



Wood County  
Health Department

**2019 Report to the  
Community**

This annual report highlights some of the programs and services which meet the requirements to be a nationally accredited health department. It is not an all-inclusive list of the programs and services provided by the Wood County Health Department.

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Dear County Board members, Health and Human Services Committee members, Colleagues, Partners, and Residents:

I am pleased to present this 2019 annual report of the Wood County Health Department. I am also thrilled to announce that this year, Wood County Health Department was awarded National Public Health Re-Accreditation, demonstrating our continued commitment to excellence.



As you will see, we seek to align our efforts with key partners to have a collective impact on health through effective and sustainable best practices targeting our top health priorities. We do all of this as we work to meet our mission...*Maximizing quality of life across the lifespan.* That's what our dedicated team strives to achieve every day.

Very few understand our work because it often takes place behind the scenes. Our "patient" is the entire community, and we focus on prevention to help all of you achieve your full potential. Many of you may already be familiar with our immunization services and our WIC Program that serves women, infants, and children. However, public health is much more, from programs aimed at controlling communicable diseases to efforts increasing our preparedness for public health emergencies like pandemic influenza. We are also actively involved in making a difference in other areas of importance to our communities, like improving access to healthy foods and high-quality health care, addressing mental health issues, accessing a safe water supply, and helping pregnant women have healthy babies.

Appreciation is extended to the Health and Human Services Committee, the healthcare community, schools, and our valued community partners that collaborated with us throughout 2019 to improve the health of the people of Wood County. This appreciation is also extended to our dedicated Health Department staff and Wood County Board of Supervisors. Their contributions to the health of our residents are invaluable. We are proud to serve this incredible community in a responsible and meaningful way, and I am thankful for the opportunity to lead this great Health Department serving all of you.

Our team members are committed to improving the quality of life we enjoy in Wood County and we welcome your feedback on how we can better serve you. Visit our website to find out more about what we do: <http://www.co.wood.wi.us/Departments/Health/> and send me an e-mail at [skunferman@co.wood.wi.us](mailto:skunferman@co.wood.wi.us) if you have any questions or suggestions. I look forward to hearing from you!

Sincerely,

A handwritten signature in black ink that reads "Susan Kunferman". The signature is written in a cursive, flowing style.

Susan Kunferman, RN, MSN, CPM  
Director/Health Officer

## OUR MISSION

Maximizing quality of life across the lifespan

## OUR VISION

Wood County Health Department will be an innovative and valued resource driven by an interdisciplinary team of passionate professionals. We will identify the conditions and actions needed to assure fair and just opportunities for present and future generations, leading the way to a **healthier society**.

**Accountable \* Credible \* Equitable \* Ethical \* Collaborative**

**What does Wood County Health Department do for you and your community? Many things, but most people don't realize how many vital services they receive from their local health department. The benefits have become such an integral part of the American standard of living that most people take them for granted. Teams of individuals work together to provide the following vital public health services ...**

### **FAMILY HEALTH / INJURY PREVENTION**

In addition to follow-up with pregnant women, new parents, and infants, this team provides Amish outreach, immunization clinics, prenatal care coordination, nutrition counseling, injury prevention initiatives, referral and follow-up for children with special healthcare needs, lactation support, and childhood lead poisoning prevention.

### **HEALTH PROMOTION / COMMUNICATION**

This team facilitates health priority coalitions through the Healthy People Wood County Community Health Improvement Plan, which includes, but is not limited to: providing mental health and alcohol & other drug abuse education, enhancing access to mental health services, providing initiatives to reduce the rates of obesity and increase physical activity levels, improving access to nutritious foods for adults and children, and improving preconception through adolescent population health.

### **COMMUNICABLE DISEASE**

This team focuses on disease investigation and follow-up, confidential HIV and Hepatitis C testing and education, prevention initiatives, and collaboration with other agencies in implementing the emergency preparedness plan.

### **WOMEN, INFANTS, AND CHILDREN (WIC)**

WIC is a federally funded program, which provides eligible participants with nutrition education, breastfeeding support, healthy foods, and healthcare referrals. Persons served include pregnant and breastfeeding women, infants, and children up to age five. WIC also provides farmers' market nutrition program vouchers to WIC participants.

### **ENVIRONMENTAL HEALTH**

Registered Sanitarians enforce codes, license and inspect restaurants, pools, hotels/motels, mobile home parks, campgrounds, body art establishments, and retail food stores. Environmental Health (EH) also enforces applicable ordinances regarding public health hazards. Furthermore, EH investigates indoor and outdoor air quality issues, ensures safe beach and drinking water quality, and provides radon education and rabies control; and responds to environmental concerns affecting residents or visitors, providing guidance on health effects and illness prevention. In addition to Wood County, Environmental Health services are provided to Adams and Juneau Counties through a Memorandum of Understanding (MOU).

### **HEALTHY SMILES FOR WOOD COUNTY**

This team focuses on the promotion of good oral health through dental screenings, sealants, fluoride varnish treatments, education, and outreach.

## CONDUCT AND DISSEMINATE ASSESSMENTS

### DEMOGRAPHIC PROFILE

	Wood County	WI
<b>Population</b>		
Population, 2018 estimates	73,055	5,813,568
Population, percent change, April 1, 2010 to July 1, 2018	-2.3%	1.9%
Population 2010 estimates	74,749	5,687,282
<b>Age and Sex</b>		
Persons under 5 years old, percent	5.7%	5.8%
Persons under 18 years old, percent	21.6%	22.1%
Persons 65 years old and over, percent	20.6%	16.5%
Female persons, percent	50.8%	50.3%
<b>Race and Hispanic Origin</b>		
White persons, percent	94.8%	87.3%
Black persons, percent	1%	6.7%
American Indian and Alaska Native persons, percent	0.9%	1.2%
Asian persons, percent	2.0%	2.9%
Persons reporting two or more races, percent	1.3%	1.9%
Persons of Hispanic or Latino origin, percent	3.1%	6.9%
White persons not Hispanic, percent	92.2%	81.3%
<b>Population Characteristics</b>		
Veterans 2013-2017	5,574	350,330
Foreign born persons, 2013-2017	2.6%	4.9%
<b>Education</b>		
High school graduates, percent of persons age 25+, 2013-2017	92.6%	91.7%
Bachelor's degree or higher, percent of persons age 25+, 2013-2017	21.1%	29%
<b>Health</b>		
Persons with a disability, age under 65 years 2013-2017	9.2%	8.3%
Persons without health insurance, under age 65 years, percent	5.5%	6.4%
<b>Geography</b>		
Land area, 2010 (square miles)	793.12	54,157.80
Persons per square mile, 2010	94.2	105.0
FIPS Code	55141	55

	Wood County	WI
<b>Computer &amp; Internet Use</b>		
Households with a computer, 2013-2017	82.0%	86.6%
Households with a broadband internet subscription, percent 2013-2017	75.8%	78.1%
<b>Economy</b>		
Civilian workforce, total, 16 years+, 2013-2017	64.7%	66.8%
Civilian workforce, female, 16 years+, 2013-2017	60.5%	63.2%
<b>Income &amp; Poverty</b>		
Median household income, 2013-2017	\$51,603	\$56,759
Per capita income in past 12 months, 2013-2017	\$29,039	\$30,557
Persons in poverty, percent	10.7%	11.3%
<b>Housing</b>		
Housing units July 1, 2018	35,181	2,695,462
Homeownership rate, 2013-2017	72.9%	67%
Median value of owner-occupied housing units, 2013-2017	\$127,700	\$169,300
Median monthly cost w/ mortgage, 2013-2017	\$1,093	\$1,399
Median monthly cost w/o mortgage, 2013-2018	\$453	\$540
Median gross rent, 2013-2017	\$675	\$813
Building permits, 2017	377	19,545
<b>Families &amp; Living Arrangements</b>		
Household, 2013-2017	30,135	2,328,754
Persons per household, 2013-2017	2.25	2.42
Living in same house 1 year ago 2013-2017	87.6%	85.7%
Language other than English spoken at home, percent age 5+m 2921302917	5.9%	8.7%
<b>Transportation</b>		
Mean travel time to work (minutes), workers age 16+, 2013-2017	19.7 minutes	22.0 minutes

United States Census Bureau, 2019

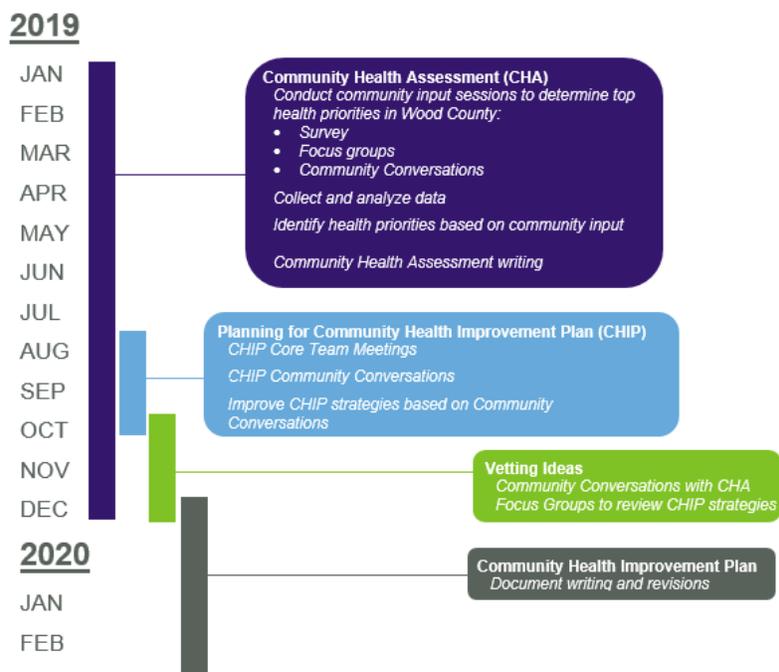
## COMMUNITY HEALTH ASSESSMENT

The Wood County Community Health Assessment (CHA) is committed to using national best practices in conducting the CHA and implementing community health improvement strategies. Our approach relies on the model developed by the County Health Rankings and Roadmaps and the Robert Wood Johnson Foundation, utilizing the determinants of health model and the model for community health improvement. In addition, we utilize the Wisconsin Guidebook on Improving the Health of Local Communities (developed with funding from the University of Wisconsin School of Medicine and Public Health from the Wisconsin Partnership Program). This guidebook builds on the County Health Rankings and Roadmaps' Action Center.

