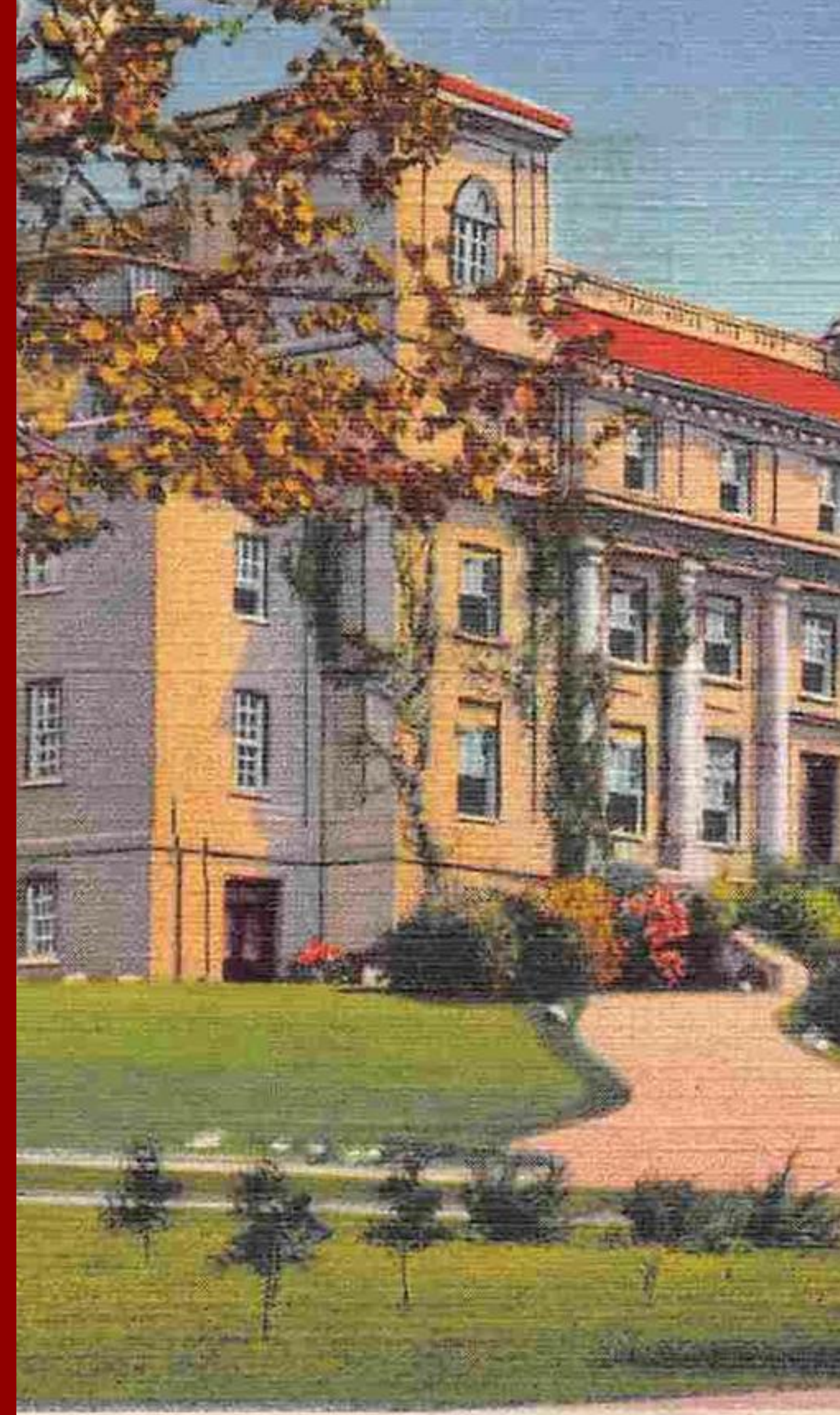


# Institute of Health & Well-Being

Working with Communities to Address  
Mental Health in Northern Wisconsin




# Mental Health in Wisconsin



**1 in 5 U.S. adults** experience mental illness each year.



**859,000 adults** in Wisconsin have a mental health condition.

 That's more than **3X** the population of Madison.



Source: NAMI Wisconsin Wisconsin State Fact Sheet

<https://www.nami.org/NAMI/media/NAMI-Media/StateFactSheets/WisconsinStateFactSheet.pdf>



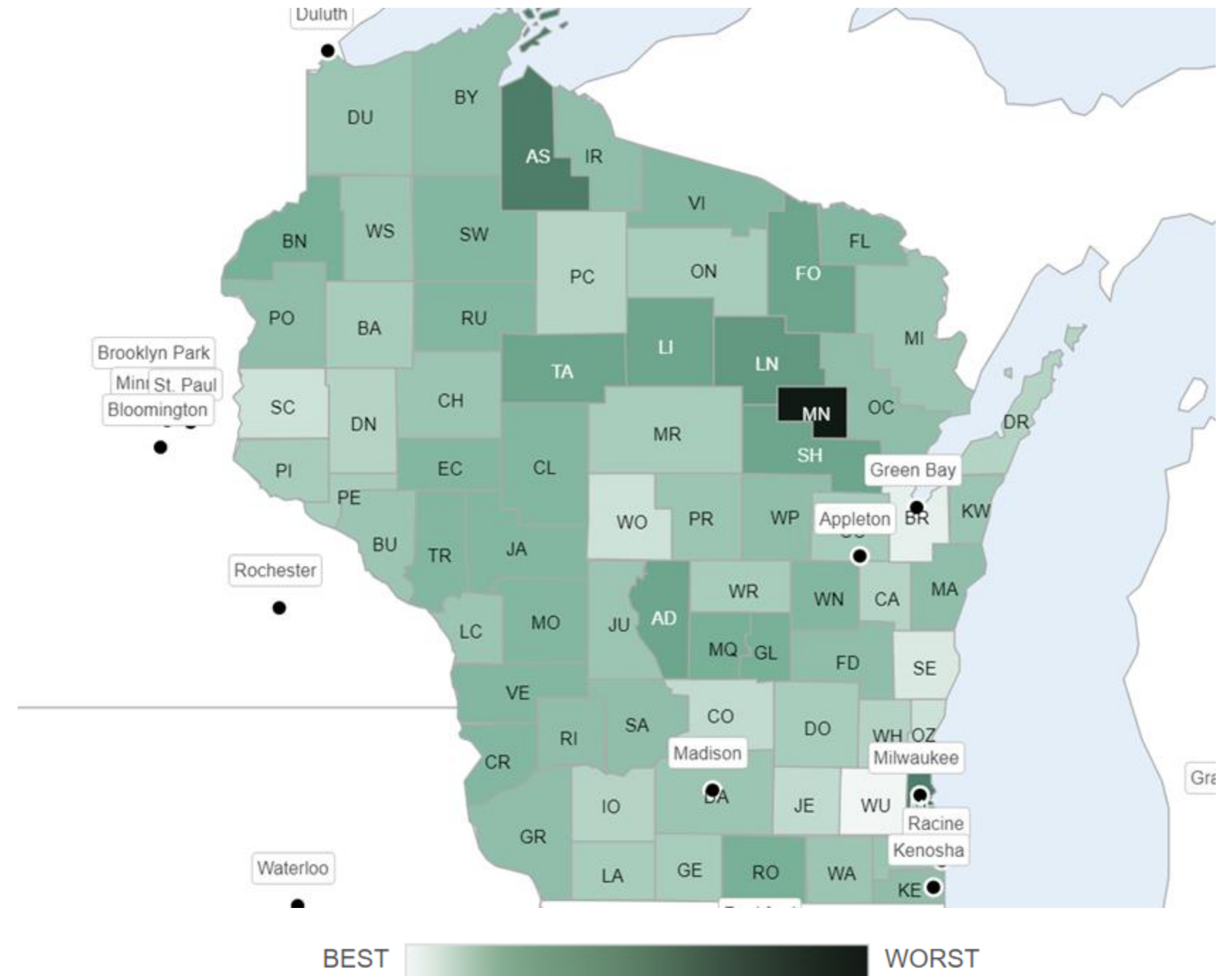
Data

# Reported Poor Mental Health Days

In Wisconsin, adults reported that their mental health was not good on 4.8 of the previous 30 days.

