



wood county  
**HEALTH DEPARTMENT**

---

*Nationally Accredited*

## **2012 ANNUAL REPORT**

**The mission of the Wood County Health Department is to maximize the quality of life across the lifespan by promoting health, protecting the environment, and preventing disease and injury.**

420 Dewey Street, Riverview Clinic Building

Wisconsin Rapids WI 54494

(715) 421-8911

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**Pictured from left to right ...** (front) Tom Buttke, Bonnie Jaecks, Mike Feirer  
 (back) Lori Slattery-Smith RN, Jeffrey Koszczuk DO, Donna Rozar, Doug Machon, Peter Hendler, Marion Hokamp

## **HEALTH & HUMAN SERVICES COMMITTEE**

Donna Rozar ... Committee Chair, County Board Supervisor  
 Peter Hendler ... Committee Vice-Chair, County Board Supervisor  
 Mike Feirer ... Committee Secretary, County Board Supervisor  
 Doug Machon ... County Board Supervisor  
 Marion Hokamp ... County Board Supervisor  
 Jeffrey Koszczuk, DO  
 Lori Slattery-Smith, RN  
 Bonnie Jaecks  
 Tom Buttke

## **MEDICAL ADVISOR TO THE HEALTH OFFICER**

Jeffrey Koszczuk, DO

## **HEALTH OFFICER**

Susan Kunferman, RN, MSN, CPM



# WOOD COUNTY HEALTH DEPARTMENT STAFF

December 31, 2012

## MANAGEMENT TEAM

Years of Service

Susan Kunferman	Health Officer/Director	7.5
Nancy Eggleston	Environmental Health/Communicable Disease Supervisor	22.0
Kathy Alft	Accounting Supervisor	11.5
Tyler Zastava	Quality Improvement/Emergency Preparedness Manager	7.0
Amber France	Nutrition/Lactation Program Supervisor	5.5

## OPERATIONAL SUPPORT

Janette Dotter	Accounting Clerk	14.0
Sharon Laufenberg	Secretary/Receptionist	27.5
Cathi Jackson	Secretary/Receptionist	13.0
Mai Thao	Program Coordinator	16.5
Susan Rau	WIC Health Screener	3.0
Kathy Roach	WIC Support Staff	33.5
Linda Wolosek	Public Health Aide	25.0

## COMMUNITY HEALTH

Kristie Rauter	Community Health Improvement Planner	5.0
Michelle Goetsch	Contracted Health Educator (Aspirus Occupational Health)	2.5

## ENVIRONMENTAL HEALTH

Greg Kolodziej	Registered Sanitarian	7.0
Kate Carlson	Registered Sanitarian	7.0

## COMMUNICABLE DISEASE

Diane Rodd	Public Health Nurse	17.0
Joanie Kuennen	Public Health Nurse	22.5

## CHRONIC DISEASE

Alecia Pluess	Public Health Nurse	6.5
Jean Rosekrans	Public Health Nurse	6.0
Wendy Ruesch	Oral Health Program Supervisor	7.5

## PARENT/CHILD HEALTH

Erica Sherman	Public Health Nurse	6.0
Leah Meidl	Public Health Nurse	3.5
Leah Fuehrer	Public Health Nurse	2.0
Jill Bohn	Public Health Nurse	6.5
Amanda Melinski	WIC Nutritionist/Health Educator	0.5
Karrie Benda	WIC Nutritionist	5.5
Amy Arndt	WIC Nutrition Assistant	12.0
Angela Roltgen	WIC Nutrition Assistant	0.5
Julia Her	WIC Peer Counselor	1.5

## Message from the Director

I am pleased to present this 2012 Wood County Health Department Annual Report. This report reflects the myriad of services your public health agency engages in to carry out the 10 Essential Public Health Services and accomplish our mission: *To maximize the quality of life across the lifespan by promoting health, protecting the environment, and preventing disease and injury.*



In 2012, we submitted all required documentation to the Public Health Accreditation Board to continue our journey toward National Voluntary Public Health Accreditation. An on-site visit, one of the final steps toward successful accreditation, is scheduled for January 2013. The road to accreditation has strengthened our infrastructure, enhanced the quality and efficiency of our daily work, and helped us to define what it looks like to be successful.

This year we also embarked on a new community health assessment and community health improvement planning process with our community partners, stakeholders, and members of the public. We are excited to launch this new roadmap in 2013 as it will guide us and our partners over the next five years as we seek to improve the public's health.

Appreciation is extended to the Health and Human Services Committee, the medical community, schools, and other allied agencies that collaborated with us in 2012 to improve the health of the people of Wood County. This appreciation is also extended to the dedicated health department staff and County Board of Supervisors. Their contributions to the health of our citizens are invaluable.

