



THE CAPITAL CAMPAIGN FOR HEALTH EQUITY
IN THE GREATER LA CROSSE AREA



*If you learned that 35,000 people in our community face significant barriers to health, you would ask **'Why?'***

THE NEED

We asked.

This is what we found:

1 out of 5 people are excluded from physical activity that is essential for maintaining health

Four years ago

La Crosse area leaders who study community health were stunned to discover that local organizations couldn't keep up with the consequences of that disturbing statistic. In a community known for solving tough problems, one of the toughest still remains: health equity for all populations.

Two years ago

A larger group envisioned a bold concept to make access to physical activity not only better, but universal. They were joined by educators, aging and disability advocates, architects, health professionals, social organizations and support organizations.

Today

We're about to implement the vision.



Barriers are everywhere; opportunities are not

HEALTH EQUITY is the goal of STAR Center, but it's not today's reality.

Some people living with disabilities, those recovering from stroke or injury and those with chronic conditions may be able to arrange transportation and at least get through the front door of an exercise facility. But they can't use training equipment, navigate a track, reach restrooms or shower. If they are lucky enough to find suitable equipment, often no one in the facility can assist them.

*Adaptive or assistive equipment that fits—
with assistance in using it—
is rarely available*

What **HEALTH EQUITY** means

Everyone has the chance to lead the healthiest and most fulfilling life possible. No one is disadvantaged because of physical limitation, social position, or other circumstance.



THE URGENCY



Until recently, “culture of health” was an abstract idea

We can now consider the dots connected.

Fresh research emphasizes how essential physical activity is to maintaining health.

40% of health outcomes depend on community-based opportunities to stay healthy, not on medical care



The multiplier effect that shortens lives

Having a disability but little access to healthy activity dramatically increases the likelihood of developing a secondary condition—not from the disability itself, but from a lack of healthy movement.

4 times the depression

4.5 times the COPD

2.5 times the cancer

2.5 times the asthma

3 times the arthritis

2.5 times the diabetes

4.2 times stroke risk

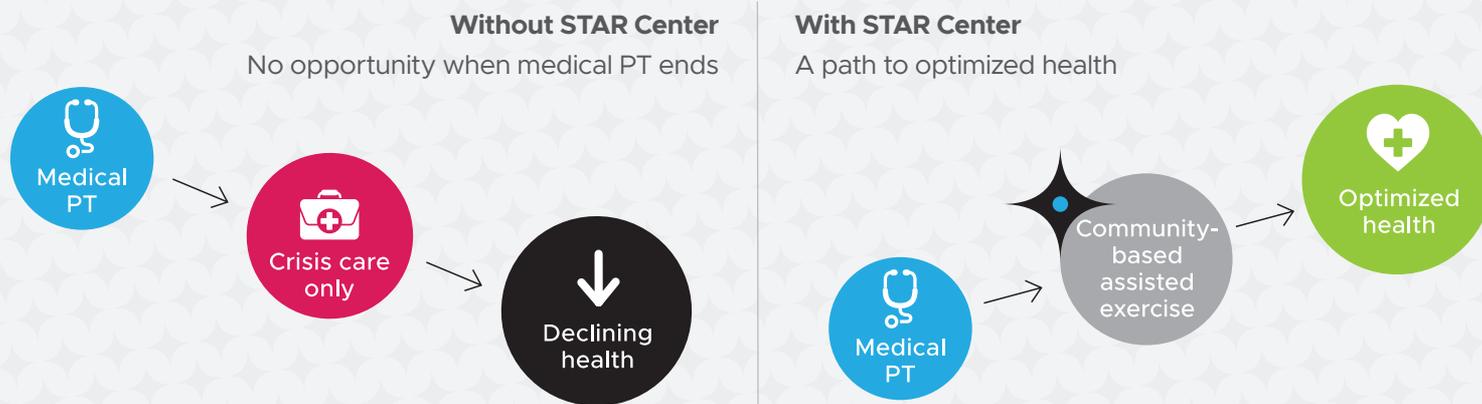
2 times the heart disease

57% more adult obesity

50% more hypertension

40% more elevated cholesterol

Function declines when physical therapy ends



Without physical activity, secondary conditions are inevitable

- ✦ A rural stroke patient makes good progress during rehab. But when medical treatment ends, there are no accessible, non-medical options to continue her recovery.
The effects of her stroke become debilitating.
- ✦ An Onalaska caregiver is overwhelmed. She can't find accessible exercise options for herself and her father, who lives with a serious disability.
His health gradually declines. So does hers.
- ✦ A La Crosse veteran has an injury that affects his mobility. Living alone, he lacks social interaction and support, becoming more sedentary and isolated.
His Parkinson's disease progresses faster.
- ✦ A group home resident in La Crosse is happy to have his basic needs met but has no access to physical conditioning or social opportunities.
He becomes obese and develops hypertension.