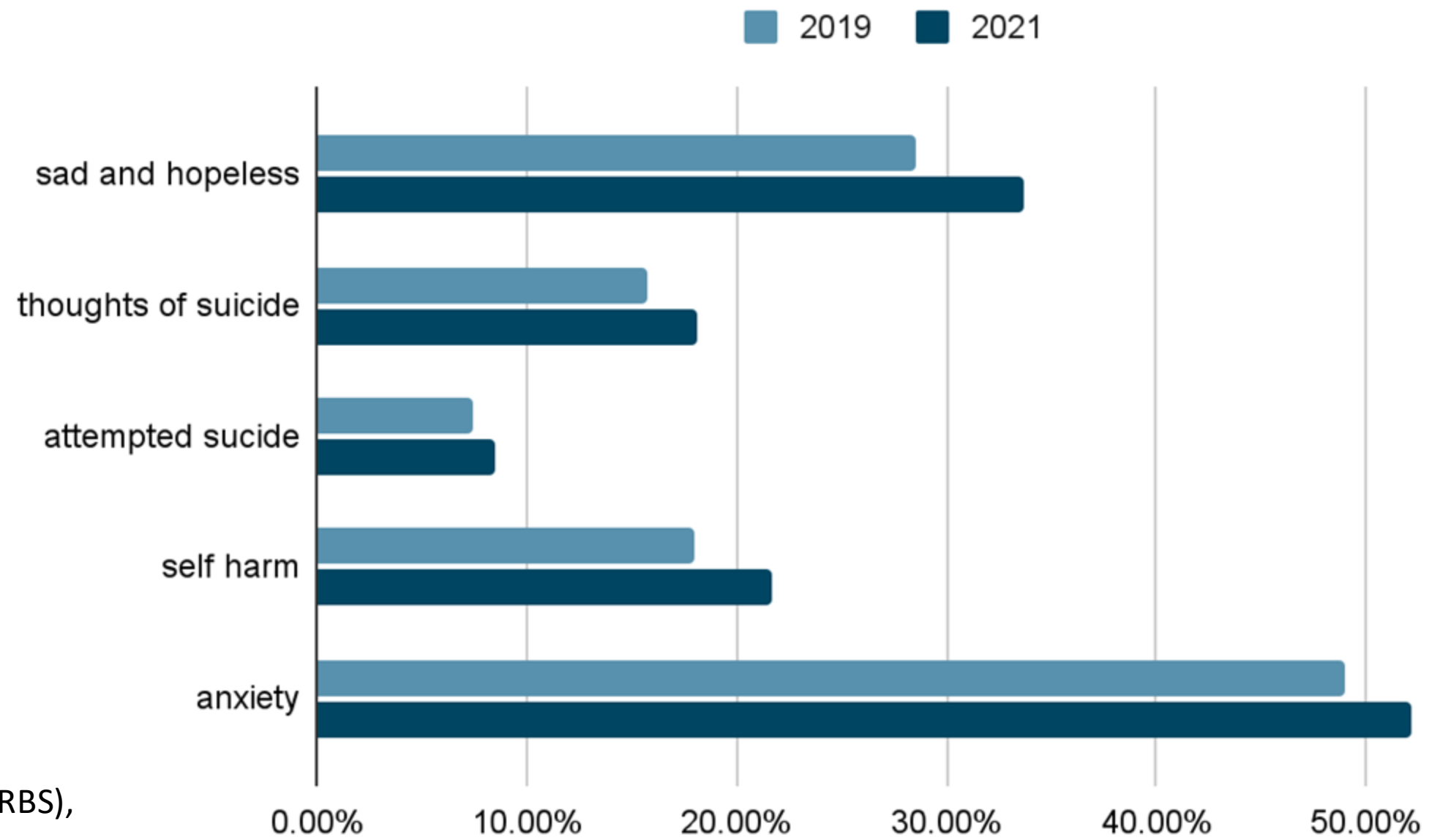
This ranged from 4.0 to 6.1 days across counties in the state.

Source: County Health Rankings for Wisconsin. The 2024 Annual Data Release used data from 2021 for this measure.



# YRBS 2019-2021

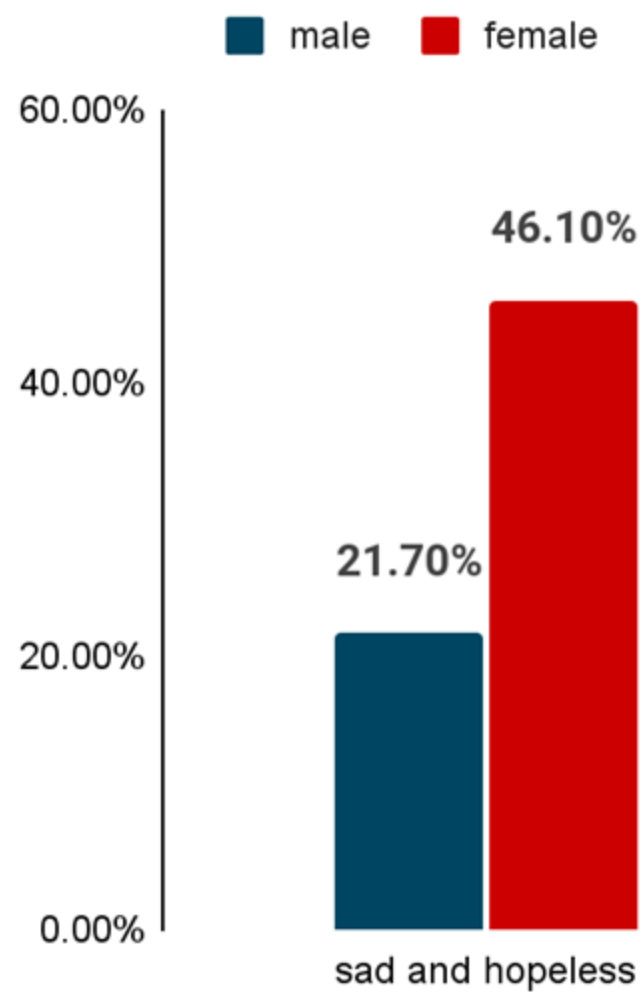
% of Youth



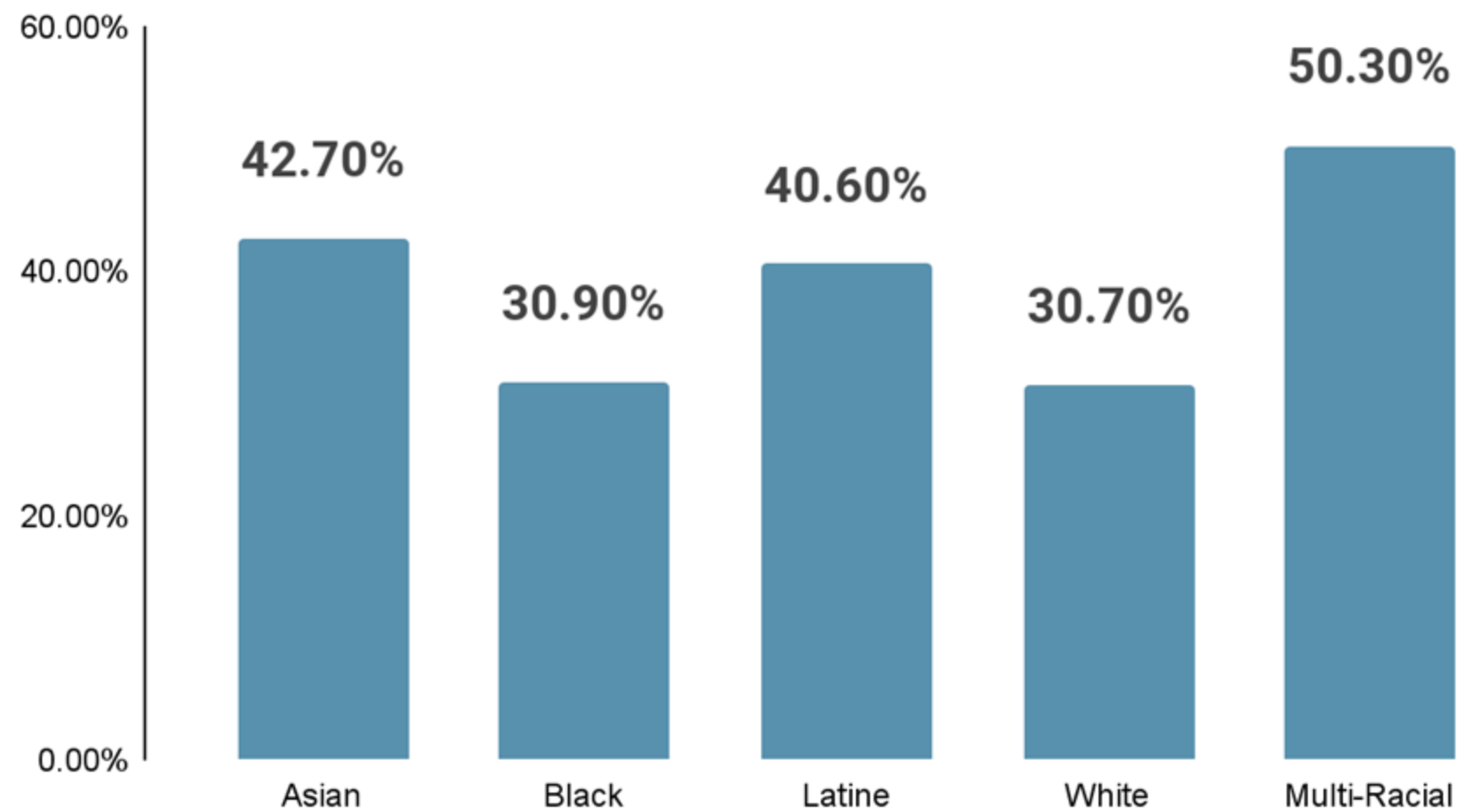
Source: Youth Risk Behavior Survey (YRBS),  
Department of Public Instruction