If you have any questions regarding public health in Wood County, please feel free to call or visit our office.

Sincerely,

A handwritten signature in cursive script that reads "Susan Kunferman".

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

### 10 Essential Services of Public Health

1. Monitor health status and understand health issues facing the community
2. Protect people from health problems and health hazards
3. Give people information they need to make healthy choices
4. Engage the community to identify and solve health problems
5. Develop public health policies and plans
6. Enforce public health laws and regulations
7. Help people receive health services
8. Maintain a competent public health workforce
9. Evaluate and improve programs and interventions
10. Contribute to and apply the evidence base of public health

## OUR VISION

Wood County Health Department will be a nationally accredited organization, consisting of an interdisciplinary team of dedicated public health professionals functioning at their highest potential. Wood County Health Department will be a model health department that is a credible resource leading the way to a healthy community.

**Professional \* Accountable \* Proactive \* Credible \* Ethical**

What does Wood County Health Department do for you and your community? Dozens of 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 ...*

### **PARENT/CHILD HEALTH**

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

### **CHRONIC DISEASE PREVENTION**

This team facilitates strength-training and falls prevention programs, provides alcohol and tobacco education, assists with worksite wellness implementation, coordinates the Wisconsin Well Woman Program (WWWP), and provides initiatives to reduce the rates of obesity, increase physical activity levels, and improve access to nutritious foods for adults and children.

### **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 supplemental food nutrition, health education, and referral services. Persons served include pregnant and breastfeeding women, infants, and children up to age five. The program provides breastfeeding peer counseling to pregnant women and new mothers enrolled in WIC. It also provides farmers' market nutrition program vouchers to WIC participants.

### **ENVIRONMENTAL HEALTH**

Registered Sanitarians enforce codes, license and inspect Wood County restaurants, pools, hotels/motels, mobile home parks, campgrounds, body art establishments, and retail food stores. Environmental Health (EH) also enforces the Wood County 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.

### **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.

# HEALTHY PEOPLE WOOD COUNTY (HPWC)

Plans and developments have been in process for the 2013-2018 health plan. A community health assessment team met to review data and provide recommendations. Following this, the Healthy People Wood County Steering Committee met to select the new health priorities for 2013-2018. The new priorities are Chronic Disease Prevention and Management (including nutrition, physical activity, and tobacco), Healthy Growth and Development (including reproductive and sexual health), and Mental Health/AODA (Alcohol and Drug Abuse). Teams met to complete a S.W.O.T. (Strengths, Weaknesses, Opportunities, and Threats) analysis for each priority. Following this meeting each team met to develop mission, vision, goals, strategies, and activities around their specific health priority. The plan will be finalized in the spring of 2013.

## ----- Access to Primary and Preventive Health Services -----

- Insurance informational sessions were held through a partnership with the University of Wisconsin (UW) Marshfield/Wood County. Speakers were in attendance from Security Health Plan and Wood County Economic Support. They created a video that covers: what health insurance is, why it is needed, the different types of health insurance, and common terms.
- The *Text-It* line continues to be well utilized. More than 500 mobile numbers have texted into the program. Promotion for the line included: materials provided to the schools, specific senior outreach, materials distributed at the Central Wisconsin State Fair, a promotional video shown in school health classes, and promotion at 3-O Day and Teen Health Day. An evaluation of the promotional materials was sent to schools that utilize the program.
- Through an American Dental Association grant, Ministry Saint Joseph's Hospital and Riverview Hospital birth centers handed out our oral health packets. Billboards were placed throughout the county promoting oral health care.

The Access team has evolved into the Healthy Growth and Development team. One of the trainings the team plans to bring to Wood County schools and health care providers is the *Adolescent Health Care Communication* program, which seeks to empower adolescents to better understand health care and how to communicate better with their health care providers.