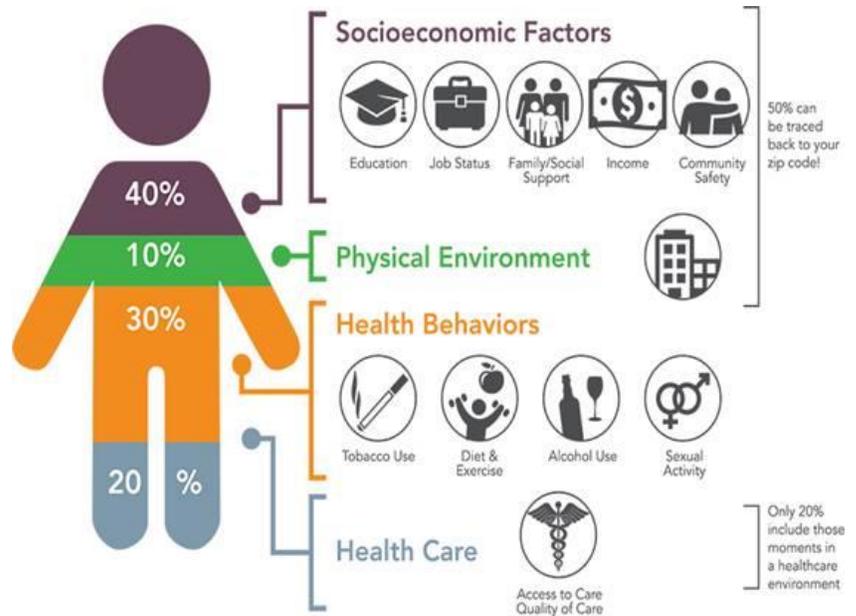
The Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) are collaborative efforts between Wood County Health Department, Marshfield Clinic Health System, and Aspirus Riverview Hospital and Clinics. Although this is a collaborative effort, there are different requirements by state and federal law for the participating entities. Wisconsin Statute Chapter 251, Section 5 details the requirement that all local health departments must complete the CHA and CHIP every five years. On March 23, 2010, the Patient Protection and Affordable Care Act (ACA) was signed into law with an Internal Revenue Service (IRS) requirement that all non-profit healthcare systems complete a Community Health Needs Assessment (CHNA) every three years. Although these laws have different time requirements and language, the mandate is the same: complete a health assessment of the community and develop a long-term plan to improve the determined health needs. Wood County Health Department, Marshfield Clinic Health System, and Aspirus Riverview Hospital and Clinics follow

the three-year requirement to ensure all entities have aligned health priorities and strategies.

### Wood County CHA/CHIP Process Timeline



Through the Community Health Assessment (CHA) surveys, community conversations, and key informant interviews with community members and value-aligned organizations were conducted to identify the greatest health needs, community assets, and ideas to develop a comprehensive plan to improve the health of Wood County residents. Access to healthcare and providers is an important contributor to health, yet 80% of what makes people healthy occurs outside of a doctor visit. The assessment embraces the social, cultural, and environmental factors that collectively have a tremendous impact on health. When these



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

factors are properly addressed and enhanced using an approach that focuses on health equity, we can ensure that all residents have a fair opportunity to achieve a high quality of life. The purpose of the CHA is to highlight strengths and health needs, as well as present opportunities for collaboration between public health, healthcare, community organizations, private business, and residents.

Research shows that the health of communities can be improved by investing private and public dollars to ensure equitable access to a system focused on prevention, wellness, and the elimination of disparities. Community partnerships, such as ours, address upstream drivers of health and lay the groundwork for ongoing community partnerships and well-aligned strategies that will succeed in responding to the identified health needs. Health improvement happens at the local level and our communities are at the core of bringing about the changes that will enhance the health of residents. Working together, we can leverage our expertise and resources to address our community’s most critical needs.

To learn more about the Community Health Assessment, please reference the complete 2020 Wood County CHA, at [healthypeoplewoodcounty.org](http://healthypeoplewoodcounty.org).

## INVESTIGATE HEALTH PROBLEMS

### PORT EDWARDS/ARMENIA WATER ISSUES

In early 2019, the Wood and Juneau County Health Departments, along with the Wisconsin Department of Natural Resources entered into a Memorandum of Understanding (MOU) with the Armenia Growers Coalition in response to nitrate contamination in drinking water in the Townships of Port Edwards and Armenia. The Armenia Growers Coalition (AGC) is made up of three farms—Wysocki Farms, Okray Farms and B & D Farms. The purpose of this agreement was to determine the extent of nitrate contamination in this area, as well as address the need of the residents for safe drinking water. An on-site testing program was conducted by Health Department staff and by a consulting firm hired by the AGC.

The Wood County Health Department assisted with sample bottle distribution, on-site sampling, and consultation with residents on water quality concerns and adverse health effects. The Wood County Water Laboratory analyzed all samples collected by residents and Health Department staff. The AGC funded water sampling for residents in the two Townships throughout 2019. A total of 349 water samples were analyzed in 2019 as a result of this effort. These samples were initial samples, confirmatory samples for unsafe homeowner collected samples, and post reverse osmosis system samples. Per the MOU, those with unsafe nitrate results receive bottled water until a reverse osmosis system is installed, both provided by the AGC. This MOU also required a DNR study to determine well depths that would be protective of high nitrates for at least 25 years, and a farmer led initiative to look at farming practices to reduce nitrate loading and improve groundwater water quality in the future. Work on the DNR study began in 2019. The farmer led initiatives did not take place in 2019. A long-term solution to nitrate contamination in groundwater in this area is the end product of the DNR and farmer led studies.

### IN-HOUSE WATER LAB

2019 was the first full year of operation for the Wood County Water Laboratory. The laboratory does analysis for bacteria and nitrate in drinking water, and for bacteria counts in recreational water. A total of 937 private water samples were analyzed at the Wood County Water Laboratory in 2019. In addition to these homeowner samples, 849 Transient Non-Community water systems samples from Adams, Juneau and Wood Counties were analyzed in 2019. Beach samples are collected throughout the summer, 45 Wood County beach samples were analyzed at the Wood County Water Laboratory in 2019. Adams County began submitting beach samples to the lab in 2019 and submitted 48



samples for analysis. Environmental Health Staff and the Environmental Health Program Manager conduct the water analysis and complete data entry.

The lab allows for more efficiency with water sampling for licensed facilities. We are able to collect the sample during inspections, and receive results in a timely manner. This allows Environmental Health staff to respond quickly in the event of an unsafe water sample result.

Special water testing programs were run throughout 2019. Wood County Land and Water Conservation conducted a survey of groundwater in Wood County. This program will extend into 2020. The Juneau County Health Department also utilized the lab for a nitrate in groundwater survey for their residents. We continue to work with the Armenia Growers Coalition on water sampling in the Town of Port Edwards and Town of Armenia to determine the extent of the nitrate contamination of groundwater in this area, and to provide post-treatment testing to assure a source of safe drinking water

## RADON

In 2019, the Central Wisconsin Radon Information Center impacted the residents of Adams, Juneau and Wood Counties. The media covered press releases and ran advertisements. We attracted 88 people to purchase short-term radon test kits. In addition, we responded to calls placed from the three-county area to a statewide radon hotline. Our biggest success in 2019 is the number of homes that had a radon mitigation system installed. In Wood County, 82 homes had radon mitigation systems installed. This shows that people are getting the message.

We have one EPA-trained radon measurement and mitigation specialist to respond to more than 100 radon inquiries annually through walk-ins, phone calls, and emails. The department participated in radio talk shows and supplied radon test kits for health fairs in an effort to increase knowledge of the hazard of radon and to promote testing. Radon Public Service Announcements were developed and ran throughout the year, including a press release designed to raise radon awareness and Facebooks posts. Short-term and long-term radon test kits are available for purchase.

Every home has radon. Each home has a different amount of radon, based on structure type and radon sources. Radon is present at elevated levels in about one of every five Wisconsin homes. Radon is a naturally occurring, invisible, odorless, radioactive gas that is normally harmlessly dispersed in outdoor air. Radon can reach harmful levels when it enters and gets trapped in buildings, particularly in the winter months when homes and other buildings are closed up. Radon comes from the ground and can enter a home through small cracks and other openings in the foundation.

The Environmental Protection Agency (EPA) recommends that radon abatement measures be undertaken if indoor radon levels exceed 4.0 picocuries per liter (pCi/L). Even if the radon test level is below the action level of 4.0 pCi/L, homeowners should consider testing again sometime in the future as radon levels can fluctuate. The level of 4.0 pCi/L is not a safe level. There is no safe level of radiation. Retesting is particularly important if any construction work has been done which may have disturbed the soil around the home or created cracks in the foundation that could provide an entry point for radon.

In 2019, 82 short-term radon test kits were sold and 50 were used with results as follows:

	Test results 0-3.9 pCi/L	Test results 4-8 pCi/L	Test results > 8 pCi/L
Adams County - 24 kits sold, 13 used	12 tests	1 test	
Juneau County – 9 kits sold, 3 used	3 tests		
Wood County -49 kits sold, 34 used	20 tests	8 tests	6 tests

## IMMUNIZATIONS

The Wood County Health Department offers a comprehensive childhood immunization program. For those meeting eligibility requirements, vaccines recommended for infants through age 18 are available by appointment in both the Wisconsin Rapids and Marshfield offices. Adult vaccines are also available for those who meet eligibility. Immunizations are also provided to eligible children during WIC appointments in Wisconsin Rapids. Of the 899 children age 0-2 years immunized in Wood County during 2019, 69% of them met the criteria of being fully immunized. Members of the Wood County Health Department's Immunization Improvement Team work towards increasing immunization rates as well as raising public awareness on the importance of immunizations and immunization safety. The team collaborates with Wood County healthcare providers and oral healthcare providers to share information and recommendations. Licensed child care centers and schools in Wood County are assisted as needed with completing their annual Department of Health Services Immunization Reports. Team members send text reminders to individuals who request to be notified via text when immunizations are due. Routine reminders are also sent to parents/caregivers of children who are overdue for immunizations. Articles on the topic of immunizations and vaccine-preventable illnesses are shared in various publications and via social media throughout the year.

% of children who are fully immunized by their 2 <sup>nd</sup> birthday	
2019	69%
2018	72%
2017	70%
2016	71%
2015	72%
2014	73%

During 2019, the health department saw an increase in calls from providers and residents concerned with measles outbreaks in the United States and questions on vaccinations. Current recommendations on vaccination were shared with providers and callers and outreach education was done via social media. No measles cases were reported in Wood County.