# YRBS 2021

% of youth



% of youth who feel sad and hopeless

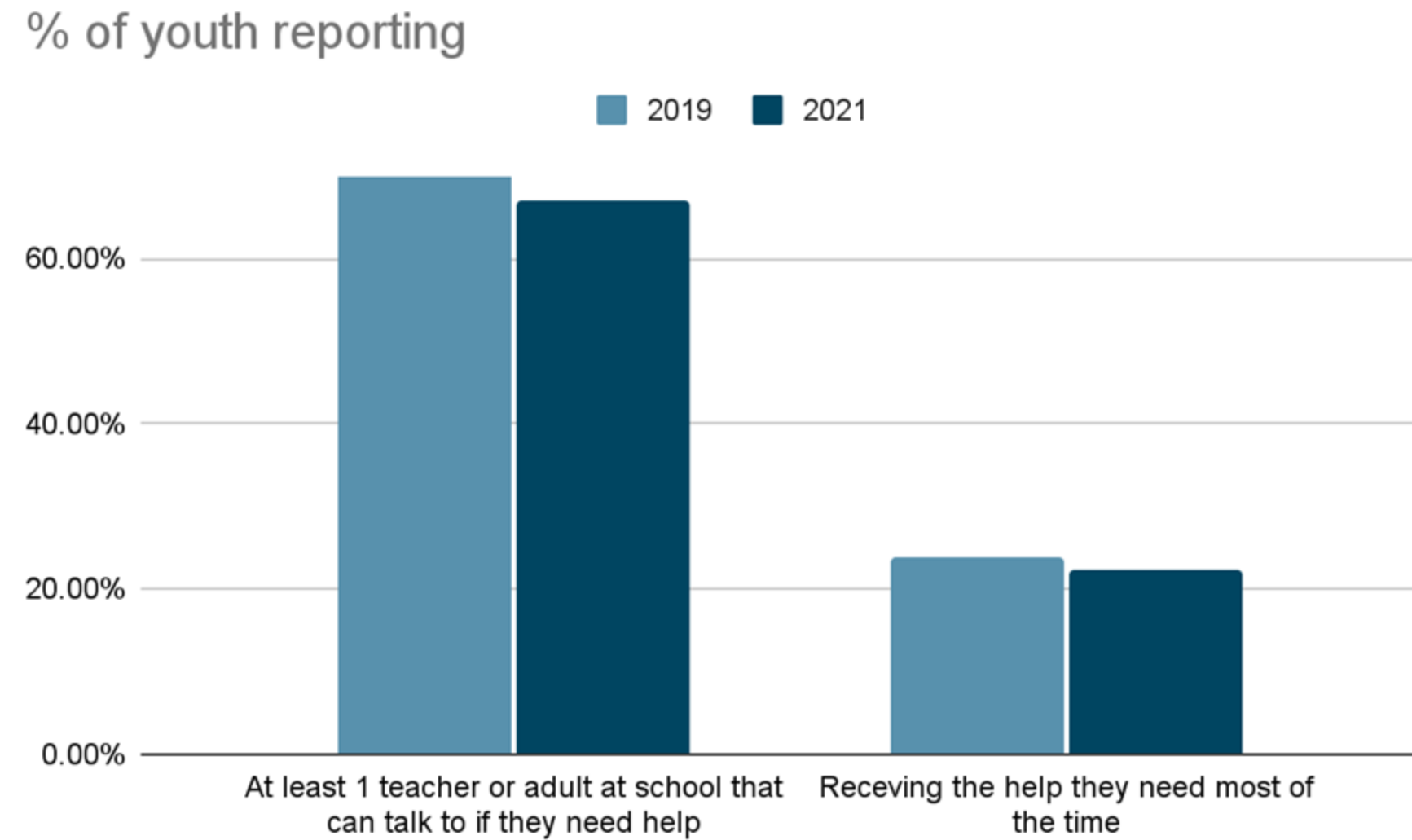


Source: Youth Risk Behavior Survey (YRBS),  
Department of Public Instruction



Data

# YRBS 2019-2021



Source: Youth Risk Behavior Survey (YRBS),  
Department of Public Instruction

# A Sensitive Time

**50%** of mental illnesses begin before age 14 worldwide

**75%** of mental illnesses begin before young adults reach their mid-20s

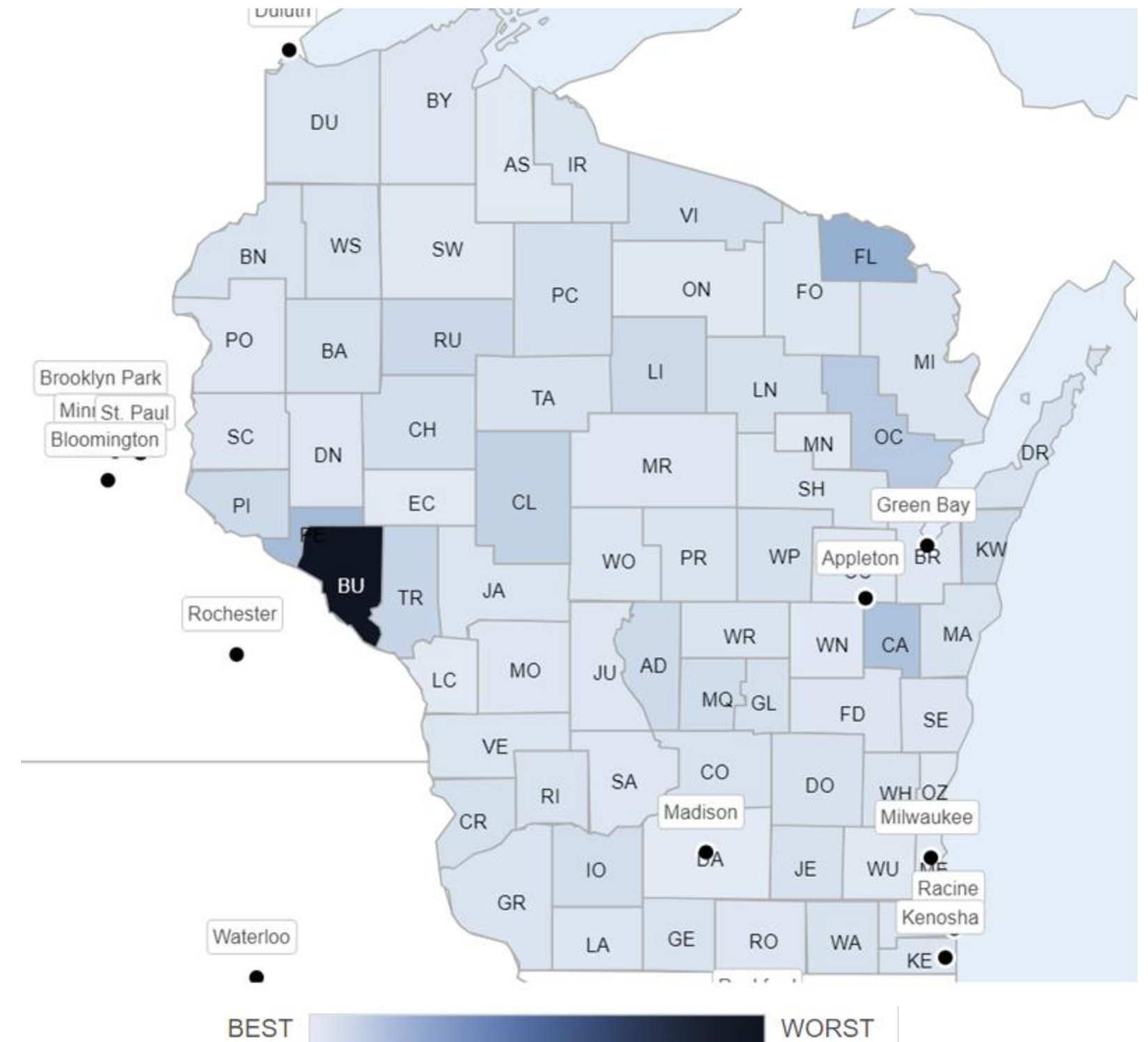


# Access to Mental Health Providers

There is 1 mental health provider per 400 people registered in Wisconsin.