## ----- Mental Health and Mental Disorders -----

- Eleven people were trained with the *Question, Persuade, Refer (QPR) Model* during a QPR train-the-trainer course. Additional QPR trainings with Norwood, the Wood County Human Services and Economic Support Family Service Divisions, Marshfield Big Brother/Big Sister Program, and a psychology class at UW Marshfield/Wood County were offered. A total of 276 people were trained with the QPR Model in 2012.
- May was Mental Health Awareness month and an article appeared in newspapers detailing all of the mental health services available in Wood County. Media outreach for the month of June included partnering with Mike's Run in Marshfield. The theme for this run was HOPE: Hold on, Pain Ends. It emphasized men's health, specifically men with depression. In June the Marshfield Library had a display on men's health and many of the materials were checked out; Mike's Run funded a large number of books on depression and men's health used in the display. Material was put together for a booth at Mike's Run, including information on: Resource Roadmaps, crisis line, mental health resources, suicide prevention walk, mental health conference, Children's Disability Resource Center, and trends in mental health services.
- The suicide awareness walk was held in September. The walk brought community members together and was held in partnership with the Webb Foundation. A suicide survivor support group started in Nekoosa. This was requested by students of Nekoosa High School who have lost classmates to suicide over the years.
- Anger management is now being incorporated into programming done through Wood County Human Services. This will sustain programming being provided to target populations currently lacking this offering.
- A number of locations were researched for a club house in Wisconsin Rapids. A *Better Way Club House* in Marshfield had more than 580 visits in 2012. A garden was put in at the clubhouse to increase physical activity and access to healthy produce. When available, the produce will be incorporated into daily meals at the clubhouse.

- An Anxiety and Bipolar Disorder in Adults conference was held at UW Marshfield/Wood County in October. A total of 274 people attended and there are plans to have a conference next year.
- A *Survivor of Suicide* tool was developed for Wood County using a model from Dane County called *Helping After Suicide*. The tool is available electronically and has been distributed to community partners.

This team evolved into the Mental Health and Alcohol and Other Drug Abuse Team as this was identified as one of the new health priorities for the next 5-year community health plan.

----- **Overweight, Obesity, and Lack of Physical Activity** -----

- The 4<sup>th</sup> annual Big Feet, Little Feet Family Fun Walk/Run was held on June 2, 2012 around Lake Wazeecha. There were 171 participants. Proceeds will go toward sustaining prevention efforts related to chronic disease in Wood County.
- Team members attended the Heart of Wisconsin Chamber of Commerce Fat Tuesday “Business Expo” Mardi Gras Party, where the worksite wellness tool kit developed by the worksite wellness networking group was promoted. A worksite wellness survey was completed in Central Wisconsin in partnership with the Alliance for a Healthier Minnesota. Central Wisconsin was part of the study, which included six total states. Information from this survey will drive further initiatives.



- The Chronic Disease Prevention and Management team Co-chair, Tina Bart, presented “Building a Healthy Business – Avoiding the Unaffordable” at a Worksite Wellness Networking breakfast in March at Riverview Medical Center.
- The coalition applied for and was selected to participate in the Healthy Wisconsin Leadership Institute Community Teams Program along with seven other Wisconsin counties. The Community Teams Program offers continuing education in leadership and the practical skills needed to lead community health improvement initiatives. The project that is being focused on is “Active Communities”.
- The coalition presented at the Wisconsin Public Health Association (WPHA) conference. The focus was on additional work that has been done with Wood County schools, including changing the school food environment.
- Coalition members re-painted faded markers walking path near Madison Elementary School in Marshfield.
- A screening of the *Weight of the Nation* video was hosted in both Marshfield and Wisconsin Rapids.
- The coalition promoted *Safe Routes to School* in Wisconsin Rapids.
- Team members attended the Wisconsin Active Communities Action Institute on December 6<sup>th</sup> in Green Bay. During this Institute, the team learned how to create a more walkable and livable community.
- The coalition provided leadership with additional community partners to present a community garden proposal to the Riverview Hospital Association Board. Community gardens are planned in Wisconsin Rapids in the spring of 2013.
- The coalition partnered with the Wood County Breastfeeding Coalition to work with local childcare centers on becoming breastfeeding friendly. Breastfeeding trainings and sample policies were provided to these centers. Equipment for breastfeeding rooms was purchased with grant money.

The Healthy People Wood County Obesity team has transitioned into the Chronic Disease Prevention and Management team.

# COMMUNITIES PUTTING PREVENTION TO WORK (CPPW)

Nearly three years ago, Wood County was awarded a \$2.3 million *Get Active* federal grant to implement programs and policies that create better access to healthy foods and increase opportunities for physical activity for all residents. Our successes are a testament to why healthier resident lifestyles make our central Wisconsin community one where people truly want to live, learn, work and play.

With the *Get Active* grant funding, over 20 child care centers revised policies to offer the youngest members of our community better nutritional standards and increased time for physical activity. Thanks to the leadership of school districts, our county now also boasts one of the most successful Farm-to-School programs in the state. In addition, public and private sector worksites established wellness policies that make healthy living more accessible for many workers. Farmers' markets now serve FoodShare recipients, and community gardens have sprouted throughout all corners of the county.

These accomplishments would not be possible without the countywide partnerships and collaborations of organizations across all sectors. The *Get Active* team thanks those partners, especially the members of the Healthy People Wood County and Healthy Lifestyles coalitions, for their participation and hard work.