## CHILDHOOD LEAD TESTING

There is no safe level of lead in the human body. Even very low levels of lead exposure can cause permanent brain damage and negatively affect health throughout the child's life, especially those between 6 months and 6 years of age. Many lead hazards still exist in homes and the environment, including paint, drinking water, food stored in lead containers or wrappers, workplace exposure, hobbies, vinyl mini-blinds, and cosmetics. Paint hazards are commonly present during the renovation of pre-1978 housing. The Wood County Health Department is proactive in lead poisoning prevention. Children with blood lead levels of 5 mcg/dL or higher are offered nursing case management services and environmental health intervention. Three children and their families were offered case management services for lead poisoning during 2019 and all the families accepted.

<b>Wood County Trends in Lead Testing</b>	# tests with lead level results 5-9.9 mcg/dL per year	# tests with lead level results 10-19.9 mcg/dL per year	# tests with lead level results $\geq$ 20 mcg/dL (or two levels $\geq$ 15 mcg/dL drawn 90 days apart)	Total # of lead tests done on Wood County children per year
2015	14	1	1	1131
2016	11	1	0	1043
2017	8	4	0	1212
2018	4	1	0	1165
2019	3	0	0	1163

## COMMUNICABLE DISEASE CONTROL AND PREVENTION

The Wood County Health Department executes the requirements described in Chapter 252 Wisconsin Statutes regarding the reporting, surveillance, and control of communicable diseases. These responsibilities are accomplished through the cooperative efforts of hospital infection control personnel, healthcare providers, local health departments, and laboratories. Most reporting is done through a secure web-based program called the Wisconsin Electronic Disease Surveillance System (WEDSS), and as a result the reporting time between lab test result and health department notification has greatly decreased, which facilitates prompt investigation and containment measures.

### Trending Data - Rates of Selected Diseases per 100,000 Population

Disease	Wood County			Wisconsin		
	2019	2018	2017	2019	2018	2017
Lyme Disease*	222.89	193.25	282.15	109.63	90.62	125.37
Pertussis	8.1	29.52	28.22	14.04	6.8	8.80
Campylobacteriosis	17.56	21.47	32.25	15.6	23.41	25.16
Cryptosporidiosis	20.26	12.08	10.75	12.5	10.68	8.71
Giardiasis	13.5	28.18	13.44	10.84	11.63	11.90
Salmonellosis	20.26	20.13	26.87	14.14	16.4	16.36
Chlamydia	321.5	269.75	322.46	504.85	489.11	485.61
Hepatitis C	16.21	28.18	45.68	36.2	37.74	42.15

\* Includes Confirmed, Probable, and Suspect Cases

### Communicable Disease Case Summaries of 2019

- No new cases of HIV infection were reported in 2019.
- There were 6 pertussis cases in 2019.
- Chlamydia was again the leading sexually transmitted infection in 2019, with 236 cases reported. Gonorrhea cases decreased from previous years with a total of 15 cases. Prevention efforts continue.
- Tick-borne disease cases of anaplasmosis, babesiosis, and ehrlichiosis held steady in 2019 with 9 cases of anaplasmosis, 1 case of ehrlichiosis and 3 cases of babesiosis reported in Wood County. Lymes testing increased during 2019, with 27 cases of confirmed, 15 cases of probable and 123 cases of suspect Lyme disease reported.
- During 2019, there were approximately 1,282 cases of measles confirmed in 31 states throughout the Country. The health department saw an increase in phone calls from providers and residents concerned with measles outbreaks in the United States and received many questions on vaccinations. Current recommendations on vaccination were shared with providers and callers and outreach education was done via social media. Staff participated in Infectious Disease tabletop drills with local partners on the topic of measles. Information on measles and vaccinations were also sent to schools and Head Start. There were no measles cases in Wood County.
- During 2019, there were 35 cases of hospitalized influenza A and no cases of influenza B reported, a decrease from 2018.
- Two long-term care facilities (LTCFs) had acute respiratory infection (ARI) outbreaks involving both residents and staff. The "Reporting, prevention, and control of ARI outbreaks in LTCFs guidelines" from the WI Department of Health Services were reviewed with each facility.
- Six outbreaks of acute gastroenteritis (AGE) involving both residents and staff were reported at LTCFs. The "Recommendations for prevention and control of AGE outbreaks in LTCFs" from the WI Department of Health Services was reviewed with each facility.
- The number of Hepatitis C cases in 2019 decreased to 17 cases (from 28 cases in 2018).
- There were 139 TB skin tests given through the Health Department. A decrease in the number of requests for TB tests has been noticed due to a change in TB testing requirements for school district employees that took effect in December 2017. One active case of TB disease was reported to the health department. There was coordination with the Wisconsin TB Program with isolation, treatment, financial assistance and the contact investigation. This case received directly-observed medication administration and weekly sputum samples were collected. An increase was seen in the number of latent tuberculosis infections (LTBI) during 2019, with 17 people reported as having LTBI. The increase is partially due to identified contacts of the active TB case. Six Wood County residents were monitored while receiving LTBI medication.



# INFORM AND EDUCATE ABOUT PUBLIC HEALTH ISSUES & FUNCTIONS

## CARING HANDS

*Caring Hands* is a training program designed to create an understanding of child development, social needs, health, safety, and resources. The vision is that all caregivers will be inclusive and adaptable to the needs of all children in their care. They will promote the reality that all children want to be included, accepted, and respected for who they are. Typically, Caring Hands provides four trainings per year, the decline in participation in 2018 (box to the right) could be because we only held three trainings in 2018. In 2019, only two trainings were held due to lack of funding.

# Participants by Year	
2011-2014 avg.....	178
2015 .....	144
2016 .....	223
2017 .....	179
2018 .....	154
2019 .....	67

## HEALTH EQUITY

Across Wood County there are significant differences in health outcomes from one zip code to the next and among racial, ethnic, and socioeconomic groups. Health inequities emerge when some individuals gain more than others from consistently better access to opportunities and resources over the course of their lives. Increasing opportunities for everyone can reduce gaps in health and make our entire community healthier.

Some of the health inequities in Wood County include:

- Life expectancy increases as income increases. For example, there is a 10-year gap in life expectancy among males in the lowest income quartile compared to those in the highest income quartile.
- Many children are living in poverty; however, the rates differ depending on race and ethnicity. 29% of Hispanic children are living in poverty compared to 18% of Black children and 14% of White children.
- Teen birth rates differ depending on race and ethnicity, as well. The teen birth rate is 2.4 times higher for Black teens and 1.8 times higher for Hispanic teens than the rate for White teens.
- 1 in 5 children are facing food insecurity.

An internal Health Equity Team is in place to tackle these inequities and create solutions to advance health equity in Wood County. The vision of the Health Equity Team is Wood County residents' health outcomes will not be determined by race, ethnicity, class, gender, income, education, geography, or any other group status. An action plan was created based on the vision and goals and is led and implemented by the Health Equity Team. Health equity means that everyone has a fair and just opportunity to be as healthy as possible regardless of race, income, gender, location, or another group status. Achieving health equity requires working together as a community to eliminate poverty, racism, discrimination, and powerlessness while also improving access to and availability of social, economic, and environmental opportunities.

**Goals of the Health Equity Team**

1. Transform organizational and workforce capacity by building health equity into Wood County Health Department's agency operations including programs, policies, practices, and operations.
2. Change the conversation about what creates health within public health, across government, and in communities.

## ENGAGE WITH THE COMMUNITY TO IDENTIFY & ADDRESS HEALTH PROBLEMS

### WOOD COUNTY CHILD DEATH REVIEW TEAM

The Wood County Child Death Review team is a multidisciplinary team of professionals that reviews all intentional and unintentional deaths occurring in Wood County of people age 25 years and younger. The deaths are reviewed from a prevention standpoint and the team makes recommendations for various policy changes, environmental changes, and educational initiatives to prevent future similar deaths. In 2019, six cases were reviewed.

### HEALTHY PEOPLE WOOD COUNTY COALITIONS

Healthy People Wood County (HPWC) is a partnership of residents, hospitals, nonprofits, businesses, public health officials, and schools that is aligning efforts to fight complex health problems together. Alone, none of us can overcome the challenges our communities face. Together we can achieve progress ... below are highlights of progress within each coalition team.

### MENTAL HEALTH MATTERS (MHM)

#### ➤ Question, Persuade, Refer:

Question, Persuade, Refer (QPR) is an evidence based suicide prevention training designed for general audiences. The training teaches individuals how to ask potentially lifesaving questions and what to do after they receive a response. QPR also provides its “gatekeepers”, those who are trained in the curriculum, a list of signs to help identify if an individual may be suicidal.

Number of Gatekeeper Trainings Held in 2019



Number of Gatekeepers Trained in 2019



#### ➤ Trauma Informed Culture Toolkit:

The Trauma Informed Culture (TIC) Toolkit is a resource developed to help organizations be trauma informed. The TIC Toolkit outlines what it means to be trauma informed and the important initial steps to take for the first year of implementation. Resources are provided in the appendices and are referenced throughout the toolkit for ease of access. The toolkit can be implemented by various types of organizations, regardless of their client/customer base and employee composition, because it is user-friendly, easy to read, and is generalizable. Instead of being geared solely towards provider-based entities, the toolkit is made to fit most organizations, so long as the organizations are willing to adapt the content of the toolkit to their organizational culture, the population they serve, and their employee base.

<p><b>Three TIC Toolkit Overview Presentations</b> were delivered to raise awareness of the new resource. Organizations involved in MHM were in attendance during these presentations and were given the opportunity to ask questions and provide their interest level in implementing the toolkit within their organization.</p>	<p><b>Two Pilot Organizations</b> were identified to implement the toolkit to test efficacy and to provide suggestions for future iterations of the resource. These two organizations were the Wood County Health Department and Howe Elementary School.</p>	<p><b>Four More Organizations</b> identified interest in learning more about the toolkit and utilizing it. These organizations were the Aging &amp; Disability Resource Center of Central WI, Marathon County Health Department, Inclusa, and Wood County Human Services.</p>
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➤ **Storytellers:**

Individuals living with a mental illness and/or a substance use disorder (SUD) were invited to participate in a storyteller training called *Up to Me*. The *Up to Me* curriculum was created and delivered by Wisconsin Initiative for Stigma Elimination (WISE). The training focuses on individuals living with a mental illness and/or SUD making disclosure choices about their mental health challenges, how to share their story in a way that reduces stigma, and provides peer support throughout the training. Those who attended the training are now trainers of the *Up to Me* curriculum, so future storytellers can be trained locally as they are identified.