This ranged from 1 per 13,390 people to 1 per 210 people across counties in the state.

Source: County Health Rankings for Wisconsin. Used 2023 data.





# Access to Mental Health Providers for Young People

## Clinical Care

2023 Indicators   An * marks new or updated data	US Current	WI Baseline	WI Current	
Psychiatrists (statewide count)*	NA	340	370	?
School Social Workers (statewide count)*	NA	673	772	?
School Counselors (statewide count)*	NA	2122	2251	?
School Psychologists (statewide count)*	NA	957	1028	?
Difficulty obtaining mental health services	47%	45%	50%	?
Children with mental conditions who did not receive treatment (ages 3–17)	48%	47%	49%	?
Doctors who did not ask about parental concerns with learning, development, or behavioral problems (ages 0–5)	70%	62%	66%	?

Though increasing, counts of community and school-based mental health professionals are far below recommended levels. Growing the workforce is key to addressing Wisconsin's youth mental health crisis.

Half of Wisconsin youth with a diagnosed mental health condition such as depression, anxiety, or behavioral problems receive no treatment.

Source: Office of Children's Mental Health 2023 Annual Report



# Impact



4,515 people in Wisconsin are homeless and **1 in 5 live with a serious mental illness.**



On average, 1 person in the U.S. **dies by suicide every 11 minutes.**

In Wisconsin, **888 lives were lost to suicide** and 231,000 adults had thoughts of suicide in the last year.

**1 in 4 people with a serious mental illness has been arrested** by the police at some point in their lifetime –



leading to over **2 million jail bookings** of people with serious mental illness each year.

About **2 in 5 adults** in jail or prison have a history of mental illness.



**7 in 10 youth** in the juvenile justice system have a mental health condition.

Source: NAMI Wisconsin Wisconsin State Fact Sheet  
<https://www.nami.org/NAMI/media/NAMI-Media/StateFactSheets/WisconsinStateFactSheet.pdf>

# **UW-Madison Division of Extension Positioned to Support Well-Being Across Wisconsin**



# Collaboration with UW-Madison

- Educators translate research from specialists and faculty into practical solutions for unique local needs
- Extension delivers a statewide network of outreach that can support and inform campus research needs



# Behavioral Health



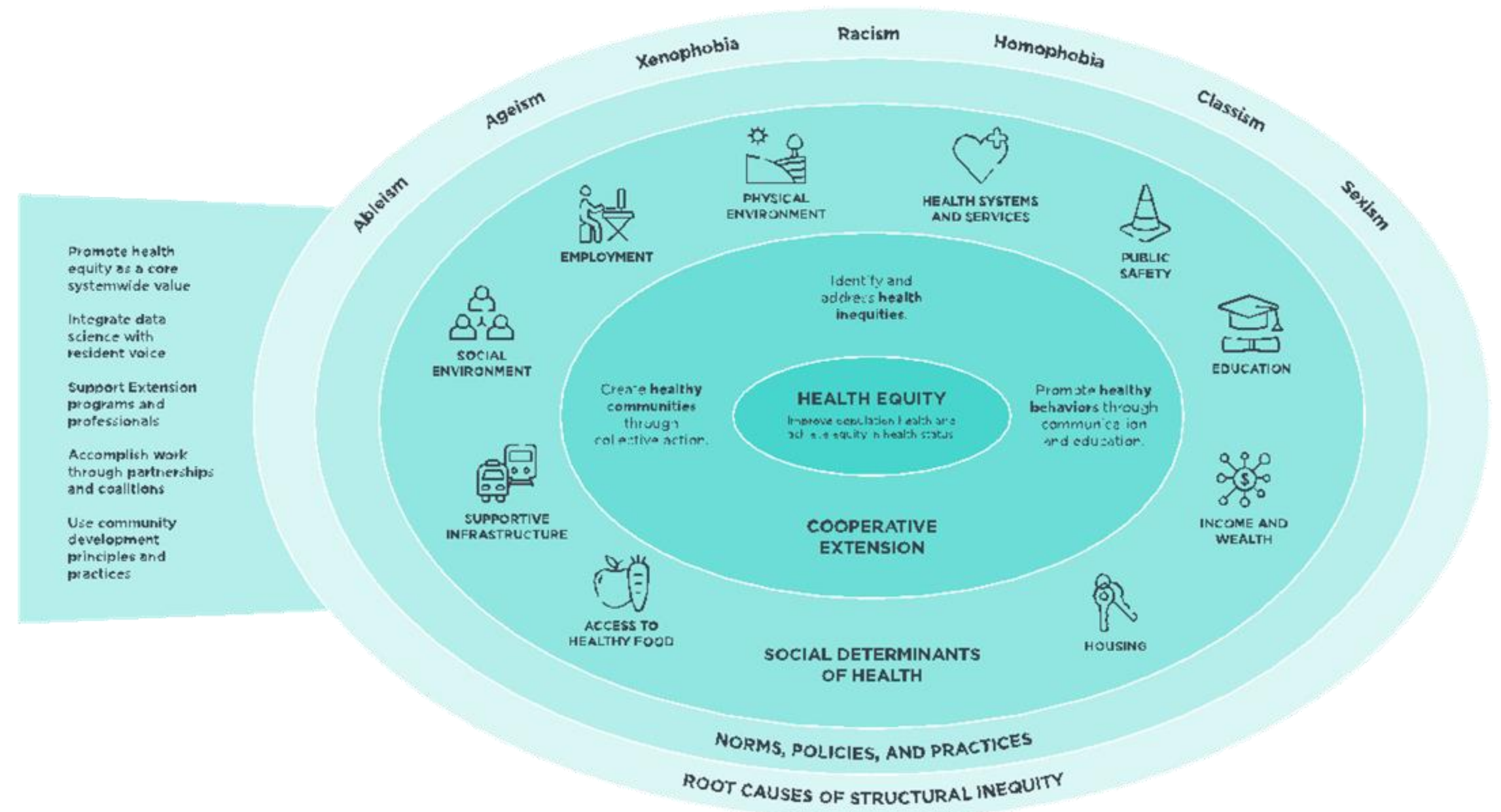
**Mission:** To promote positive mental health by supporting individuals in developing and practicing activities to improve self-regulation and foster resilience.

We strive to create community environments and conditions that support mental health while reducing stigma and health disparities.



# Advancing Health Equity

- Equitable foundations
- Multi-level prevention
- Informed approaches
- Authentic partnerships