THE OPPORTUNITY

STAR Center programming supports the needs of our entire community

The STAR Center fills current community-wide gaps in opportunity by offering specific programs and specialized equipment to serve the needs of people with disabilities or challenges. And thanks to an all-inclusive array of STAR Center programs, **all** community members can experience benefits through participation. Even able-bodied individuals can enjoy access to traditional programming and equipment at the STAR Center. Every individual will have the opportunity to choose what type of programming best suits their needs.

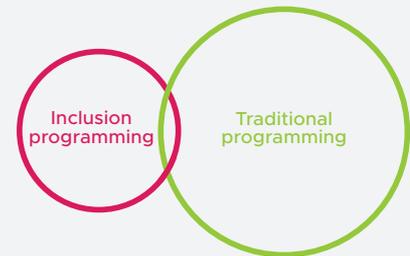
Community-based assisted exercise

The STAR Center will let individuals needing physical therapy or occupational therapy continue their activities in a welcoming recreational facility. Through the STAR Center, individuals will gain access to a variety of equipment commonly used in clinics and rehab centers, and can rely on assistance from staff members and students studying to become physical and occupational therapists. Most importantly, community-based assistive exercise lets individuals continue to enhance their health through exercise **even after insurance coverage ends.**

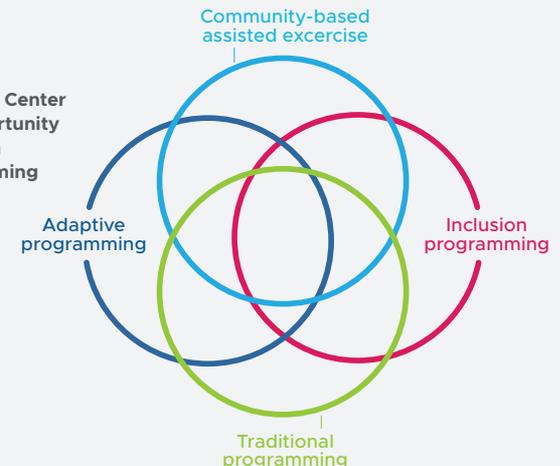
Adaptive programming

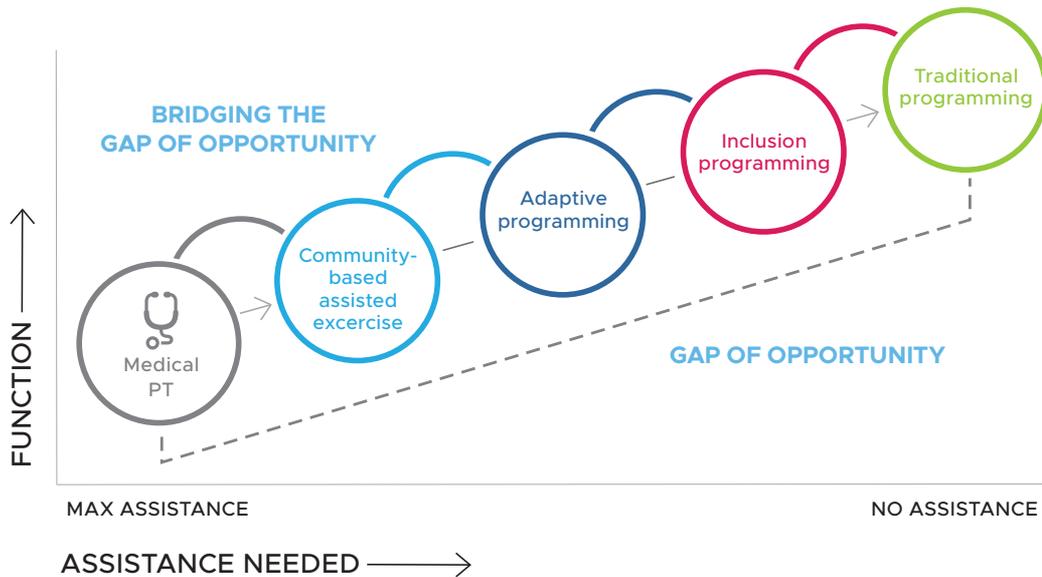
Through specialized adaptations in equipment and approach, adaptive programming addresses the specific needs of individuals with disabilities and allows them to participate and enjoy the highest levels of recreation, exercise and fun. Therapeutic recreation students and staff will be available to do individual assessments and modifications for participants. Adaptive recreation and exercise programming at the STAR Center will include archery, swimming, tennis, track and field, yoga and more. The STAR Center will also offer wheelchair basketball, football, lacrosse, soccer and sled hockey.