In 2019...



A storyteller workgroup led by the three self-selected storytellers, is now in existence. The group started meeting monthly in October of 2019. During these monthly meetings, the storytellers started formulating an action plan for 2020 and developed materials relevant to storytelling and stigma reduction.

➤ **Clubhouses:**

There are two clubhouses within Wood County that serve as a safe place for adults ages 18 and older who are living with a mental illness and/or a SUD to receive peer support and learn life skills. These clubhouses are River Cities Clubhouse in Wisconsin Rapids and A Better Way Clubhouse in Marshfield.

In 2019, Members from the clubhouse served on the Mental Health Matters (MHM) coalition, provided input for the 2020-2022 Community Health Assessment (CHA), and volunteered for coalition related initiatives. Additionally, the clubhouses were eager to collaborate with other local organizations, such as the Wood County Sheriff's Department, Wood County Human Services, and Crossview Church. With the Sheriff's Department, a "Bike with the Sheriff" event was held as an opportunity for clubhouse members to have a positive interaction with an individual from law enforcement. After the bike ride, members were encouraged to share information about the clubhouse and things they would like to see happen in the community. Wood County Human Services held a focus group to discuss the transportation needs of members and this was an opportunity to share about the local options for public transit. Lastly, the clubhouses have been partnering with Crossview Church to identify ways to use the church's underutilized 12-passenger van for clubhouse members. In addition, Crossview Church has also been working with the clubhouse members on the creation of a new logo for the clubhouses.

➤ **Adverse Childhood Experiences Interface Trainer**

The Adverse Childhood Experiences (ACE) Interface training is for a general audience who are interested in learning about the ACEs and what can be done as a response to them. The ACE Interface Training can run for an hour and a half, to a half-day, or even a full day.

In 2019, the lead of Mental Health Matters received training as a trainer in the ACE Interface curriculum and can now deliver the training to Wood County audiences.

➤ **Incarceration**

The Wood County Jail Workgroup has been meeting since May 2019 and provides a platform for collaboration and shared decision-making between local agencies and community organizations that work within the local criminal justice system and with justice-involved population.

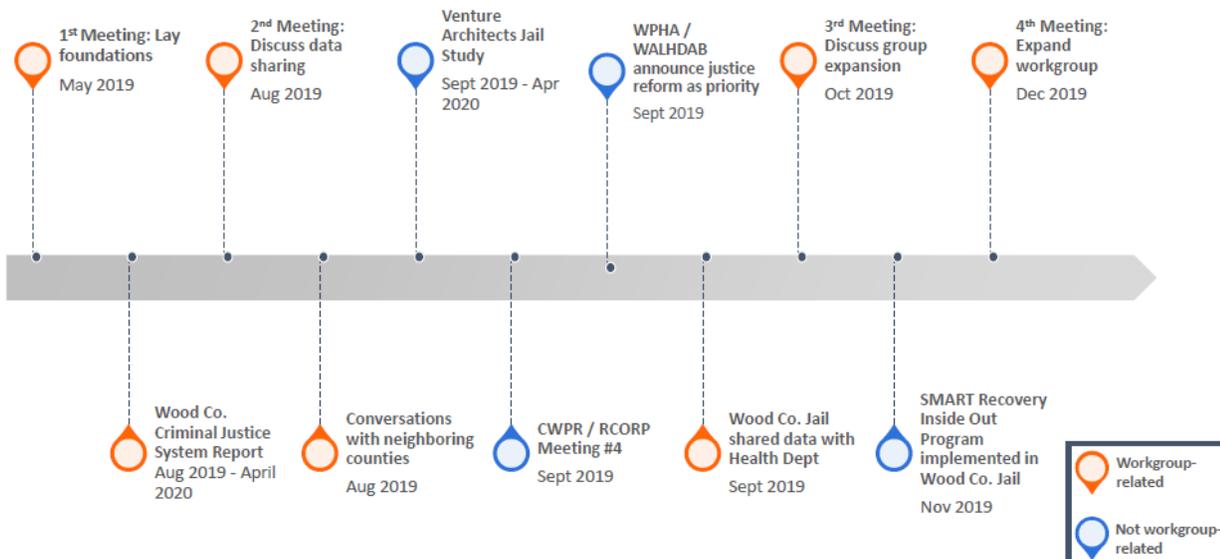
The current goals of the workgroup are to:

- Reduce incarceration, recidivism, and revocation rates
- Improve access to mental health and SUD treatment services for justice-involved populations
- Eliminate disproportionate burdens incarceration imposes on marginalized groups

Members of the Workgroup are also working on creating a report that utilizes existing research, analysis of local and statewide data, and information gathered from those who work within the justice system and those directly impacted by the justice system, to describe:

- Challenges the Wood County criminal justice system is currently facing
- Root causes of those challenges
- Initiatives Wood County is already undergoing to help address the challenges
- Success stories from neighboring counties that have faced similar challenges
- Potential evidence-based solutions that Wood County could implement

## Wood County Jail Workgroup Timeline



### **ALCOHOL & OTHER DRUG PREVENTION PARTNERSHIP**

➤ **Prescription Drug Disposal**

Wood County disposed of 2,905.7 pounds of prescription medications in 2019 through 1-day events and year-round collections at permanent disposal sites.

➤ **Tobacco 21**

On December 20, 2019, President Donald Trump signed legislation amending the Federal Food, Drug, and Cosmetic Act, and raising the federal minimum age for sale of tobacco products from 18 to 21 years. This legislation (known as “Tobacco 21” or “T21”) is effective immediately, and it is now illegal for a retailer to sell any tobacco product—including cigarettes, cigars, and e-cigarettes—to anyone under 21. The new federal minimum age of sale applies to all retail establishment and persons with no exceptions.

➤ **Wood County Drug Task Force**

More than 350 people attended the following events:

- February 27, 2019: *You Can't Stop What You Don't Know* presented by Jermaine Galloway; 150 attendees
- March 12, 2019: *Chronic State* documentary showing; 14 attendees
- October 1, 2019: *Marijuana Use and Teens: Why it's such a big deal* presented by Jo McGuire; 32 attendees
- November 6, 2019: *Suicide: The Ripple Effect*; 162 attendees
- Drug Identification Training for Educational Professionals (DITEP) training held June 19-20, 2019 with 30 people in attendance.

➤ **HIV and Hep C testing**

Aids Resource Center of Wisconsin began providing free HIV and Hepatitis C testing once a month at the Wood County Health Department in August 2019.

**BRIGHTER FUTURES**

➤ **Youth Risk Behavior Survey (YRBS)**

The Wisconsin Department of Public Instruction (DPI) standardized the Youth Risk Behavior Survey (YRBS) to ensure the ability to compare all data from schools participating. The 2019 YRBS was the first in which all Wood County public and private high schools participated.

➤ **Parents as Teachers (PAT)**

In 2019, a proposal for Parents as Teachers, an evidence-based home visiting program, was drafted and shared with community partners. This program will enhance the current home visiting program within the Health Department and build stronger connections with partner agencies.

➤ **Oral Health**

*Healthy Smiles for Wood County*

Healthy Smiles is a school-based primary prevention program that operates out of the Wood County Health Department (WCHD). Portable dental equipment is taken to Wood County Head Start and Wood County elementary and middle schools to provide dental sealants and fluoride varnish to children.

Healthy Smiles for Wood County is the only population based sealant and fluoride varnish program within Wood County.

**Received State Targeted Response to the Opioid Crisis (STR) funding for:**

- 44 lock boxes distributed
- 75 lock bags distributed
- 200 drug deactivation units distributed
- 4 Overdose prevention trainings held with 95 people trained
- 5 *In Plain Sight* trainings held with 98 people trained (in addition, had the display at the 2019 Central Wisconsin State Fair in Marshfield August 20-25)

**Received Northwoods Coalition funding for:**

- Capacity Building [to support capacity building efforts for Healthy People Wood County]
- Community Assessment [to conduct a community assessment through the Healthy People Wood County annual member survey]
- Policy [to support Wisconsin Rapids Police Department's naloxone policy]

	2018/2019 School Year
 Number of Teeth Sealed	2,180
 Number of Children Receiving Fluoride Varnish	1,737
 Children referred to dental care	340
 Urgent care referrals that resulted in a dental visit	12
 Total number of children screened	1,746
 Number of chair side education	1,441
 Healthy Smiles Funding	Medicaid: \$42,632 State: \$0 SAS: \$30,000

### *Partnership with Women, Infants, and Children (WIC)*

Fluoride varnishes prevent cavities in young children. In May 2017, WIC began applying fluoride varnishes to children participating in the program. All WIC children are able to receive fluoride varnish, up to four times a year. When applicable the services are billed through Medicaid. In 2019, 624 fluoride varnishes were applied to children participating in the WIC program.

### *Partnership with Aspirus Pediatrics*

Brighter Futures applied for and received grant funding from Delta Dental to partner with Aspirus Pediatrics to provide dental packets. The packets were distributed to children at their nine-month well-child appointments. The packets included *The Tooth Book*, a toothbrush, toothpaste, and the Wood County Dental Referral List. The Dental Referral List is updated each year after dental providers in Wood County are surveyed.

Aspirus Pediatrics also offers fluoride varnishes for children under three years of age who are receiving Medicaid. This service started to be provided because of the relationship between Health People Wood County and providers at Aspirus Pediatrics.

## **RECREATE HEALTH**

### ➤ **Housing**

Housing is an important social determinant of health and like many communities in Wisconsin and the United States, Wisconsin Rapids is in need of more quality and affordable housing. In 2019, for both the spring and fall semesters, University of Wisconsin Eau Claire (UWEC) nursing students conducted projects on housing in Wisconsin Rapids.

In the 2019 spring semester, students researched what other communities in Wisconsin and the United States are doing to improve housing. They concluded there should be a rental database and a voluntary registration and inspection program. This would improve the ability for renters to report issues, provide safer housing by removing unsafe conditions, and would make finding rental properties easier.