# Behavioral Health



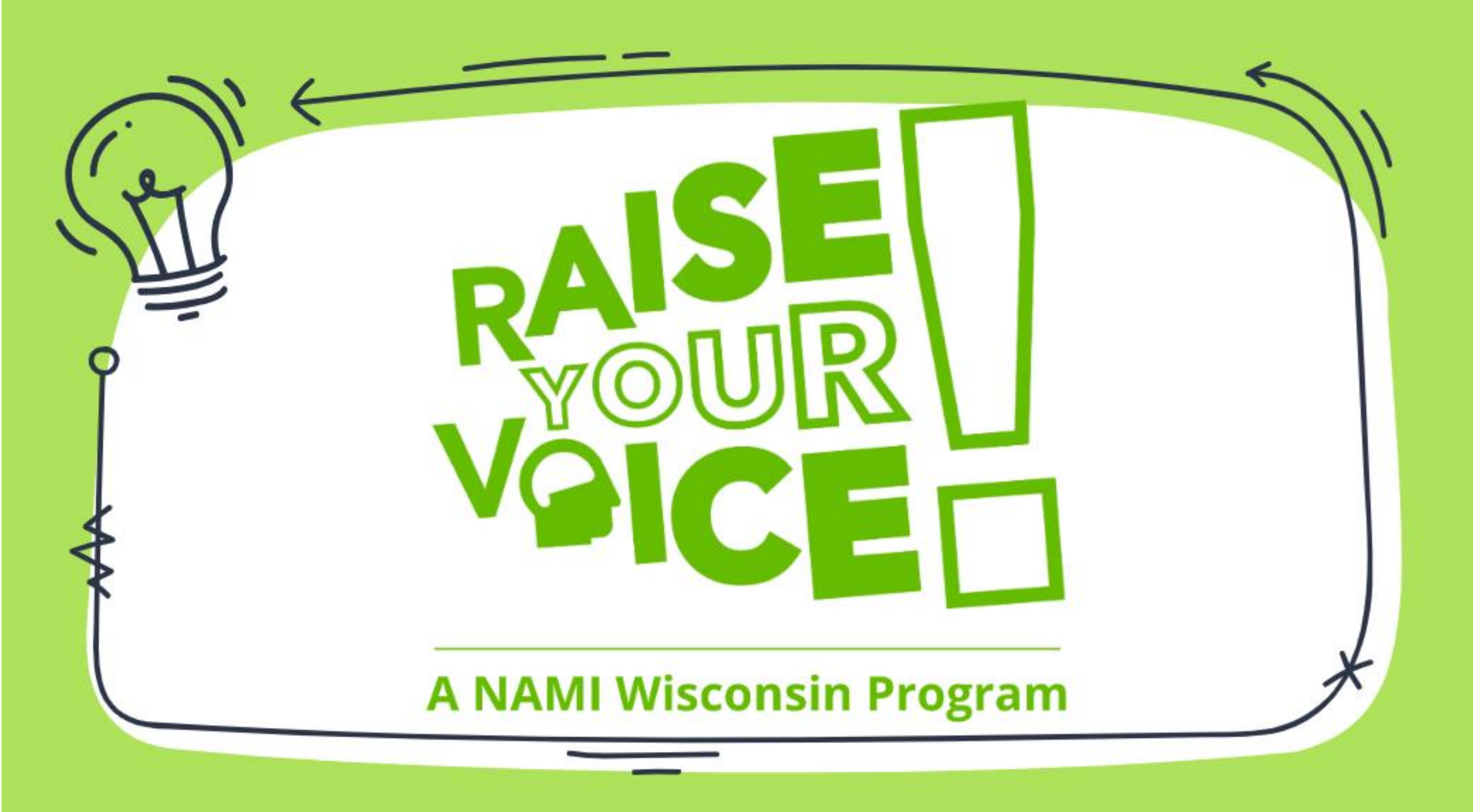
The Behavioral Health program promotes positive mental health by teaching skills to manage stress more effectively, practice self-care and reduce risky substance use by youth and adults.

## Efforts Include:

- Direct Education
- Policy, System, Environmental Change efforts
- Capacity Building







# RAISE YOUR VOICE MISSION



## Mission:

Raise Your Voice will focus on raising mental health awareness, empowering students, promoting mental health resources, developing advocates and leaders, and creating an overall greater dialogue for mental health and wellness.



# RAISE YOUR VOICE GOALS AND OBJECTIVES



## Goals:

1. End stigma surrounding mental illness by raising awareness
2. Promote mental health resources for the school community
3. Develop advocates and leaders to increase the dialogue about mental health
4. Empower students to talk about mental health and seek the help they need

## Objectives:

1. Host school-wide event(s) to raise awareness for mental health
2. Create a safe environment to advocate for mental health through regular meetings
3. Provide resources and information pertaining to mental health for student body and staff



# HISTORY OF RYV CLUBS IN WISCONSIN



A NAMI Wisconsin Program

In 2016, NAMI Wisconsin recognized a huge gap in youth support within the Wisconsin school systems. After a local family had lost their child to depression, a large donation was given to NAMI Wisconsin in their honor to begin more youth programming around the state. Raise Your Voice was created as a way to integrate mental health awareness in school communities.



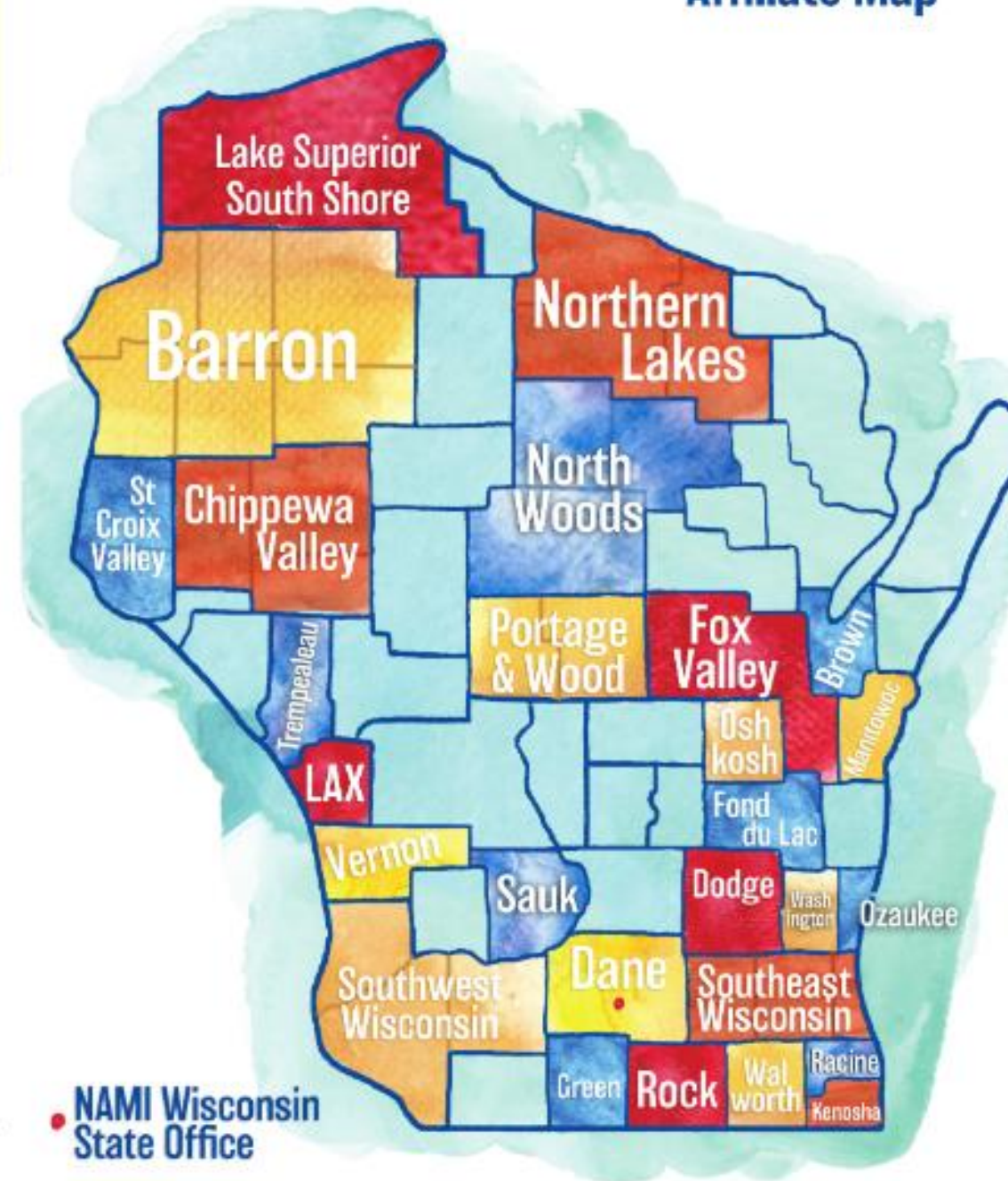
# NAMI WISCONSIN

- X NAMI is a three-tiered organization that operates at the national, state, and local levels!
- X NAMI Wisconsin has 26 affiliates across the state
- X The mission of NAMI Wisconsin is to improve the quality of life for people affected by mental illnesses and to promote recovery.



A NAMI Wisconsin Program

## NAMI Wisconsin Affiliate Map



NAMI Wisconsin



Extension  
UNIVERSITY OF WISCONSIN-MADISON

# Extension's Role

- Foundational Support for Creation of Clubs
- Training for Adult Advisors, Student Leaders and/or Club Members
- Evaluation of Club Impact
- Creation of Tools to Share Impact with Others



Extension

UNIVERSITY OF WISCONSIN-MADISON



Extension

# Expansion of RYV Clubs

- Club started at Merrill High School in 2019-20 school year
- Club started at Lakeland Union High School in 2020-21 school year
- Club started at Rhinelander High School in 2021-2022 school year
- Clubs started at Wausau East High School and Wausau West High Schools in 2022-23 school year
- Club started in 2023-24 School year in Northern Wisconsin area:
  - Barron NAMI Affiliate: Barron School and New Auburn School Districts
  - Lake Superior South Shore NAMI Affiliate: Butternut School District
  - NAMI Chippewa Valley Affiliate: Chippewa Falls High School
  - NAMI Northern Lakes Area: Crandon School District
  - NAMI Northwoods Area: Antigo High School, DC Everest Jr High, DC Everest Sr High, Marathon High School, Tomahawk High School



# Examples of Club Efforts




Advocacy at State Capital



Mental Health Awareness Walks

## RYV BANDANA PROJECT

### FALL 2023 TRAINING



#### RESULTS

264 students from 5 schools in the NAMI Northwest region participated in the RYV bandana project training

78%

78% of students reported that they learned "a lot" or "a great deal" about ways to intervene and help a peer in need

96%


96% of students felt prepared to help someone in need

7/10
👤👤👤👤👤👤👤

7/10 students reported learning "a lot" or "a great deal" about language that they can use to talk about mental health

#### CHANGES STUDENTS PLAN TO MAKE:

- "Speaking up more"*
- "Saying things differently"*
- "Helping others more"*
- "Being sure to look for signs"*



Bandana Project

JOIN US FOR THE 4TH ANNUAL

## RAISE YOUR VOICE

### MENTAL HEALTH AWARENESS WALK

SUNDAY, APRIL 28, 2024

11:30 - REGISTRATION OPENS  
1:00 - WALK BEGINS & RAFFLE TICKETS PULLED

SCAN BELOW TO REGISTER!