Current community-wide exercise and recreation opportunities



The STAR Center fills opportunity gaps with programming variety





“The STAR Center bridges the medical model to the community model. That bridge doesn’t exist to the extent it should, because most health clubs aren’t set up to accommodate the health and wellness needs of individuals with disabilities.”

Jeff Legler, PT, MHA

*Director of Rehabilitation Services
Mayo Clinic Health System*

Inclusion programming

Inclusion programming at the STAR Center will allow everyone, regardless of ability, to participate in activities together. While other facilities’ inclusion programming may not address an individual’s physical challenges, individual assessment available at the STAR Center, adaptations of activities and specialized equipment will allow all community members to participate at optimum levels together.

Traditional programming

The STAR Center will also offer traditional recreation and exercise programming to people without health challenges. A variety of traditional aerobic and strength training equipment will be available at the STAR Center for those who do not need assistance or accommodation. The STAR Center’s traditional programming and equipment will also give caregivers the opportunity to exercise while their friends and relatives receive assistance from STAR Center staff.

THE PLAN

The enormity of the problem requires a solution that's practical, thoughtful and bold

Community partners will offer much-needed programs in this innovative, universal-access complex. The facility will include:

Activity Center

Adaptive equipment, therapeutic pools and a specially equipped perimeter track, with personal instruction and assistance

Life Center

Supports all wellness domains with education and targeted programming, job training and clinical teaching

Disability Resource Center

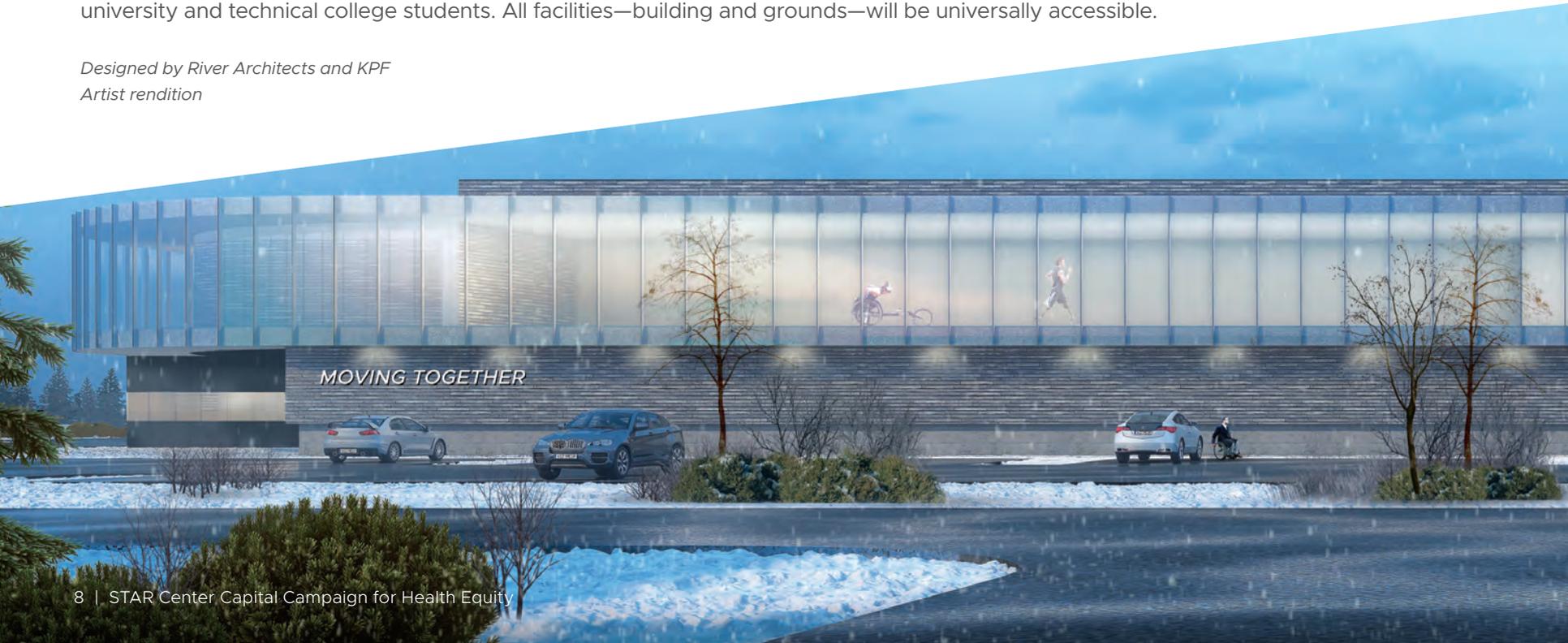
Brings community resources, funding sources, service providers and clients together in one location