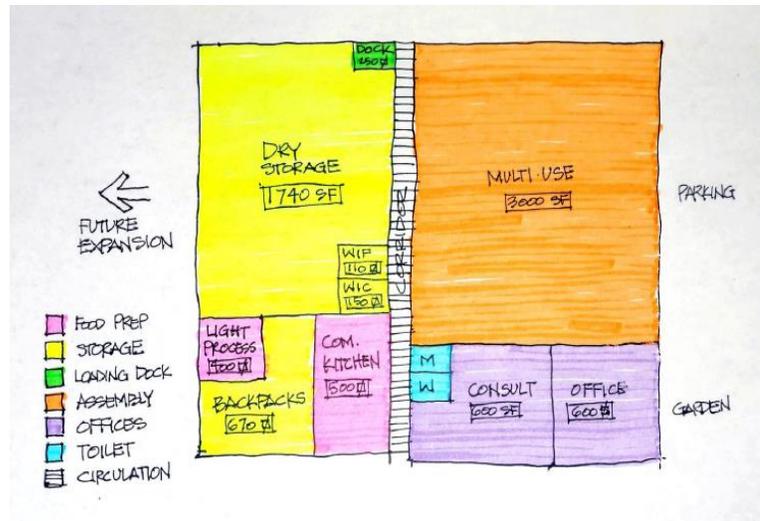
The 2019 fall semester students continued the housing work begun in the spring semester. Students created a survey and engaged residents through door knocking to determine input from community members renting in Wisconsin Rapids; community residents completed 31 surveys. Those surveyed liked the idea of having a database to find housing in Wisconsin Rapids because most found their rental housing through word of mouth or from driving around town. Renters also supported a registration and inspection program, but were unsure if the property owners would be willing to participate in the program. In addition to supporting previous recommendations, the students recommended doing more community engagement, identifying more community partners to continue the work collaboratively, and that the registration and inspection process be mandatory after a change in renters.

### ➤ **Wood County Health Department Branding/Communications**

In 2019, meetings with each team in the department were held to redevelop the Health Department's website. The updates are extensive and the new website will go live in 2020. This website update is just one objective of the Health Department's communications plan to increase awareness of our services and what we offer and how we work with the community.

➤ **Community Food Center**

Healthy People Wood County Recreate Health Team has been leading the Community Food Center Project since 2015. This project convened community organizations around the goal of increasing efficiencies in access to local and healthy foods, with a strategic focus on hunger relief systems and local food systems. In 2018, this group received grant funding through Marshfield Clinic and Security Health Plan for \$30,000. This grant was used to contract with a consultant, New Venture Advisors, to complete a feasibility assessment of what a food center would and could look like in South Wood County.



The findings of the assessment focus on supporting local hunger relief systems to better operationalize and create efficiencies through the support of a merging of locations. The report details space needs, equipment needs, preliminary budgets, governance structures, and future business development components. These components include expansion into local food markets through CSA (Community support Agriculture) Shares, Small Scale Food Processing, Gleaning, Local Food to Fork programming, and education and culinary arts programming.



➤ **Green Machine**

Wood County Schools and Local Food Pantries have been making big advancements towards local food procurement and accessibility and one notable step forward is the installation of the Green Machines in five Wood County school districts and two food pantries throughout Wood County. The Green Machine is a hydroponic growing system – meaning plants grow in water – they do not require dirt! The Green Machine grows an average of 400 pounds of produce throughout a year cycle. It stands at 4x4x3.5ft and requires as little as an hour’s worth of maintenance over the course of a week. In 2018, a Green Machine, funded by Incourage Community Foundation, was piloted and installed in the classroom of Jeremy Radtke, Agriculture Educator at Lincoln High School in Wisconsin Rapids. In addition to the Green Machine at Lincoln High School in Wisconsin Rapids, six additional Green Machines were funded in 2019 - four were placed in Wood County School Districts that did not have aquaponics growing systems. In addition to all six major school districts having hydroponic growing systems, Wood County’s two largest food pantries, South Wood Emerging Pantry Shelf (SWEPS) and St. Vincent de Paul (SVDP) Outreach also received a Green Machine allowing them to grow and offer fresh produce year round for little to no cost.

➤ **Farmers Market**

For the second year in a row, Wood County Health Department and Wood County WIC provided oversight and management of the Wisconsin Rapids Downtown Farmers Market. In 2019, the market moved locations and was along the beautiful Wisconsin River on 1st Ave South. This year, for the first time at this market, there was the ability to shop using cash, credit/debit, Foodshare, WIC vouchers, Fruit and Veggie prescriptions, and senior vouchers. The payment option availability was increased due to a processing machine and management booth, where those utilizing the various payment methods could come and exchange for wooden tokens. An additional \$4,914 was utilized through this machine via this redemption method. This year the market was connected with Lunch by the River in June, July and August.



➤ **UW-Madison Partnership Program: Catalyst Grant**



In 2019, a grant was awarded to Recreate Health Coalition to increase health equity around bike-ability and walk-ability and the River Riders Bike Share program. The funds were used for multiple purposes. Two tandem style bikes for the bike share program as well as one tricycle style bike was purchased. These bikes, also known as accessible bikes, increased the types of bikes available through the bike share program and made it easier/decreased barriers for people who may have mobility issues preventing them from riding a traditional style bike.

Community conversations were held with different populations and demographic groups throughout Wisconsin Rapids. Attendees were asked questions about how to better equip the bike share program to fit their needs, improvements that could be made in general to increase biking and walking in our community and areas in which these improvements could be targeted. The funds are helping to support the City of Wisconsin Rapids wayfinding signage project as it pertains to bike and walk trails – as many community residents identified a need for better signage along the trails. Funding is also supporting increased bike parking installations, pedestrian safety crossing signage, and the installation of a solar-powered lighted cross walk that will be installed between the newly redeveloped Veterans Memorial Park and Mead Rapids View Park.

➤ **Bike Share**

River Riders Bike Share Program kicked-off in 2015 as a "grassroots" program utilizing community donated bikes. The program outgrew the capacity to maintain and track donated bikes due to high demand. In 2018, the program contracted with Zagster, a more robust bike share system; 2019 was the second season of a contracted bike share system.



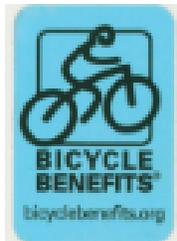
#### Highlights of 2019:

- An additional 390 riders joined the program for a total of 548 River Riders Bike Share members to date
- 230 bike rides were taken in 2018 compared to an additional 799 bike rides in 2019
- 1,029 rides taken between the 2018 and 2019 Zagster contracted program
- Bikes were available at six locations
- Locations were updated from 2018 to 2019 to pilot new locations; new locations in 2019 included Mid-State Technical College and South Wood County White Sands Beach (locations are intentionally selected to serve as a use for recreation or transportation).
- The 2018 and 2019 season attracted visitors from 25 counties and 52 communities in Wisconsin

#### ➤ **Bicycle Benefits**

The Mayors Youth Council (MYC), in partnership with Healthy People Wood County, worked on a project to connect bike riders and the business community. This project allows businesses to stand out as bike-friendly destinations and get more people pedaling over to their locations to shop by bike. This project is the Bicycle Benefits Program.

Bicycle Benefits is a year-round program/effort which promotes bike riding daily. Businesses offer a discount or reward to arriving bike riders and in turn, this encourages bike riding in the community. The main focus of Bicycle Benefits is to create local excitement for bike riding as a healthy and fun way to navigate the city.



How it works: Businesses give out helmet stickers to interested customers. This easily identifiable helmet sticker is a rider's ticket to discounts and rewards when they ride to a participating location and show their helmet. It's as simple as that. Wisconsin Rapids now has 12 businesses that are participating in the program. These include; Cravings Coffee Shop, Dairy Queen, Dunkin', From the Ground Up, McMillan Memorial Library, Motiv8 Nutrition, Polito's, Shaw Lee Restaurant, both South Wood County YMCA locations, Taco John's, Tropical Smoothie, and Wisconsin Rapids Rafters. Each of these businesses has chosen a discount to offer to bikers who acquire a sticker.

## DEVELOP PUBLIC HEALTH POLICIES & PLANS

### COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)

The CHIP is a three-year plan to improve the health of Wood County residents as it relates to the identified priorities in the CHA. Input from the community was essential to the creation of the CHIP and is a key component to ensure the success of identified strategies. During August of 2019, a leadership input session took place in Marshfield. Municipalities, school districts, and other key organizational leaders throughout Wood County provided insight on major health concerns residents face in their communities. This feedback helped shape existing strategies and set future goals and objectives, as well as prioritize areas to focus on. In October of 2019, two in-person community conversations were held in Nekoosa and Auburndale. Participants at each meeting were asked to provide ideas and activities to help accomplish the goals and objectives of each Healthy People Wood County (HPWC) Team. Fifty-five participants from 33 organizations attended the community conversations. For those unable to attend a community conversation, an online survey was provided and fifty-four responses were recorded. The survey used the same format as the two in-person community conversations. The input gathered from the community conversations informed existing strategies for HPWC. Once the existing strategies were updated, the next phase of community engagement began. HPWC met with marginalized populations and those most impacted by the health concerns to learn whether the strategies developed from the leadership input session and community conversations would be effective for addressing the identified health priorities. Feedback from residents was also incorporated into final language for the strategies in the CHIP. The final CHIP for 2020-2022 will be published in early 2020 and will be available at [www.healthypeoplewoodcounty.org](http://www.healthypeoplewoodcounty.org)

HPWC Core Team met with the following organizations or groups for their feedback and input:

- Boys and Girls Club of Wisconsin Rapids Area
- American Heroes Café
- South Wood County YMCA
- South Wood Emerging Pantry Shelf (SWEPS)
- Wood County Women, Infants & Children (WIC) program participants
- Aging & Disability Resource Center (ADRC) of Central Wisconsin
- Three Bridges Recovery WI, Inc
- Hmong community members

### STRATEGIC PLAN

During 2019, Health Department employees maintained progress with Strategic Plan goals. Action steps and outcomes within the plan for each strategy of the four goals were tracked. The process to develop a new five-year plan began in late 2019.

#### Strategic Plan Action Steps & Outcomes in 2019

- Participated in accreditation virtual site visit; reaccreditation announced August-2019
- Informed and educated the Health & Human Services Committee via monthly narratives and five special program presentations
- Provided monthly QI/PM updates at staff meetings and facilitated annual QI/PM training
- Implemented motivational retreat
- Conducted staff culture survey
- Maintained policies that support workforce retention
- Identified six new funding sources to help build capacity

## COMMUNITY ENGAGEMENT

Community engagement is a continuous process in which community members are partners in identifying action steps that can be implemented to improve health. Engagement includes, but goes beyond, community outreach. Community outreach consists of short-term activities designed to share information with, or seek input from, community members. Community engagement is an intentional practice that includes the diverse perspectives of the community, addresses power dynamics, fosters strong relationships, and leads to action. It requires organizations to work deliberately to build long-term trusting relationships and to be open and responsive to community input.