<https://bit.ly/3T7xSgJ>

ACTIVITIES INCLUDE:  
YARD GAMES, FACE PAINTING, COLORING STATION,  
RAFFLES, WALKING TACOS & WALKING DESSERTS; 1 MILE OR 2 MILE RUN/WALK; DOGS WELCOME

"DON'T FORGET TO LOOK BACK AND SEE HOW FAR YOU'VE COME."

EVENT WILL BE HELD AT THE MARC -- 1100 MARC DRIVE, MERRILL, WI 54452  
MERRILL RYV CLUB SPONSORED BY ASPIRUS & NAMI NORTHWOODS

D.C. EVEREST MARATHON, WAUSAU EAST AND WAUSAU WEST PRESENT!

## RAISE YOUR VOICE

### Mental Health Awareness Walk/Run

AN EVENT TO END THE STIGMA OF MENTAL HEALTH

Pets welcome!

SUNDAY, MAY 5, 2024  
WAUSAU WEST HIGH SCHOOL GROUNDS

**Register!**



Some-day tickets available with exact CASH ONLY!  
Register: [bit.ly/RVWRegister](https://bit.ly/RVWRegister)  
Website: [bit.ly/RVWWebsite](https://bit.ly/RVWWebsite)

**Details!**

- AGES 12+ = \$10
- STUDENTS (K-12) FROM DCE, WSD, & MARATHON W/ ID = \$5
- AGES 5 & UNDER = FREE
- GATES OPEN AT 9AM
- RACE STARTS AT 10AM
- 1 MILE LOOP / DO YOUR OWN 5K

**Join us!**

- RAFFLE BASKETS
- COMMUNITY INFORMATIONAL BOOTHS
- CONCESSIONS

GREEN OUT EVENT!

ALL PROCEEDS WILL BE DONATED TO NAMI NORTHWOODS FOR RYV





# Impact of RYV Clubs

**MERRILL HIGH SCHOOL**

## RAISE YOUR VOICE

*Increasing Mental Illness Awareness, Inspiring Advocacy and Promoting Acceptance*

**WHY IS RYV IMPORTANT?**

**2** Suicide is the 2nd leading cause of death for people ages 10-34.

1 in 5 youth ages 14-24 are living with a serious mental illness.

**88%** About 50% of students over 14 with a mental illness dropout of high school.

**WHAT DOES RYV DO?**

- Train members on mental health & how to support a peer who is struggling through the Bandana Project
- Encourage conversation about mental health by facilitating Mental Health Mondays and Mental Health Week
- Spread awareness of mental health resources available within the school and throughout the community
- Raise money for efforts that support mental health through the annual Mental Health Walk

**STUDENT VOICES**

Because of RYV I have been able to help others and myself more positively, while ending the stigma of mental health.

I have supported a friend through mental health struggles and thoughts of suicide. RYV changed my life.

**RYV IMPACT ON MEMBERS**

- 78%** Talked about RYV with a friend, parent or other adult
- 63%** Used the information given to better their mental health
- 72%** Supported a friend or peer who was struggling
- 90%** Feel that RYV is positively changing the culture of MHS

**NAMI Northwoods**  
Promoting mental wellness in North Central Wisconsin

**WAUSAU EAST**

## RAISE YOUR VOICE

*Increasing Mental Illness Awareness, Inspiring Advocacy and Promoting Acceptance*

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**RYV IMPACT ON MEMBERS**

- 60%** Supported a friend or peer who was struggling
- 80%** Used the information given to better their mental health
- 64%** Feel that RYV is positively changing the culture of East
- 100%** See RYV as a welcoming environment for all students to join

**NAMI Northwoods**  
Promoting mental wellness in North Central Wisconsin

**WAUSAU WEST**

## RAISE YOUR VOICE

*Increasing Mental Illness Awareness, Inspiring Advocacy and Promoting Acceptance*

**WHY IS RYV IMPORTANT?**

**2** Suicide is the 2nd leading cause of death for people ages 10-34.

1 in 5 youth ages 14-24 are living with a serious mental illness.

**68%** 46% of Wausau West students reported struggling with anxiety over the past 12 months.

**WHAT DOES RYV DO?**

- Train members on mental health & how to support a peer who is struggling through the Bandana Project
- Encourage conversation about mental health by facilitating monthly Mental Health Presentations and school-wide mental health activities
- Spread awareness of mental health resources available within the school and throughout the community
- Raise money for efforts that support mental health through the annual Mental Health Walk

**MEMBER VOICES**

I have had numerous conversations with family, friends, and counselors about my personal mental health as well as helped out my struggling friends and family who needed resources/support.

Just a really positive approach to helping students feel like there are places they can go to be heard.

**RYV IMPACT ON MEMBERS**

- 72%** Talked about RYV with a friend, parent or other adult
- 68%** Used the information given to better their mental health
- 63%** Feel that RYV is helping educate students on how to support their peers
- 72%** Supported a friend or peer who was struggling

**NAMI Northwoods**  
Promoting mental wellness in North Central Wisconsin

**NAMI NORTHWOODS**

## RAISE YOUR VOICE

*Increasing Mental Illness Awareness, Inspiring Advocacy and Promoting Acceptance*

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**MEMBER VOICES**

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A really positive approach to helping students feel like there are places they can go to be heard.

I have supported a friend through mental health struggles and thoughts of suicide. RYV changed my life.

**RYV IMPACT ON MEMBERS**

- 86%** Talked about RYV with a friend, parent or other adult
- 66%** Used the information given to better their mental health
- 95%** Feel that RYV is helping educate students on how to support their peers
- 72%** Supported a friend or peer who was struggling

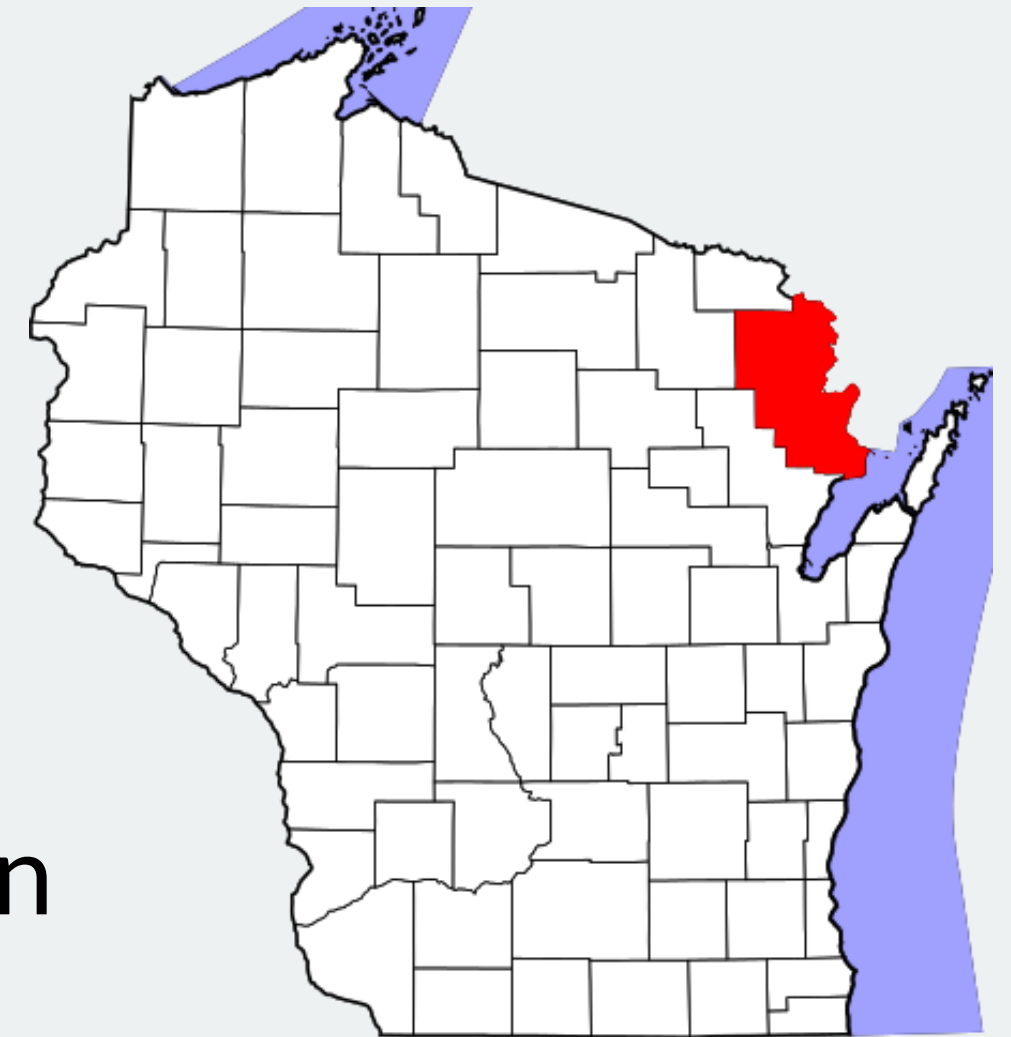
*RYV clubs include 205 members at Merrill, Wausau East and Wausau West High Schools*