The work doesn't end now. Wood County was again the fortunate recipient of federal chronic disease grant funding. Through the new Transform WI fund, the county received \$320,000 to continue to create better access to healthy foods and increase opportunities for healthy living for all county residents. However funding is only part of the puzzle. As we enter into a new year, programs and policies established through Get Active need continued community support in order to maintain vibrant Wood County communities where healthy living is a reality for everyone.

## STRATEGIC PLAN

Taxpayers \* Funders \* Local Businesses \* Schools \* Students \* Residents

The Wood County Health Department's strategic plan provides a dynamic road map that will lead us into the future. It provides a balanced framework of what we need to do to reach our collective vision and fulfill our mission. Our success rests with the dedicated individuals throughout our agency who strive to improve the public's health in Wood County every day.

**The goals of the Wood County Health Department are to:**

1. **Achieve and maintain national accreditation,**
2. **Secure sufficient resources to assure growth and sustainability,**
3. **Strengthen workforce competency and capacity, and**
4. **Increase communication and expand awareness of public health programs.**



Professional \* Accountable \* Proactive \* Credible \* Ethical

State & Community Agencies \* Elected Officials \* Health Departments \* Healthcare Partners \* Licensed Establishments

## PERFORMANCE MANAGEMENT

It is the goal of the Wood County Health Department to develop and maintain a robust performance management system that involves the ongoing use of performance standards and measures, reporting of progress, and quality improvement principles to ultimately have a positive impact of the public's health in Wood County. This will be accomplished by:

- Setting specific performance standards that includes benchmarking (where possible) against similar agency, national, state, or scientific guidelines,
- Measuring capacity, process, or outcomes of performance standards,
- Reporting progress to stakeholders regularly, and
- Integrating quality improvement into agency operations through ongoing use of Plan-Do-Check-Act and Rapid Cycle Improvement strategies.

A performance management plan is maintained to track performance standards, and measure the standards and outcomes for every program within the department. In addition, three quality improvement projects were implemented.

One project addressed internal communication within the department. Staff communication trainings were held, policies were developed and updated, a weekly "Management Memo" to staff was created, and department "Words to Work By" were implemented.

A second project examined the WIC breastfeeding peer counseling program. Focus groups were held with WIC clients to identify strengths and barriers to the program. Based on participants' feedback, a welcome letter to the peer counseling program was created and a magnet is provided with the program's contact information. A welcome video made by our peer counselor is also shown.

A third project reviewed the Parenting Newsletter initiative. The project evaluated the newsletter and identified funding to continue the mailing.

## PUBLIC HEALTH EMERGENCY PREPAREDNESS

### Capabilities

Public health preparedness planning has been restructured at the federal level to align with 15 target capabilities. Each contract year, three capabilities are prioritized with work done to fulfill the measures. 2012 planning was focused on the capabilities of emergency operations coordination, emergency public information and warning, and information sharing.

Efforts to meet these measures include, but are not limited to, staff training, revising emergency plans, policies and procedures, implementing the Rapid Reach staff call-out system, and exercising with community partners.

### Annual Updates

Every year the department updates all emergency plans. The plans that are reviewed and updated include:

- Public Health Emergency Plan (PHEP)
- Mass Clinic Plan
- Pandemic Plan
- Respiratory Protection Plan

### Events in 2012

**Pertussis** - Cases of pertussis spiked in August of 2011 and continued to remain high through May of 2012. Only one Marshfield elementary school saw a slight increase in cases. All other cases were equally distributed throughout Wood County. No one daycare, school, town, or workplace had a significantly higher case count.

**Influenza** - The influenza season of 2012 started early and strong. Long-term care facilities were the first to be impacted with outbreaks, with the clinics and hospitals soon noticing an increase in cases.

Community partners worked extremely well together in both the pertussis and influenza responses. Strengths identified include communications, testing and reporting, sharing of vaccine, and implementing recommended guidelines.

The public health emergency preparedness plan was activated for both outbreaks; and resources within the plan were utilized. *After Action Reports* (AARS) and improvement plans were written to continually improve future communicable disease responses.

# PARENT/CHILD HEALTH

## Parent, Child, and Family

Our prenatal and postnatal programs aim to help families support their children's healthy growth and development. Research indicates that families participating in these programs have healthier babies, improve their parenting skills, develop positive community relationships, have children with less behavior problems, and reduce tobacco exposure and alcohol use.

The Parent/Child Health (PCH) team is comprised of four nurses, two nutritionists, and one health educator. The team serves Wood County residents on three levels of public health intervention. These include individual, community, and systems levels to create a permanent change in the health and wellness of our communities.