When done well, community engagement offers opportunities for residents to express their views and provides meaningful opportunities for decision-making. It also takes into account the diversity of the community to create an inclusive and equitable process. Effective engagement removes barriers for communities that may have previously prevented residents from successfully working with local government, health systems, and community organizations. Engaging community members who are the most impacted by the issues is essential in creating and sustaining change.

HPWC strives for adequate community engagement throughout the CHIP process and implementation. Alone, none of us can overcome the challenges facing our community, but together we can make progress by examining and improving the practices, policies, and systems that affect the health of our community.

## PUBLIC HEALTH EMERGENCY PREPAREDNESS

Each year, capabilities are prioritized and work is done to fulfill the emergency preparedness requirements. 2019 planning was focused on 1) emergency public information and warning and 2) information sharing. Efforts to meet these measures include, but are not limited to, staff training, updating/revising emergency plans, policies, and procedures, testing the emergency call-out system, and conducting drills with community partners.

### Highlights of 2019:

- Further developed agreements with hospitals to develop closed Points of Dispensing (PODs) so they can quickly receive and distribute prophylactic medication to their patients, employees and families during a public health emergency.
- Conducted an infectious disease tabletop exercise with local partners.
- Conducted an internal exercise to test the agency Continuity of Operations Plan (COOP) and updated the COOP following the exercise.
- Conducted a mass casualty incident tabletop exercise with local partners.
- Conducted a hospital evacuation exercise with local partners.
- Conducted an isolation and quarantine exercise with local partners.
- Participated in a full-scale oil spill exercise with Enbridge and local, state, and national partners.
- Collaborated with emergency management, hospitals, EMS, long term care, and home health agencies in the Northern Region to continue development of a regional healthcare coalition, which will result in a more coordinated disaster response.
- Updated the format of the Public Health Preparedness and Response Plan.
- Updated the pandemic plan.
- Conducted a Hazard Vulnerability Assessment.
- Conducted enhanced planning and preparedness work to prepare for a highly infectious disease such as Measles.
- Participated in county's response to a long-term power outage resulting from a severe storm.

# ENFORCE PUBLIC HEALTH LAWS

## ENVIRONMENTAL HEALTH INSPECTIONS

Through a Memorandum of Understanding, the Wood County Health Department provides environmental health services to Adams and Juneau Counties in addition to Wood County. Restaurants, retail food establishments, campgrounds, manufactured home communities, tourist lodging facilities, body art establishments, pools, and recreational/educational camps are licensed and inspected annually. In addition, a percentage of vending machines with perishable food or cup soda and coffee, and temporary food establishments, are licensed and/or inspected annually. Under an agreement with the Department of Ag, Trade, and Consumer Protection and Department of Public Instruction, school kitchens are inspected twice yearly.

County	School Kitchens	Temporary Events	Number of Licensed Establishments								
			Restaurant	Retail Food	Lodging	Pools	Water Attractions	Mobile Home Parks	Campgrounds	Rec/Ed Camps	Body Art
WOOD	37	82	232	151	33	32	3	24	10	3	7
ADAMS	4	9	87	26	191	21	16	16	25	0	1
JUNEAU	15	19	125	59	92	51	5	20	41	2	1

## WATER QUALITY

Through a contract with the Wisconsin Department of Natural Resources, 125 transient non-community water supply systems are tested in the county to ensure a safe water supply for the public. Wells of businesses that serve the public are also inspected for structural soundness and routes of potential contamination. Municipal water systems test water regularly to ensure it is safe, but it is up to private well owners to test their well water annually. Water test kits are available to Wood County residents in the Wisconsin Rapids Health Department office and at the Marshfield City Clerk's office. Wood County also conducts testing of wells in Adams and Juneau Counties through the same DNR contract.



# TNC Wells Inspected	Wood County	Adams County	Juneau County
2017	127	175	110
2018	127	175	111
2019	125	173	111



Wood County public beaches are tested for E. coli throughout the swimming season to protect swimmers' health. If E. coli counts are high, beaches are either closed or have advisory statements posted, depending on the tested value. The beach is then reopened after two subsequent safe samples. Due to high bacteria counts, there were two beach closures and four beach advisories issued in the 2019 summer season.

## COMMUNITY HUMAN HEALTH HAZARDS

The Wood County Public Health Ordinance is enforced by the Wood County Health Officer and Environmental Health staff. Environmental Health Specialists regularly respond to citizen and business complaints regarding violations of the Public Health Ordinance. When a public health hazard complaint is substantiated, Environmental Health staff work with individuals involved to ensure safe elimination of the hazard. If the hazard is not voluntarily abated, legal action is initiated.

# Complaints	Wood County	Adams County	Juneau County
2017	175	86	55
2018	217	89	66
2019	212	94	59

Many of the complaints require coordination with other departments, residents, managers, and operators/owners. Bed bug complaints came in regularly. Bed bugs are hitch-hikers and can be found anywhere humans reside.



This was a major problem for several apartment complexes, as bed bugs move from unit-to-unit as tenants visit one another or share belongings. Bed bugs are also found in hotels where they are left behind by travelers. Hotels work with pest control companies to eliminate the pests as soon as they are detected.

Other common complaints were lack of heat and water during cold weather, mold, and hoarding. Hoarding may involve an unusually large accumulation of personal belongings, or could also involve animals, with accumulations of animal waste. Often cleaning issues accompany hoarding due to a lack of space for cleaning. People with hoarding behaviors often have mental health issues that must be addressed for a sustained cleanup to occur.



## PHARMACEUTICAL COLLECTION

The pharmaceutical collection serves as a means of protecting groundwater and surface water from contamination from improper drug disposal. Unsafe drug disposal is also harmful to wildlife and damaging to Public Health. In recent years, the misuse and abuse of pharmaceuticals has increased; one of the most common sources of illicit pharmaceuticals is the home medicine cabinet. In 2019, ongoing collection sites were available at the Wood County Sheriff's Department, as well as the Port Edwards, Pittsville, Nekoosa, Wisconsin Rapids, Grand Rapids, and Marshfield Police Departments. The law enforcement collection sites offer opportunities for safe disposal of medications by all Wood County residents.

Year	Pounds of pharmaceuticals collected
2019	2,905
2018	3,065
2017	2,973
2016	2,945



## PROMOTE STRATEGIES TO IMPROVE ACCESS TO HEALTHCARE SERVICES

### BREASTFEEDING EDUCATION AND SUPPORT

The Wood County Health Department has one International Board Certified Lactation Consultant and eight certified lactation specialists, and a breastfeeding peer counselor. The Wood County Health Department offers individual support by providing breastfeeding appointments, lactation phone calls, and breastfeeding peer counseling. The Wood County Breastfeeding Coalition carries out breastfeeding initiatives that create policy, environmental, and system level changes. Collaboration exists with community, state, and national organizations to create these changes. The Wood County Breastfeeding Coalition strives to increase awareness and support within the community by hosting various events, as well as implementing policy change within businesses and child care centers.

The coalition has a website, bi-annual newsletter, Facebook page, and an online breastfeeding support group to increase communication with the community.

#### Highlights from 2019

- Hosted Big Latch on Event and MommyFest
- Offered free breastfeeding photo shoot for moms in the community
- Surveyed the community on their breastfeeding experiences to begin strategic planning for 2020 (received 500 responses)
- Offered scholarships for community members to become certified in lactation
- Awarded breastfeeding friendly individual of the year for her contributions for normalizing breastfeeding within our community

Breastfeeding Incidence & Duration	Wood County WIC	Wisconsin WIC
Incidence	82.3%	72.4%
1 month	60.7%	73.3%
3 months	57%	57%
6 months	34.7%	38.6%
12 months	22.3%	16.6%
Exclusive at 1 month	36%	37.6%
Exclusive at 3 months	21.4%	27.2%
Exclusive at 6 months	9.6%	12.4%

### SPECIAL POPULATIONS

Outreach is provided to the Plain community on a monthly basis and as needed to promote healthy birth outcomes and to provide education and resources on pregnancy, breastfeeding, immunizations, safety, and overall family health. Additional services are offered such as well water testing to ensure safe drinking water and fluoride varnish to children to increase preventative oral health.

In 2019, home visiting services were provided to 30 families, 19 of which are new to public health. More than a dozen families that have previously received public health services have left the community and now reside outside of Wood County. This has resulted in a decline in our Plain community population. Services provided in 2019 include:

- 45 encounters for immunizations along with special attention to providing education on measles and pertussis
- 6 well water tests
- 12 fluoride varnishes applications

Wood County Health Department offers comprehensive newborn screening including screening for genetic abnormalities through the blood card, screening for Critical Congenital Heart Defects (CCHD), and hearing screening. Policies and procedures pertaining to Plain community screening and outreach have been updated to reflect current practices and health equity.

## WIC

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides healthy foods, healthcare referrals, and nutrition and breastfeeding education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.



2019

The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides healthy foods, healthcare referrals, and nutrition and breastfeeding education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk.

### Annual Participation

2019 Annual Participation: 2,239

**Decrease of 2% from 2018**



### Dollars Generated in Wood County



Grocery Stores: \$978,051.64

Farmer's Market: \$9,330



### 2019 Highlights



Initiate Breastfeeding



WIC participants felt prepared to breastfeed after receiving breastfeeding education from WIC



WIC participants increased their fruit & vegetable intake due to what they learned at WIC

### Childhood BMI Trends



30.4% Overweight or Obese

63.2% Healthy Weight

6.4 Underweight

### WICHealth.org

WICHealth.org is a web-based program that provides online nutrition education in order to receive food benefits. Nutrition education is required to be completed every three months in order to continue receiving food benefits. This method of education continues to be a popular method of receiving nutrition education in Wood County.



663 Lessons Completed

### Fit Families

Fit Families is a public health nutrition program funded under the USDA's Supplemental Nutrition Assistance Program for families with children ages 2 to 4 years old. It strives to prevent childhood overweight/obesity by providing individual counseling to empower families to adopt healthy eating and physical activity behaviors.

Wood County WIC enrolled 62 families in 2019.