Veteran Center

Support, recreation and community for veterans with convenient access to services

The STAR Center will be located adjacent to the former rubber mill property at Red Cloud and George Streets in La Crosse. It is centrally located, accessible to the La Crosse-area public, served by public transit and near university and technical college students. All facilities—building and grounds—will be universally accessible.

*Designed by River Architects and KPF
Artist rendition*



“This project is an opportunity to improve the health of our citizens, lower the overall cost of delivering healthcare and distinguish our community. It is another great example of our region collaborating to solve a problem that all communities face but few have the courage and determination to address. This effort will help serve a portion of our community that is in great need, which from all indicators will greatly benefit and improve the well-being of individuals, families and their communities at the same time.”

Jeff Thompson, MD
CEO Emeritus,
Gundersen Health System



IMPACT

Closing the access gap enables existing community resources to be more effective and reduces budget strain for both public and private organizations.

We can elevate quality of life for thousands of people, with a dramatic effect on individual and social cost

STAR Center's impact on community resources

- Fewer secondary illnesses
- Fewer medical interventions
- Less hospitalization
- Fewer emergency room visits
- Lower spending on direct healthcare
- Lower social service costs

"These resources are needed to maintain strength and independence. If people don't continue to work on strengthening, you lose it as you age."

Cheryl Neubauer

Supervisor at the Aging and Disability Resource Center (ADRC)

THE VISION

A one-of-a-kind, universal-access facility that welcomes all

The STAR Center features leading-edge adaptive and assistive equipment. The 80,000-square-foot center's therapy pools, gyms and educational spaces will offer innovative, targeted programming and collaboration. Expert assistance includes assessment of individual modifications required to use equipment, instruction prior to use, support while in use and disease-specific programming. University health science students will provide assistance as part of their clinical studies.



The STAR Center model of therapeutic and adaptive recreation

- ◆ Create unprecedented, universal access to physical activity
- ◆ Reduce health risks from lack of movement
- ◆ Interrupt the cycle of physical and mental decline
- ◆ Achieve health equity

"It's distressing how many patients ask me to extend their physical therapy...because when it ends, they have no other options."

Christine M. Brose, MD

Physical Medicine & Rehabilitation, Gundersen Health System

For the first time, everyone can have access to fitness equipment previously available only in a medical setting.

STATEMENTS OF SUPPORT

“The Therapeutic Recreation program at the University of Wisconsin-La Crosse wholeheartedly supports the STAR Center of La Crosse, Wisconsin. The Center will offer needed adaptive recreation and sports programs in addition to therapeutic service to children and adults living in the Coulee Region. People with disabilities will have the opportunity to enhance function, develop skills, make friends and improve health and well-being. Finally, students majoring in Therapeutic Recreation will have opportunities to practice clinical skills in a community setting. These clinical skills are essential to their practice as Therapeutic Recreation Specialists.”

Nancy Richeson PhD, CTRS, FDRT

Therapeutic Recreation Program Director,
University of Wisconsin-La Crosse
Editor-in-Chief, American Therapeutic
Recreation Journal

Tom Koster

Children’s Miracle Network Steering Committee
Gundersen Medical Foundation Board
STAR Association Board of Directors

“I know first-hand how difficult it is to maintain quality of life in a wheelchair. I believe the STAR Center will become a template for other communities.”

STATEMENTS OF SUPPORT

“Someone who sustains a serious injury requiring a stay on the rehab unit, may be fortunate enough to receive outpatient therapy after discharge, but not always. The STAR Center would enable a person to continue on their rehabilitation journey in a supportive environment working toward making gains in their functional abilities.”

Cheryl Neubauer

*Supervisor at the Aging and Disability
Resource Center (ADRC)*

“From my perspective, the STAR Center is a very important initiative, and one that the community needs.”