### *Individual Level of Support*

- Prenatal care coordination (PNCC)
- Pregnancy, postpartum, and newborn home visitation
- Breastfeeding education and support
- Immunization program
- Childhood lead poisoning prevention
- *Parenting the First Year* newsletters
- Child passenger safety program
- *Cribs for Kids* and safe sleep education
- Parent and child health phone triage
- WIC client consultation
- Home safety
- Infant massage
- Fluoride varnish and oral health education
- Amish outreach
- Nutrition counseling



### *Community/Systems Level of Support*

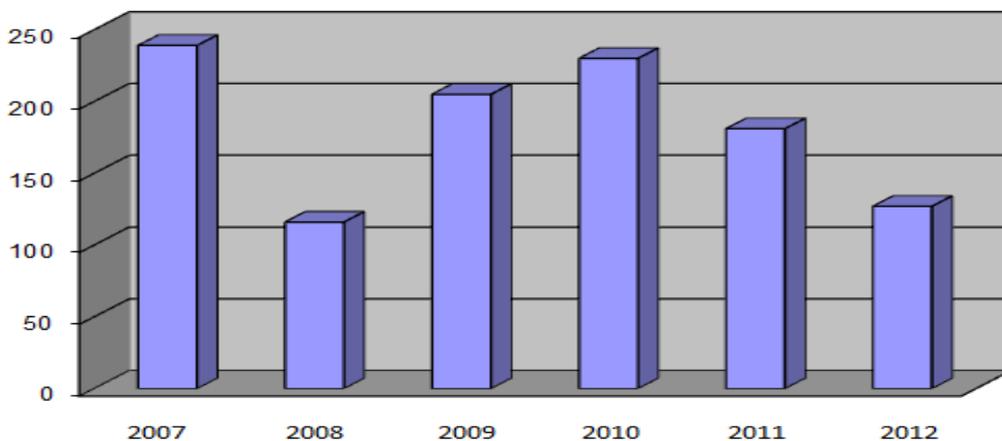
- Wood County Breastfeeding Coalition - improve the county's health by working collaboratively to protect, promote, and support breastfeeding
- Caring Hands - create an understanding of child development, social needs, and health and safety issues that are inclusive and adaptable to meet the needs of all children
- Safe Kids Wood County - reduce unintentional injuries for children 14 and younger by empowering families and communities through educational initiatives
- Marshfield Area Coalition for Youth - mobilize diverse community members and identify resources for the prevention of alcohol and other drug abuse and to develop environments which foster resilient and healthy youth and families
- Inner Wisconsin Coalition for Youth - promote and facilitate healthy lifestyles, leading toward the prevention of alcohol and other substance abuse
- 3-0 Day (Our Bodies, Our Selves, Our Responsibilities) - provide information to area junior and senior high students to enhance their total well-being and to help them make healthy lifestyle choices
- Amish outreach - promote healthy birth outcomes, provide education and resources on pregnancy, immunizations, oral health, safety, and family health issues
- Head Start Health Advisory Council - ensure the health and nutrition needs of the agency and children served are being met
- Wood County Task Force on Child Abuse - support child abuse prevention initiatives, raise community awareness, and provide opportunity for professional networking
- Wisconsin Sound Beginnings - work to ensure that every infant throughout Wood County has a hearing screening at birth, appropriate referrals are made, and follow-up appointments are kept so that children with a hearing loss have improved outcomes
- Head Start - nutrition counseling and nursing services

- Wood County Child Death Review Team - formulate risk factors and circumstances surrounding a child's death and use the information to prevent future deaths and injuries
- Fetal Infant Mortality Review Team - formulate risk factors and circumstances surrounding fetal and infant deaths (20 weeks gestation through one year of age) and use the information to prevent future deaths and injuries
- Community Partnerships - collaborate with schools, child care providers, hospitals, and clinics to promote safe infant sleep, breastfeeding, brain development, and other infant/child health topics
- WIC Baby & Me classes - provide education to expecting parents on breastfeeding, immunizations, safe infant sleep, and car seat safety
- Text-It and You & Your Baby Text Lines - provide an innovative way for adolescents and parents to seek health information through text messaging

## Caring Hands

*Caring Hands* is a collaboration among several community agencies helping to educate people who are interested in learning more about how to work with, care for, and mentor children. The goal of *Caring Hands* is to demonstrate sameness and promote the reality that all children want to be included, accepted, and respected for who they are.