>60 mins of Physical Activity      <1 sugar sweetened beverage per week      <6 oz of juice per day

84%

81%

38%

### Breastfeeding Peer Counseling

The Breastfeeding Peer Counseling Program targets prenatal and postpartum women on WIC to encourage breastfeeding by educating, supporting, and giving basic guidance. Contact is made via telephone, text messaging, email, home visits, office visits, and hospital visits. The Baby and Me Class (now called "Baby Shower") continues to be offered to educate pregnant women on breastfeeding, infant and child nutrition, car seat safety, safe sleep, and immunizations.

#### Successful Contacts



72% Pregnant Moms



60% Breastfeeding Moms



## MATERNAL CHILD HEALTH SERVICES

Wood County provides Prenatal Care Coordination (PNCC) services to pregnant women who are identified as at-risk for poor birth outcomes. In addition to PNCC, Public Health Nurses provide Maternal Child Health (MCH) outreach, phone support, and home visiting services to families who need health education, resources, lactation services, and/or support after having a baby. Goals of the program include: increase mental health screening and service access, increase access to appropriate preventative medical services, increase adequate and safe housing, increase food stability, increase breastfeeding rates, and decrease prenatal alcohol, drug, and tobacco exposure. Before receiving services:

- 28% of women receiving PNCC/MCH nursing services had unstable housing
- 21% of women receiving PNCC/MCH nursing services reported feeling down, depressed, hopeless, anxious, or worried for no good reason
- 17% of women receiving PNCC/MCH nursing services had food instability

Trends continue to show the need for efforts to address high rates of tobacco use among this population as these risk factors strongly correlate with poor birth outcomes. The First Breath Program was implemented in 2016 with enrollment numbers doubling from 2016 to 2017 and almost doubling again from 2017 to 2018. In 2019, Wood County continued to refer to First Breath at one of the highest rates for a rural county in Wisconsin. This program, designed for pregnant and postpartum women and their families, assists and supports efforts to cut back or quit smoking.

In 2019, the PNCC and MCH programs received 311 referrals.

## ORAL HEALTH

The most common chronic infectious disease among children today is tooth decay. Tooth decay can threaten a child's health and well-being. According to [Oral Health America: A Report of the Surgeon General](#), the biggest problems are access to care, expense, and lack of preventive services. The Wood County Health Department has addressed oral health concerns in Wood County by operating the Healthy Smiles for Wood County Program since 1999.



Healthy Smiles for Wood County is a school-based, school-linked dental education, screening, sealant, and fluoride varnish program. It is a partnership between the Wood County Health Department, schools in Wood County, Head Start Centers, the dental community, and local volunteers. The primary focus is prevention of dental caries through outreach, education, sealant and varnish placement, systems change, reduction of oral health disparities and referrals to establish a dental home for children at an earlier age.

The Healthy Smiles for Wood County program has continued to grow and evolve since its inception in 1999. In 2019, Healthy Smiles for Wood County accomplished the following:

- Provided 1,441 children with dental health education
- Screened 1,746 children
- Placed 2,180 sealants on 604 children
- Placed 3,367 fluoride varnish treatments on 1,746 children
- Referred 340 children with unmet dental needs to area dental clinics

Healthy Smiles for Wood County is the only population-based sealant and fluoride varnish program within the county. Our sealant program operates at all Wood County Public schools and three larger private schools. Our fluoride varnish program operates at all Wood County Head Start centers.

# MAINTAIN A COMPETENT PUBLIC HEALTH WORKFORCE

## Wood County Health Department



Yrs of  
Service

### MANAGEMENT TEAM

- 14.5 Susan Kunferman
  - Director/Health Officer
- 29.0 Nancy Eggleston
  - Environmental Health/Communicable Disease Supv
- 18.5 Kathy Alft
  - Public Health Manager
- 11.5 Kristie Rauter Egge
  - Community Health/Health Promotion Supv

Yrs of  
Service

### HEALTH PROMOTION / COMMUNICATION

- 4.5 Sarah Salewski Health Educator
- 2.5 David Strong Health Educator
- 2.5 Ashley Normington Health Educator
- 2.0 Julie Cutright Health Educator
- 14.5 Wendy Ruesch Dental Hygienist
- 1.0 Erin Fandre Dental Hygienist
- 2.0 Reyne Reffner Program Coordinator

### COMMUNICABLE DISEASE

- 12.5 Jean Rosekrans Public Health Nurse
- 13.5 Alecia Pluess Public Health Nurse

### ENVIRONMENTAL HEALTH (EH)

- 14.0 Kate Carlson Registered Sanitarian
- 2.5 Logan Manthe Registered Sanitarian
- 2.0 Tim Wuebben Environmental Health Assistant
- 2.0 Mariah Heiman Environmental Health Assistant
- < 1 yr Ben Jeffrey Environmental Health Assistant
- LTE Ellen Hetzer Environmental Health Assistant

Yrs of  
Service

### FAMILY HEALTH / INJURY PREVENTION

- 12.5 Erica Sherman Public Health Nurse
- 5.0 Danielle Hiller Public Health Nurse
- 3.0 Melony Johnson Public Health Nurse

### OPERATIONAL SUPPORT

- 2.5 Dawn Pearson Accounting Clerk
- 3.5 Jessi Jacobitz Program Coordinator
- 6.0 Val Elliott EH Administrative Assistant
- 5.5 Ashley Arendt Program Coordinator
- 23.5 Mai Thao Program Coordinator

### WOMEN, INFANTS, CHILDREN (WIC)

- 2.0 Camen Haessig WIC Director/Project Nutritionist
- 3.5 Jessica Hutchinson Nutritionist/Health Educator
- 1.0 Sarah Sugden Nutritionist/Health Educator
- 5.5 Tiffany Halama Nutritionist/Health Educator
- 1.0 Micaela Rucker Nutrition Assistant
- 5.0 Sarah Krubsack Community Health Worker
- 6.0 Betsy Mancl Health Screener/Peer Counselor

## PUBLIC HEALTH COMPETENCIES

The Core Competencies are a set of skills desirable for the broad practice of Public Health. They reflect the characteristics employees of Public Health organizations need to possess as they work to protect and promote health in the community. Employees work with their supervisor annually to assess their core competencies and develop goals to improve competency scores.

In 2019, Wood County Health Department employees participated in 182 continuing education events that built on their competencies.



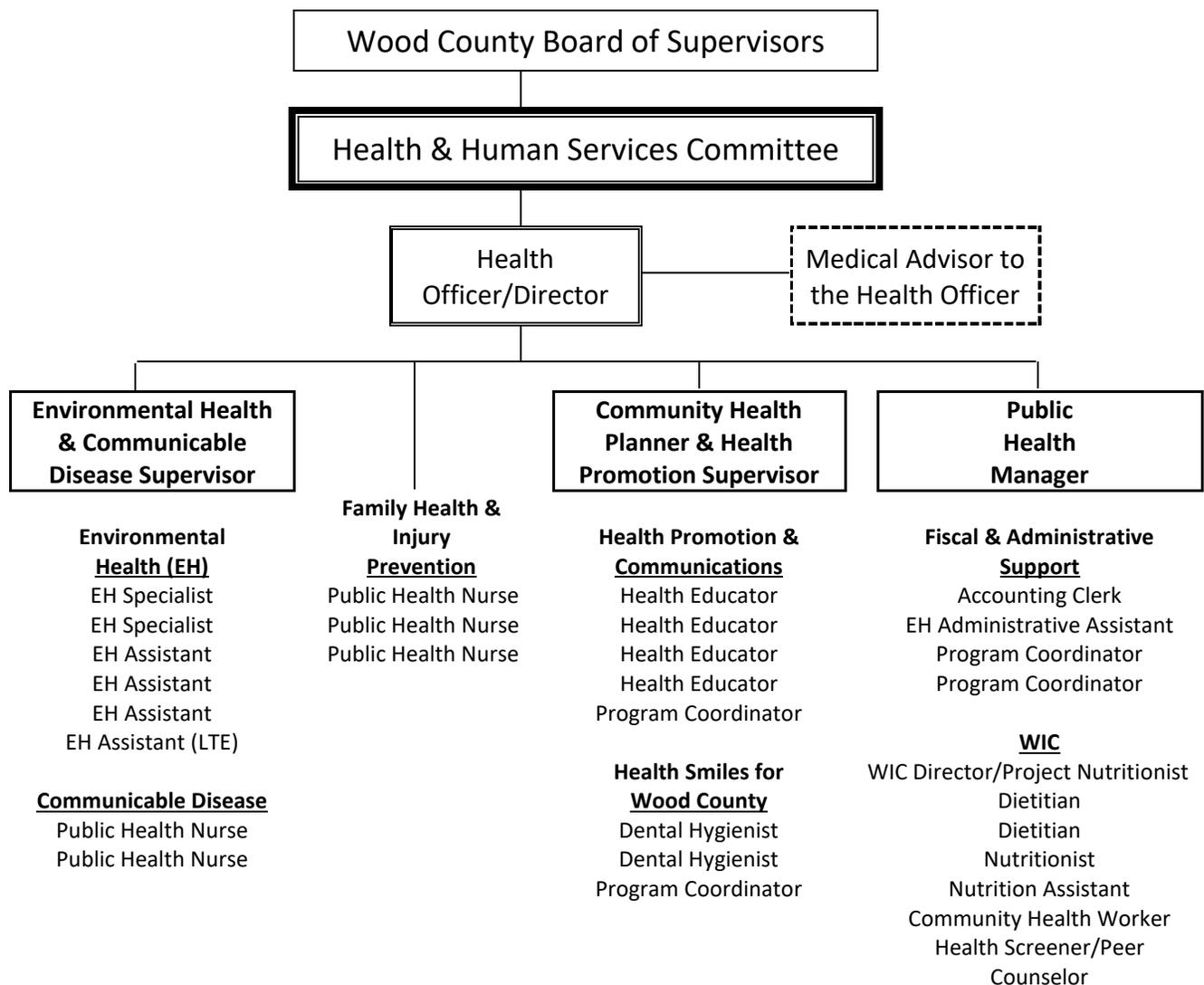
## LINKAGES WITH ACADEMIA

Equally as important to assuring a strong existing public health workforce is to train, motivate, and mentor the future public health workforce. Wood County Health Department has strong linkages with numerous institutions of higher learning and serves as a site for student placement, observation, practicum experience, and internships.

