CHIP)
- Assist in selecting future priorities
- Be an advocate for the CHIP and strategies being implemented by coalitions
- Foster a healthy community
- Provide insight on how strategies may work in your population/sector
- Brainstorm potential strategies that impact overarching goals and priority areas
- Provide insight re: data trends in your population/sector

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### United States Statistics

**Centers for Disease & Control (CDC):**

- Suicide is the 11th leading cause of death in the US.
- In 2022: 49,449 Americans died by suicide.
- Overall suicide deaths increased by 2.6% from 2021-2022 but decreased amount American Indian/Alaska Native people and Youth.
- There were an estimated 1.20M suicide attempts.
- Number of suicide highest in middle-aged white men.
- People aged 85 and over had the highest rate of suicide.
- By age group, the largest statistically significant percentage increase from 2020 to 2021 was for males aged 15-24, by 8%. Rates also increased for males in age groups 25-34, 35-44, and 65-74, with no significant declines for any age group.
- On average, there are 138.9 suicides per day. That is 1 every 11 minutes
- Firearms accounted for 55% of all suicide deaths.
- 93% of adults surveyed think suicide can be prevented.

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## Wisconsin State Statistics

**Centers for Disease & Control (CDC) & Department of Health Services (DHS):**

- 921 Wisconsinites died by suicide in 2022.
- Majority of suicide deaths were male.
- The suicide rate was highest among individuals ages 45-54.
- Suicide is the second leading cause of death among 10-19-year-olds.
- 71% of all deaths by firearm in Wisconsin were suicide deaths.
- Prescription medications were the most common type of substances determined to contribute to death among poisoning suicides.
- Nearly 1 in 4 individuals who died by suicide had a previous attempt.
- Approximately 1 in 4 individuals who died by suicide had reported physical health problems.
- 1 in 5 individuals who died by suicide had a reported job problem, financial problem, or both.

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## Local County Statistics

**Figure 5. Suicide rate in rural counties was higher than urban counties, 2013-2017.**

**Age-adjusted suicide rate per 100,000**

- Rural Counties: 15.8/100,000
- Urban/Suburban Counties: 14.6/100,000

Data source: Behavioral Risk Factor Surveillance System, Office of Health Information, Division of Public Health, Wisconsin Department of Health Services, 2013-2017; Counties classified by National Center for Health Statistics, 2013; Urban-Rural Classification.

County	Rate
Shawano	29.4
Ashland	28.7
Vilas	23.2
Price	22.9
Chiroqui	19.3

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## Youth Risk Behavior Assessment (YRBS)

**The YRBS System measures behaviors that fall into 6 categories:**

1. Behaviors that contribute to unintentional injuries and violence;
2. Sexual behaviors that contribute to unintended pregnancy and sexually transmitted diseases, including HIV infection;
3. Alcohol and other drug use;
4. Tobacco use;
5. Unhealthy dietary behaviors; and
6. Inadequate physical activity.

- The public has access to state, school, and county-wide data.
- The survey is completed every 2 years.
- Go to the [DPI Wisconsin Youth Risk Behavior Survey Website](https://dpi.wi.gov/sppww/yrbs) ([dpi.wi.gov/sppww/yrbs](https://dpi.wi.gov/sppww/yrbs)) for graphs, information and press releases.

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## Question, Persuade, Refer (QPR)

<p><b>Schools</b></p> <ul style="list-style-type: none"> <li>Administration</li> <li>Teachers/Staff</li> <li>Students 9-12</li> <li>Raise Your Voice Club</li> <li>Project Aware</li> <li>Coaches</li> </ul>	<p><b>Goals for 2024-2025</b></p> <ul style="list-style-type: none"> <li>Aspirus Health Care All Staff</li> <li>Raise Your Voice Club</li> <li>Channel 9 Staff</li> <li>Channel 12 Staff</li> <li>Bartender Association</li> <li>Bar &amp; Restaurant Owners</li> </ul>	
<p><b>Community</b></p> <ul style="list-style-type: none"> <li>ADRC</li> <li>Church members and leaders</li> <li>Chamber of Commerce</li> <li>Libraries</li> </ul>	<p><b>Hospitals-Clinics</b></p> <ul style="list-style-type: none"> <li>Doctors/NP</li> <li>RN/CMA</li> <li>Wellness Champions</li> <li>Psychotherapists and Psychologists</li> </ul>	

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## 988 Campaign




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## Access to Means Campaign

**1. Local Pharmacy Participation in 988 Sticker Campaign:**

- Walgreens
- Trig's (Eagle River and Rhinelander)
- Hometown Pharmacy (Eagle River, St. Germain, Land O Lakes)
- Aspirus Health System

**2. Live Today, Put it Away...**  
 Forest, Vilas, Oneida  
<https://reachoutwis.org/live-today-put-it-away/>  
 CaptainJohnDMasonProgram@mcw.edu




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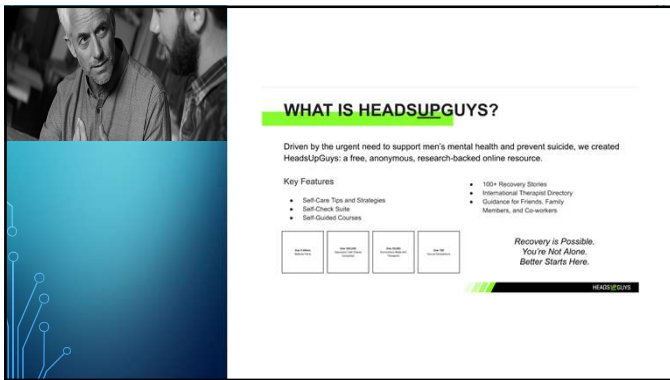
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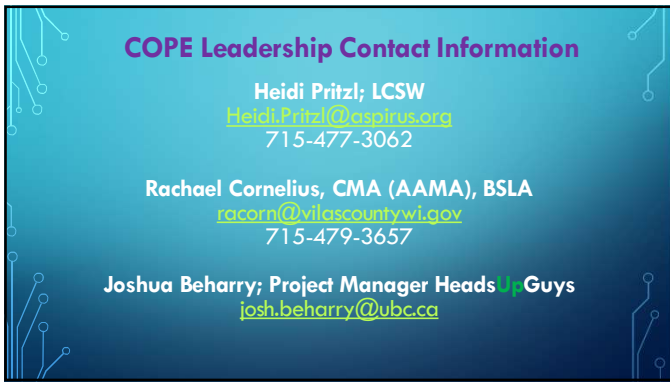
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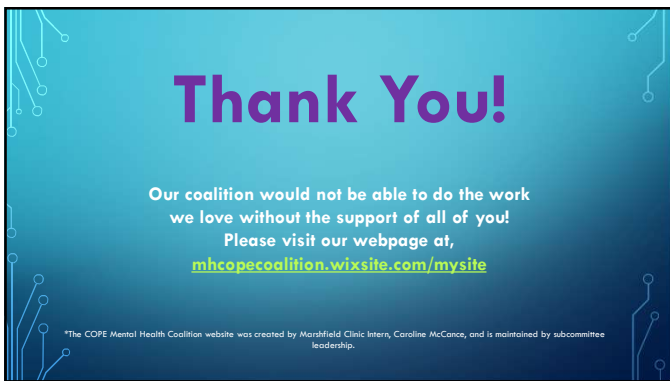
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