**Caring Hands Participation**



## Infant Massage

The PCH team continues to offer infant massage classes to families in Wood County. Five members of the staff are certified educators of infant massage through Infant Massage USA. Classes are offered to new parents, caregivers, and infants (1-7 months). Classes are offered in a group setting regularly in Marshfield and Wisconsin Rapids. A waiting list is maintained for interested participants as well. In addition to the infant massage strokes, parents involved in the classes learn how to read their baby's cues and better understand their infants. Some of the additional benefits of infant massage for parents and infants include: promoting bonding and attachment, stimulating infant brain development, helping baby to sleep better, improving digestion and blood circulation, reducing incidence of SIDS and reducing stress. Wood County parent and infant participants have had a very positive response to the course. Infant massage instruction is also offered on a one-on-one basis to PCH team clients and other new parents who cannot attend a formal class.



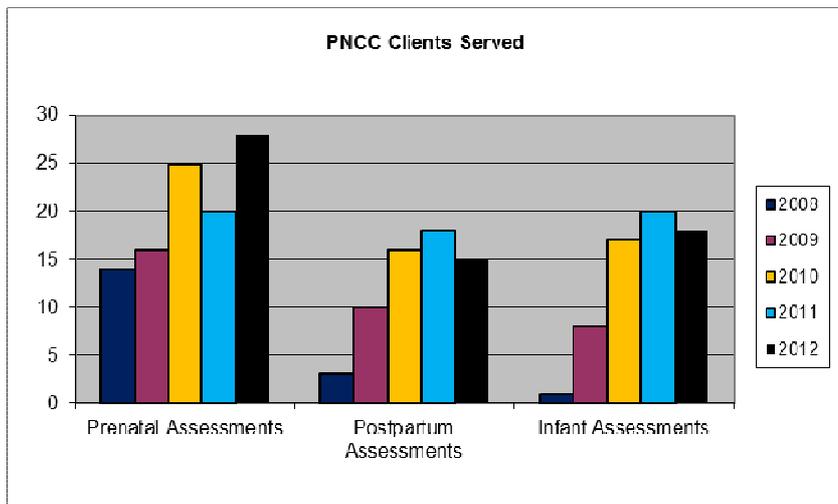
## Parent/Child Health Follow-Up

Wood County provides follow-up to pregnant women, new parents, and infants. Follow-up may include phone calls, office visits, and home visits to assess client needs, provide education and support, and refer to community resources and additional services. In 2012, the PCH team received 255 referrals (compared to 149 in 2011).

- 95% of infants and children served were up-to-date on health check exams.
- 92% of infants and children served were up-to-date on immunizations.

## Prenatal Care Coordination

Wood County provides Prenatal Care Coordination (PNCC) services to pregnant women who are identified as at-risk for poor birth outcomes.



Goals of the program include: increase first trimester prenatal care, increase contraceptive services, increase depression screening rates, increase breastfeeding rates, and decrease prenatal alcohol/drug/tobacco exposure.

- 73.3% of women received or arranged for contraceptive services prior to or at the time of delivery.
- Over 85% of women were screened for postpartum depression using the Edinburgh Depression Scale.
- Almost 80% of women enrolled in PNCC attempted breastfeeding; of those attempting to breastfeed, 100% received breastfeeding support.

## 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 21 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.

## Wood County Fetal Infant Mortality Review Team

The *Wood County Fetal Infant Mortality Review* team began planning for case reviews and recruiting team members for case review meetings. The team will consist of professionals from hospitals, clinics, social services, health departments, and others. These professionals come from varying specialties related to fetal and infant health. The team will be starting case reviews in 2013 for the year 2012. The team will review cases of stillbirths and infant deaths from 20 weeks gestation to 1 year of age. Recommendations will be provided yearly to the healthcare providers and community partners to prevent future deaths.

## 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; i.e. in paint, vinyl mini-blinds, chalk, candlewicks, and cosmetics. These 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 10 mcg/dL or higher receive nursing case management services and environmental health intervention. Five children and their families received case management services for lead poisoning during 2012.

- 77.7% of one-year-olds, 89.7% of two-year-olds, and 93.3% of 3- and 4-year-old children participating in the Wood County WIC Program received a documented lead test in 2012.
- The level of 10 mcg/dL was previously recognized as an action level that required intervention. Now, overwhelming evidence demonstrates there are significant adverse health effects if blood lead levels are below 10 mcg/dL. The damage extends beyond impaired cognition. In 2012, Wood County Lead Hazard Investigators conducted drive-by's to see if the homes of the 6-9 mcg/dL lead affected children appeared to be built prior to 1978 or if they had poor paint quality on the home. The investigators also looked to see if there was work being done on the home. If the home was older, presented bad paint conditions, or evidence of renovation work was noted, they stopped and assessed the situation. The family, contractor, or home owner received written educational information and samples were taken if necessary.

