

First Breath Reach* by County

(01/01/2021 - 11/30/2021)

County	Estimated Number of Eligible Individuals	2020 Annual Reach	2021 Year-to-Date Reach
Adams	31	19.35%	19.35%
Ashland	32	21.88%	6.25%
Barron	50	4.00%	2.00%
Bayfield	12	16.67%	16.67%
Brown	248	2.42%	3.63%
Buffalo	11	9.09%	9.09%
Burnett	32	9.38%	3.13%
Calumet	36	5.56%	2.78%
Chippewa	80	11.25%	5.00%
Clark	44	2.27%	4.55%
Columbia	49	44.90%	40.82%
Crawford	20	0.00%	0.00%
Dane	217	44.70%	33.64%
Dodge	86	23.26%	8.14%
Door	15	26.67%	6.67%
Douglas	53	7.55%	3.77%
Dunn	51	5.88%	9.80%
Eau Claire	113	15.93%	8.85%
Florence	5	0.00%	0.00%
Fond du Lac	104	13.46%	13.46%
Forest	29	27.59%	10.34%
Grant	55	7.27%	1.82%
Green	26	15.38%	26.92%
Green Lake	23	30.43%	4.35%
Iowa	12	16.67%	8.33%
Iron	5	40.00%	20.00%
Jackson	30	3.33%	0.00%
Jefferson	87	19.54%	13.79%
Juneau	30	36.67%	50.00%
Kenosha	149	4.70%	3.36%
Kewaunee	20	0.00%	0.00%
La Crosse	100	3.00%	3.00%
Lafayette	15	13.33%	13.33%
Langlade	36	16.67%	13.89%
Lincoln	44	27.27%	13.64%
Manitowoc	96	6.25%	1.04%
Marathon	143	12.59%	6.99%
Marinette	74	6.76%	21.62%
Marquette	25	40.00%	28.00%
Menominee	24	29.17%	58.33%
Milwaukee	731	31.74%	26.40%
Monroe	61	9.84%	3.28%
Oconto	47	10.64%	2.13%
Oneida	50	38.00%	16.00%

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Outagamie	167	17.96%	13.17%
Ozaukee	36	5.56%	2.78%
Pepin	5	40.00%	40.00%
Pierce	32	0.00%	0.00%
Polk	47	6.38%	10.64%
Portage	53	56.60%	24.53%
Price	20	0.00%	0.00%
Racine	157	74.52%	35.67%
Richland	19	10.53%	0.00%
Rock	243	18.11%	9.05%
Rusk	24	0.00%	0.00%
Saint Croix	36	0.00%	0.00%
Sauk	72	34.72%	22.22%
Sawyer	33	3.03%	6.06%
Shawano	55	18.18%	7.27%
Sheboygan	106	5.66%	5.66%
Taylor	19	21.05%	10.53%
Trempealeau	30	16.67%	6.67%
Vernon	24	4.17%	0.00%
Vilas	39	23.08%	12.82%
Walworth	66	9.09%	10.61%
Washburn	17	5.88%	11.76%
Washington	71	1.41%	7.04%
Waukesha	108	18.52%	15.74%
Waupaca	66	6.06%	6.06%
Waushara	29	31.03%	13.79%
Winnebago	186	25.27%	19.35%
Wood	119	22.69%	19.33%

*To calculate “reach” we use: 1) number of individuals referred to First Breath, and 2) estimated number of eligible individuals is based on most recent WISH maternal smoking data. “Reach” is proportion of estimated eligible individuals who are referred to First Breath. This calculation is an estimation only and used as a way to monitor statewide activity and access.