In 2019, Wood County Health Department hosted the following:

- 9 Pediatric residents
- 1 Bachelor's Degree in Health Promotion and Wellness student
- 1 MPH student
- 1 Bachelor's Degree in Sociology/Criminal Justice student
- 17 BSN students
- 1 Bachelor's Degree in Psychology student

## WOOD COUNTY HEALTH DEPARTMENT ORGANIZATIONAL CHART



# EVALUATE AND IMPROVE PROCESSES, PROGRAMS, & INTERVENTIONS

## PERFORMANCE MANAGEMENT

Performance management measures are strategies implemented to track the efficacy of programs within the Wood County Health Department. These measures hold the Health Department accountable to delivering the best services and initiatives we can. The review of our measures helps identify in what areas we are doing well and where improvements can be made.



## Quality Improvement

Quality improvement projects are initiatives a program area undertakes to improve a specific program's functionality. These projects are drawn out on a story board and undergo a Plan-Do-Check-Act cycle to see if the project was effective in helping improve the program's functionality. The Department also utilizes solution revolutions as an avenue to receive employee suggestions on quality improvement projects the department can take on to improve the workplace.



## Customer Satisfaction

The Health Department seeks the feedback of the customers we serve. Customer input further challenges the Health Department to be responsive to the needs and wants of customers. By implementing the suggestions and being responsive to customer input, the Health Department can adjust their services and workflow to provide a better experience to our customer base.

## PUBLIC HEALTH ACCREDITATION

Public Health accreditation is a process of ensuring that a Public Health agency demonstrates a commitment to transparency, accountability, and a culture of quality improvement. The Health Department submitted documents and narratives, participated in a virtual site visit, and became reaccredited in 2019.

## CONTRIBUTE TO AND APPLY THE EVIDENCE BASE OF PUBLIC HEALTH

### SAFE KIDS WOOD COUNTY

*Safe Kids Wood County* is part of a global network of organizations whose purpose is to prevent accidental childhood injury, a leading killer of children 17 and under. Their mission is to reduce unintentional injuries for children in this age group by empowering families and communities through educational initiatives. The coalition was organized in 2006, is led by Marshfield Medical Center, and has representatives from fourteen different agencies.

#### Safe Kids injury prevention programs in 2019:

- A Safety City injury prevention camp was offered to incoming kindergarteners in Marshfield. 12 children attended the camp.
- 161 bike helmets were sold to youth at a reduced cost
- 34 car seat check events were offered, 102 car seats were checked
- 68 car seats were provided to families in need
- 1 rental car seat was loaned
- Over 100 car seats were collected and recycled
- Cribs for Kids provided 7 Pack N Plays to needy families. Families also received education on safe sleep, fitted crib sheet, and wearable blanket.
- 3 “Kids Don’t Float” life jacket loaner boards are placed throughout the County.
- Officers reached 50 kids in Wisconsin Rapids and 100 kids in Marshfield with the Caught Being Safe Program. Officers reward children who are displaying safe behaviors by handing out coupons for various treats to young bicyclists.
- Provided bike/helmet safety education at the Marshfield Children’s Festival in Wood County.
- Provided poison and fire prevention at community events.

### TOBACCO CONTROL AND PREVENTION

The Health Department uses an effective mix of education, positive reinforcement and oversight to keep tobacco products out of the hands of youth. This is completed by:

- Conducting unannounced inspections at local tobacco retail outlets to track retailer compliance with Wisconsin’s tobacco sales laws [the Wisconsin Wins (WI-WINS) campaign is an evidence-based, state-level initiative designed to decrease youth access to tobacco products].
- Providing free training and educational resources that help retailers understand and comply with the law.
- Engaging in community outreach and education to communicate the importance of preventing youth access to tobacco.

**In the first six months of 2019, sales to minors decreased.** Sales took place at a gas/convenience store (1) and a casino (1). For this short fiscal period, sales rates are down from 23.4% in 2018 to 11.1% from January -June 2019.

Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	8	1	12.5	87.5
Liquor	0	-	-	-
Grocery	4	0	0	100
Pharmacy	0	-	-	-
Bar/Restaurant	3	0	0	100
Tobacco/Vape Shop	0	-	-	-
Other	3	1	33.3	66.7
<b>Total</b>	<b>18</b>	<b>2</b>	<b>11.1</b>	<b>88.9</b>

**The Wisconsin Wins tobacco compliance check program switched to a July-June fiscal calendar. The above numbers include Jan-June 2019 data; 2019-2020 program year will be reported in the 2020 annual report.**

# MAINTAIN ADMINISTRATIVE & MANAGEMENT CAPACITY

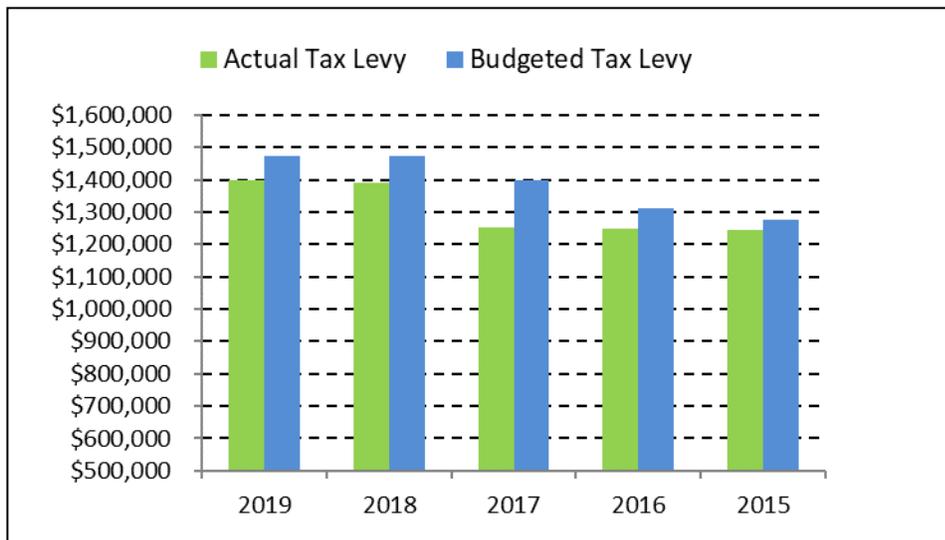
## CULTURAL AND LINGUISTIC COMPETENCY

The Wood County Health Department receives federal financial assistance and is required to comply with all State and Federal Civil Rights laws and regulations. The Health Department provides annual training to employees, assists Wood County in complying with submission requirements of the Civil Rights Letter of Assurance and Civil Rights Compliance Plan, and works with the Wood County Human Resources Department to ensure equal opportunity in employment and service delivery to all individuals.

## FISCAL CAPACITY

The Wood County Health Department continues to advocate for public health funding, explore opportunities for new funding sources, and devote valuable resources to retaining current funding. We adapt programs and services as funding sources change and as a result the Health Department has returned over \$350,000 to contingencies the past five years.

<b>REVENUES</b>	<b>2019</b>	<b>2018</b>
Intergovernmental Revenues (Federal/State Grants)	\$ 539,396	\$ 520,574
Licenses and Permits (Environmental Health)	\$ 440,848	\$ 384,505
Public Charges for Services (includes MA revenue)	\$ 97,623	\$ 63,107
Intergovernmental Charges (DNR, Adams/Juneau County MOU)	\$ 139,052	\$ 93,017
Other Grant Funds (includes Non-Lapsing funds grant budgets)	\$ 23,662	\$ 130,431
<b>EXPENDITURES</b>		
Public Health	\$ 1,753,002	\$ 1,728,208
Women, Infants, & Children *	\$ 379,237	\$ 369,690
Consolidated Contract *	\$ 77,491	\$ 81,136
Healthy Smiles for Wood County *	\$ 104,883	\$ 123,278
Adams/Juneau EH Services *	\$ 322,170	\$ 281,412
* Non-tax levy programs ... 100% grant-funded programs		
<b>TAX LEVY</b>	<b>\$ 1,396,201</b>	<b>\$ 1,392,090</b>



*The Health Department used 94.8% of budgeted tax levy in 2019, returning \$77,166 to contingency. This was primarily the result of positions which remained vacant for extended lengths of time or employees on approved unpaid leaves of absence.*

## MAINTAIN CAPACITY TO ENGAGE THE PUBLIC HEALTH GOVERNING ENTITY

### HEALTH AND HUMAN SERVICES COMMITTEE

The Health and Human Services Committee (HHSC) is comprised of five County Board supervisors and four citizen members. They provide oversight to Wood County Human Services and Veterans Service, in addition to the Wood County Health Department. The Committee assesses public health needs and advocates for the provision of reasonable and necessary public health services. Along with the Health Officer, they develop policy and provide leadership that foster local involvement and commitment.



**Pictured from left to right ...**

back row: Mark Holbrook\*, Adam Fischer\*, Jessica Vicente, Tom Buttke, Marion Hokamp\*, Donna Rozar\*

front row: Steven Kulick MD, Lori Slattery RN (replaced by Heather Wellach RN April-2019) Al Breu\*

*\* County Board Supervisors*

### 2019 HHSC Accomplishments

- Approved sponsorship of River Riders Bike Share program using unanticipated budget surplus dollars.
- Provided information about the value of reaccreditation and informed of the Health Department's reaccreditation status.
- Reviewed and provided support of the Health Department 2020 budget to Executive Committee and County Board.
- Supported a resolution to request the Wisconsin Legislature end the use of personal conviction waivers for school and day care center immunizations.
- Participated in a short performance management survey to gauge the level of Committee awareness of programs and services.
- Informed about Health Department program areas with special presentations or shared infographics on groundwater testing programs, HIV/HepC testing, bike share program, public health funding by State, performance management, WIC, Family Health Injury Prevention initiatives, oral health, and Senior Housing Development Health Impact Assessment.
- Reviewed details and learning objectives for Wisconsin Public Health Association (WPHA) Annual Conference, National Association of Local Boards of Health (NALBOH) Annual Conference, FD312 Special Processes at Retail Course, Community of Practice for Public Health Improvement Open Forum, Public Health Preparedness Summit, and National WIC Association Leadership Conference. Committee approved attendance by Public Health professionals to all events.
- Invited to participate in Enbridge Emergency Preparedness full scale exercise.

**Annual Report:**

For additional copies of this report call, 715-421-8911, or visit our website at [www.co.wood.wi.us](http://www.co.wood.wi.us)

**Information Sources:** National Association of County and City Health Officials, Centers of Disease Control and Prevention, Wisconsin Department of Health Services, Public Health Profiles, Wood County Health Department.



**Public Health**  
Prevent. Promote. Protect.