**NAMI Northwoods**  
Promoting mental wellness in North Central Wisconsin

# Marinette County: Community Health Assessment and Community Health Improvement Plan

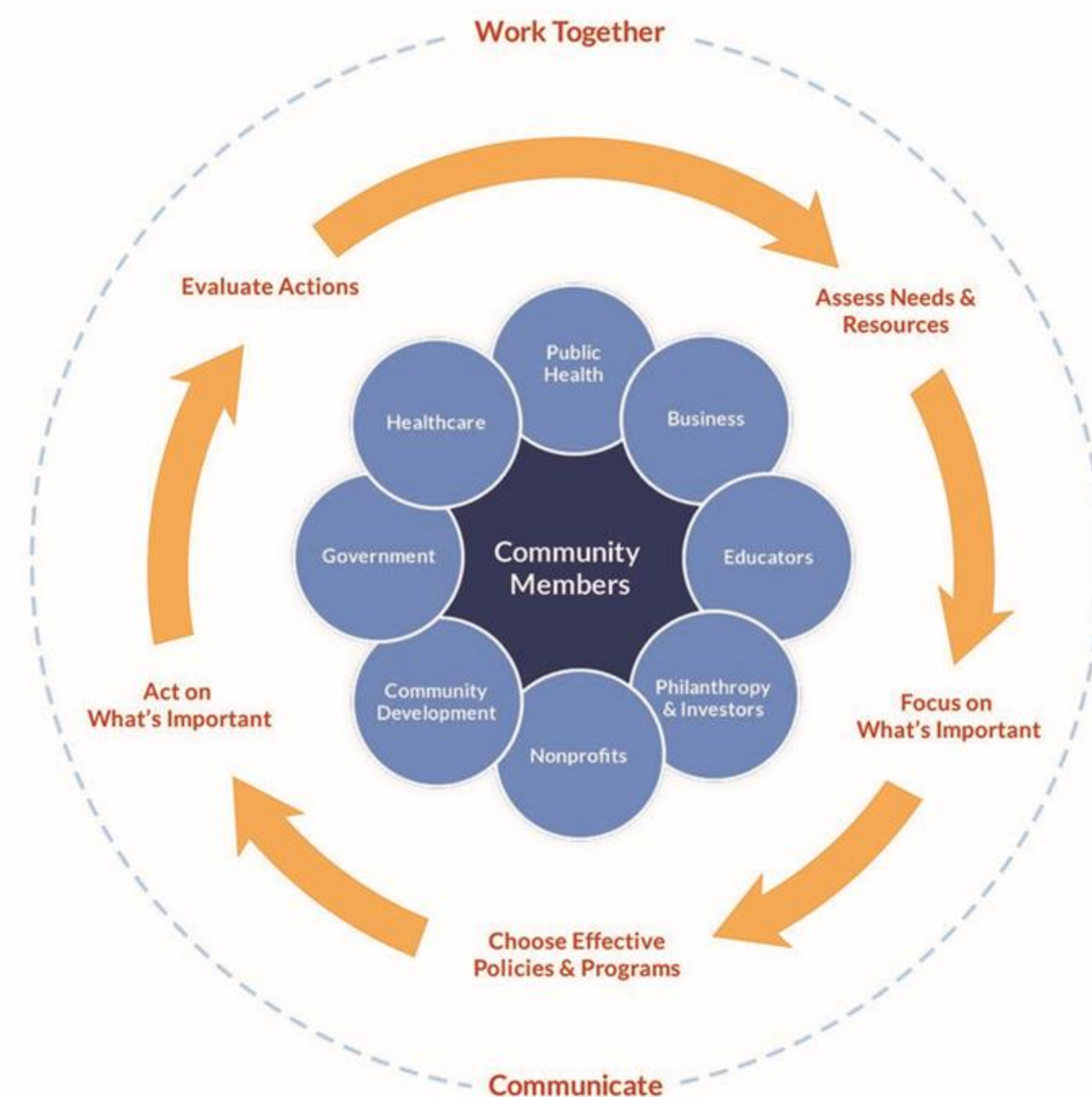
**Danielle Lemke**

Health and Well-Being Educator  
UW-Madison Division of Extension



# Community Health Assessment Timeline

December 2021 Core Team initial planning meeting  
May – June 2022 Conduct phone surveys  
May – June 2022 Conduct informant interviews  
May – July 2022 Conduct online surveys  
July – September 2022 Collect secondary data  
September 13, 2022 CHA presentation  
October 2022 Prioritize health conditions and social factors  
November – December 2022 Finalize CHA report  
January – March 2023 Develop Community Health



Source: County Health Rankings

# Community Health Improvement Plan

## Top Health Conditions and Social Conditions Selected as Priorities for 2023-2025

### Health Conditions:

- AODA
- Mental Health
- Nutrition and Physical Activity

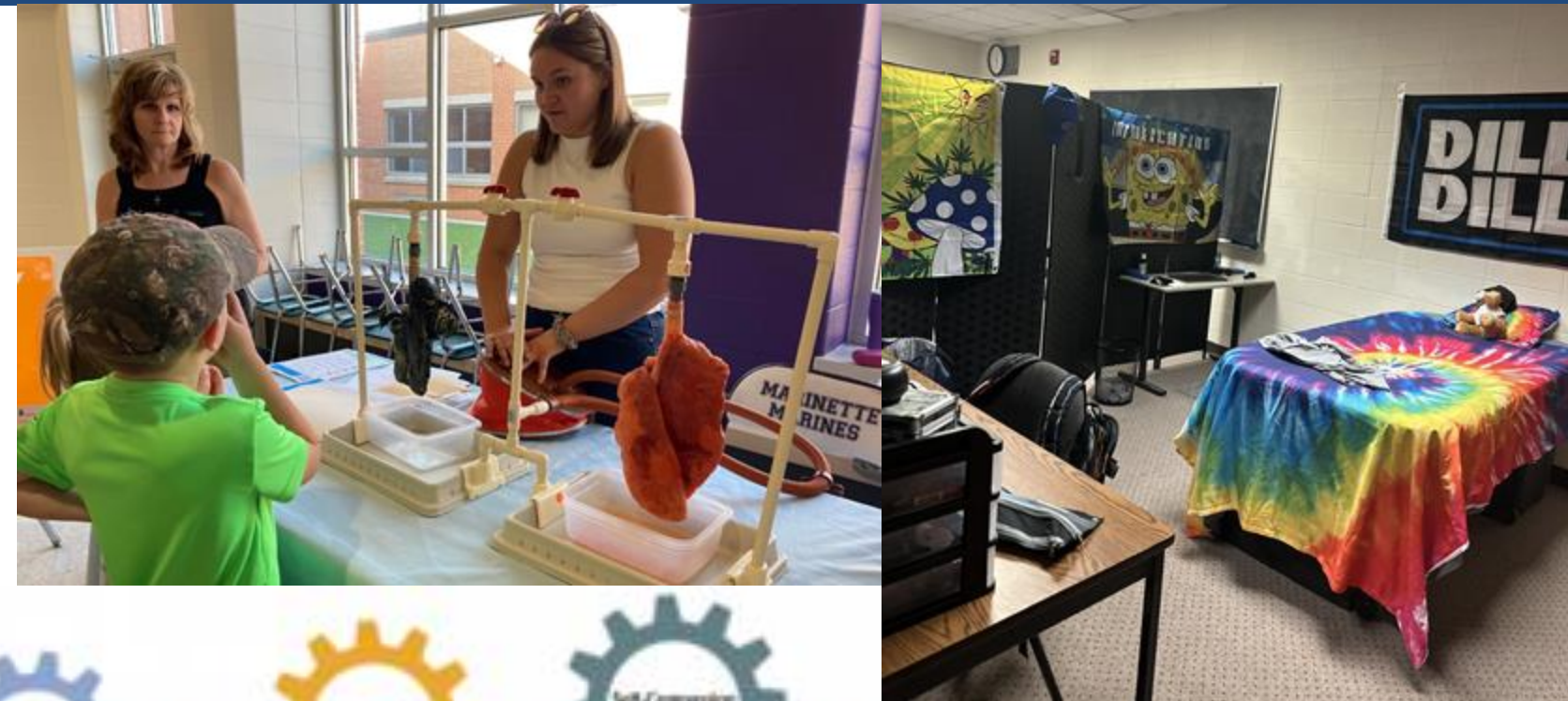
### Social Factors:

- Housing
- Transportation

# Extension's Role

Attend workgroups to address the top identified health conditions:

- AODA
- Mental Health
- Nutrition and Physical Activity



Offer programming aligned with the community health needs addressed during the CHIP workgroups



## We COPE

Connecting with Our Positive Emotions





**Mental Health**  
**FIRST AID**

*from* NATIONAL COUNCIL FOR  
MENTAL WELLBEING

# **Douglas/Bayfield County Extension MHFA & Our Community Partnerships That Make It Possible**

**Tracy Henegar**

Human Development & Relationships Educator

UW-Madison Division of Extension

[Tracy.Henegar@wisc.edu](mailto:Tracy.Henegar@wisc.edu)

# Mental Health First Aid

**Mental Health First Aid** is the initial help offered to a person developing a mental health or substance use challenge or experiencing a mental health crisis. The first aid is given until appropriate treatment and support are received or until the crisis resolves.



# Mental Health First Aid – Evidence-Based

The **peer-reviewed studies** conducted show that individuals trained in the program:


- Increase their knowledge of signs, symptoms and risk factors of mental health and substance use challenges.
- Can identify multiple types of professional and self-help resources for individuals with a mental health or substance use challenge.
- Show reduced stigma and increased empathy toward individuals with mental health challenges.
- Increase their confidence and likelihood to help an individual in distress.
- Use the skills and information they learn in MHFA to manage their own mental wellbeing.



## Overview

A total of **45** peer-reviewed articles have been published over the past **10** years.

 **36** were empirical research studies.

 **9** were scoping reviews, systematic reviews or meta-analyses which included studies from the United States.



A recent **study**, reported in the peer-reviewed Journal of School Health, examines the effectiveness of tMHFA among American adolescents. Similar findings have been discovered by **researchers from around the world**.





# Kids Help Seeking

- **76% of kids would NOT talk with their family** about their feelings, among those who felt sad, empty, hopeless, angry, or anxious.
- **Asian and Hispanic students are the least likely to talk** with adult family members.

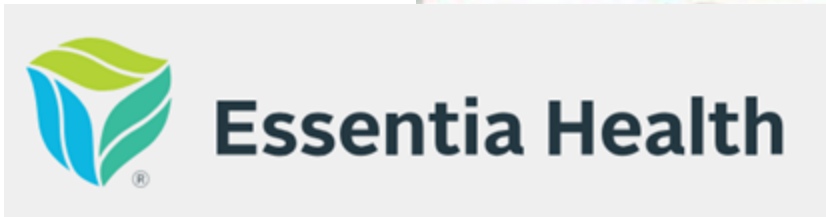
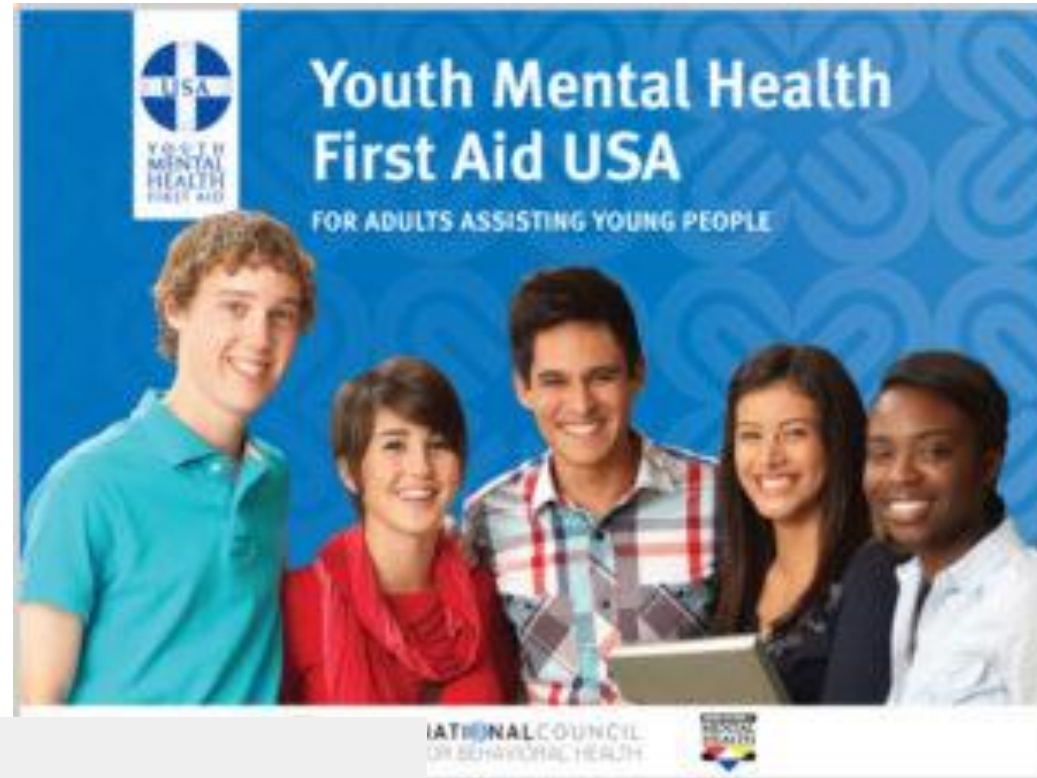
PERCENT WHO WOULD TALK WITH ADULT FAMILY MEMBER ABOUT FEELINGS  
*Among those who felt sad, empty, hopeless, angry, or anxious*



# MHFA in the Northland



**Over 1300 Adults Trained**  
~ in-person & virtually ~



**Over 800 Youth Trained**  
~ in 3 local school districts ~



# tMHFA Works! Local Feedback...

## **tMHFA Bayfield High School Staff Quote:**

- I was very pleased at how the students received the program. I was worried that they were going to be guarded & distant. They were much more receptive, and I was very pleased.

## **tMHFA Bayfield & Washburn High School Student Quotes:**

- I have a friend who is struggling and I feel like this has helped me a lot with how to help him. I will try to be a better friend to my close friend who is struggling and start asking more.
- Now I fully know what to do if a friend needs help, looking for signs of suicide/bullying/self-harm.
- I learned how to actually help someone who's going through a tough situation, how to help someone if they OD



School District of  
**SUPERIOR**

# Role of Community Partners

## Local Businesses & Organizations

- County Health & Human Services
- Police Dept
- Non-profits
- Universities/School Districts
- NAMI



**Essentia Health**



The College of  
*St. Scholastica*

## School Districts

- YMHFA - 5 of 7 local districts
- tMHFA -
  - Washburn School District
  - Bayfield School District
  - Superior School District



# Opportunity for Reflection

- What does your county or community data say?  
How is that data collected?
- Who's voice is heard in that data? Who's is not?
- What role do youth play in efforts aimed at improving well-being in your communities?
- How are you leveraging Extension to support the work in your communities?
- What curiosities did this presentation generate and who will you engage around those thoughts?



# How to Connect

## **Danette Hopke**

Behavioral Health Outreach Program Manager

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715-733-1679

[extension.wisc.edu/health](http://extension.wisc.edu/health)

[facebook.com/HWBInstitute](https://facebook.com/HWBInstitute)

[instagram.com/wisconsinhealth](https://instagram.com/wisconsinhealth)





Questions?



# Non-Discrimination Statement

An EEO/AA employer, University of Wisconsin-Madison Division of Extension provides equal opportunities in employment and programming, including Title VI, Title IX, the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act requirements.