## 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 14 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 the Wood County Health Department, and has representatives from fourteen different agencies.

### 2012 Safe Kids Wood County Focus Areas

Wheel & Pedestrian Safety  
Child Passenger Safety

Safe Infant Sleep  
Water Safety

Fire and Burn Prevention  
Poisoning Prevention

### Health Department injury prevention programs in 2012:

- **Child Passenger Safety**... 219 child passenger safety seat inspections were performed and 128 car seats were provided to families in need.
- **Cribs for Kids®** ... 39 cribs were provided to families in need of a safe sleep environment for their child; in addition the coalition worked with multiple partners to provide the community a strong, consistent safe sleep message.
- **Home Safety**... 10 home safety inspections were completed.

## Breastfeeding Education and Support

The Wood County Health Department has one International Board Certified Lactation Consultant, two certified lactation counselors, two certified lactation specialists, and one bilingual breastfeeding peer counselor on staff. Meetings to improve and support breastfeeding needs are facilitated through the Wood County Breastfeeding Coalition. Collaboration exists with a variety of community and state members and organizations to improve community access to resources and develop programs based on needs of both individuals and health professionals in the community.

The Wood County Breastfeeding Coalition held a 5K walk/run and golf outing for breastfeeding. The events increased breastfeeding awareness and support from community members and organizations. The coalition held its 4<sup>th</sup> Annual Breastfeeding Information & Support Event at Ministry Saint Joseph's Hospital. The event was open to the public and to professionals who wanted to join the coalition. Topics included breastfeeding and its effects on breast cancer, community breastfeeding resources, getting off to a good start, and coalition projects.

	Wood County	Wisconsin
	WIC	WIC
Breastfeeding Incidence	71.5%	71.5%
Breastfeeding at 1 Month	56.3%	68.8%
Breastfeeding at 3 Months	44.4%	46.6%
Breastfeeding at 6 Months	27.0%	25.8%
Breastfeeding at 12 Months	13.3%	12.9%
Exclusive Breastfeeding at 3 Months	27.0%	21.6%
Exclusive Breastfeeding at 6 Months	10.2%	9.2%

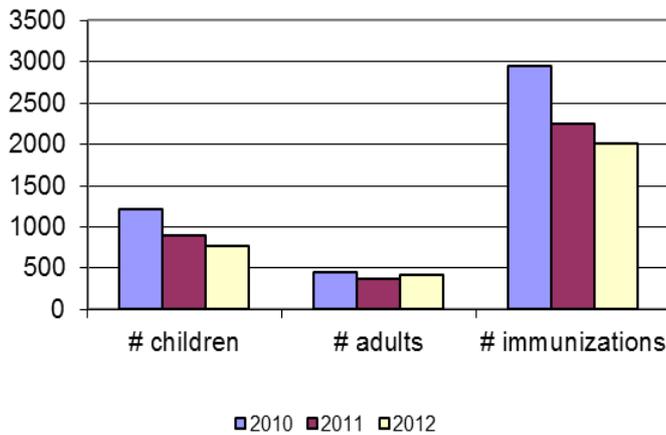
Breast pump programs continue to include the Lactina loan program, the Medela purchase program, and the WIC breast pump program. These programs are based on the needs of the mother and respect her financial limitations. Breast pumps facilitate breastfeeding during separation of a working mother and her child, as well as improve lactation issues (i.e. low supply).

## Minority Health

Eliminating minority health disparities is one of the overarching goals of Healthiest Wisconsin 2020. A continuing goal of the Health Department is to increase Amish childhood immunization rates. The Amish community has been accepting of in-home vaccination efforts. During these vaccination visits, the children are offered oral fluoride varnish treatments and mothers are counseled in healthy pregnancy and breastfeeding needs. Wood County Health Department continues to strive to provide outreach and services to all minority populations.

## Immunizations for Children and Adults

Immunization is one of the most important public health victories of the 20th century – defeating or sharply reducing diseases such as smallpox, polio, measles, diphtheria, rubella, pertussis (whooping cough), and others. However, many organisms that cause these diseases have not been eliminated, and they could reemerge if vaccination levels drop.



The Wood County Health Department offers a comprehensive childhood immunization program. All vaccines recommended for infants through age 18 are available by appointment in both the Wisconsin Rapids and Marshfield offices. Adult vaccines available include tetanus boosters, pertussis/tetanus boosters, and Hepatitis B.

The Wood County Health Department established an immunization improvement team which will continually work towards increasing immunization rates as well as raise public awareness on the importance of immunizations and immunization safety. The team collaborates with Wood County health care providers to share information and recommendations.