*Jeff Legler, PT, MHA
Director of Rehabilitation Services
Mayo Clinic Health System*

“This is an exciting project for an underserved population in our community.”

*Tanner Holst
Vice President, Medical Specialties
Mayo Clinic Health System*

STAR Center capital campaign milestones

Calendar

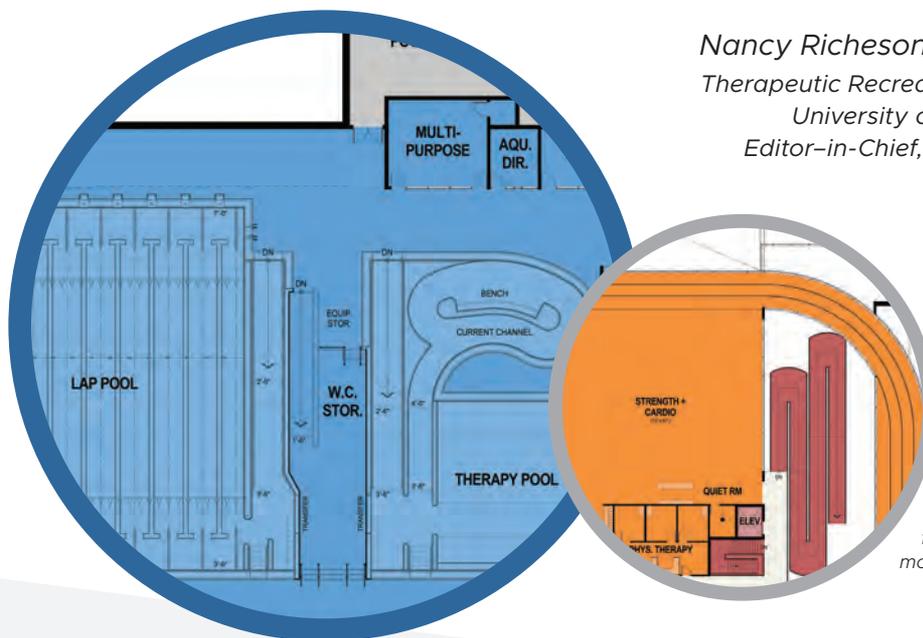
Public campaign begins Fall, 2019
 Groundbreaking Summer, 2020
 Opening Fall, 2021

Capital budget

Capital campaign \$10,500,000
 Local, state, federal grants . . . \$2,500,000
 National foundation grants . . . \$2,500,000
 New market tax credits \$5,500,000
 Total project cost \$21,000,000

“The Center will offer needed adaptive recreation and sports programs in addition to therapeutic service...People with disabilities will have the opportunity to enhance function, develop skills, make friends and improve health and well-being.”

*Nancy Richeson, PhD, CTRS, FDRT
 Therapeutic Recreation Program Director,
 University of Wisconsin-La Crosse
 Editor-in-Chief, American Therapeutic
 Recreation Journal*



Visit starcenterlacrosse.org for detailed floor plans and more information

Mission convergence

*People with disabilities **NEED** help using equipment*

*Students **NEED** opportunities for clinical experience*

Join us as we move together

Our communities are fortunate to have so many committed individuals and organizations working hard to elevate people, especially those who need help to thrive. This ambitious project inspires me each day—seeing common interests form, missions intersect, overlap, then converge into a powerful wave in support of shared community interests. We welcome you to become a part of this exciting development, one that will further enhance our exceptional quality of life.

Virginia Wintersteen, MD, STAR Association Board of Directors



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PARTNERS *MOVING TOGETHER*

The vision and commitment of experienced community leaders, educational institutions, healthcare providers, social services and local government are creating a transformative opportunity for La Crosse area residents—and a new community health model.

The STAR Center will be owned and operated by the STAR (Sports, Therapeutic and Adaptive Recreation) Association of La Crosse, a 501(c)(3) nonprofit organization.

Collaborative programming partners

Gundersen Health System
Mayo Clinic Health System – Franciscan Healthcare
Aging and Disability Resource Center of
La Crosse County
La Crosse County Veterans Service Office
University of Wisconsin-La Crosse
Viterbo University
Western Technical College

Affiliations

Disabled Sports USA

Community support *(as of April 2019)*

Boys & Girls Clubs of Greater La Crosse
La Crosse County Health Department
The Arc® of La Crosse
North American Squirrel Association
Inclusa
Citizen Advocacy