Highlights for the immunization program in 2012 include:

- Of the 926 children age 0-2 years immunized in Wood County, 77 % ( 710) of them met the criteria of children being fully immunized with 4 Diphtheria-Tetanus- Pertussis (DTaP), 3 Hepatitis B, 3 Haemophilus influenzae type b (Hib), 1 Measles-Mumps-Rubella ( MMR), 3 Polio, 4 Pneumococcal, and 1 Varicella by their second birthday.
- Community Immunization Day's outreach clinics were held in Wisconsin Rapids and Marshfield during August 2012. Free vaccines were provided for all children and low cost Tetanus-diphtheria-pertussis vaccines for adults. A panel of experts was available to answer parent questions.
- WIC and Public Health coordinated to promote timely vaccination of children by withholding WIC drafts until immunizations were up-to-date.
- Free influenza vaccine clinics for children age 6 months through 18 years were offered after school in Marshfield, Wisconsin Rapids, Nekoosa, Pittsville, and Auburndale during the fall of 2012.

In October 2012, the Vaccines for Children Program (VFC) changed. Federal policy now requires state-supplied vaccines to be targeted to children not covered by insurance. Families with insurance that covers vaccines are now referred to their primary provider. Pertussis containing vaccines and influenza vaccines were the only exceptions to the new policy.

## School Health Services

For the 2012-2013 school year, the Wood County Health Department contracted with three rural school districts and two independent parochial schools to provide hearing and vision screening for children in elementary grades .

In addition, Wood County Head Start contracted with the Health Department during the 2011/2012 Head Start program year to provide nutrition counseling and nursing services.

### All Wood County Schools may use Health Department services for:

- Communicable disease information and assistance,
- Dissemination of prevention-focused health information,
- Presentations to school classes, for example parenting teens or tobacco prevention, and
- Consultation regarding immunization laws and recommendations.



# CHRONIC DISEASE

## Falls Prevention

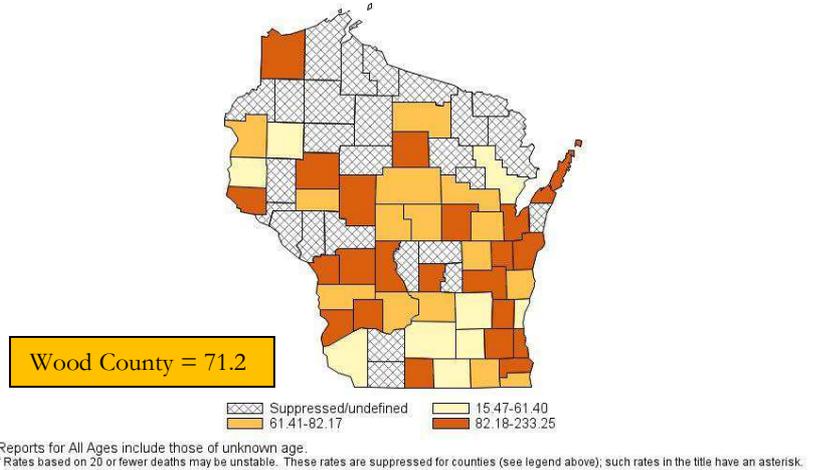
For a number of years, Wisconsin has had one of the highest fall mortality rates in the United States. Falls disproportionately affect Wisconsin's older adults. Adult falls have been identified as a leading cause of injury and death in Wood County. Falling is a public health issue that requires comprehensive, evidence-based approaches. The Wood County Falls Prevention Coalition is a multi-disciplinary group that aims to increase awareness to prevent or reduce falls in older adults through community collaboration by offering education and wellness activities. The vision of the Coalition is to serve Wood County older adults so they may enjoy fall free, independent, and healthy lifestyles. Knowing that falls are preventable and are not a normal part of aging, the coalition's activities focus on four common risk factors for falls: community safety, medication management, home safety, and physical mobility. A public health nurse from the Health Department serves on the Coalition.

As a method to increase awareness and address falls prevention, over half of all states are implementing evidence-based, community-based programs. A public health nurse from the Health Department is a trained instructor for *Stepping On*, a program based on the latest research in falls prevention. The program uses local experts to teach participants about the many aspects of fall prevention. Informative lectures address topics such as community safety, home safety, medication management, safe footwear, and vision as they relate to falls. In addition, simple exercises are introduced and practiced. These exercises can reduce the risk of falling by improving participants' strength and balance. *Stepping On* is held for two hours once a week for seven weeks. Through a partnership with the Aging and Disability Resource Center of Central Wisconsin, six *Stepping On* programs were held in Wood County during 2012 with a total of 75 participants.

## Strong Bones

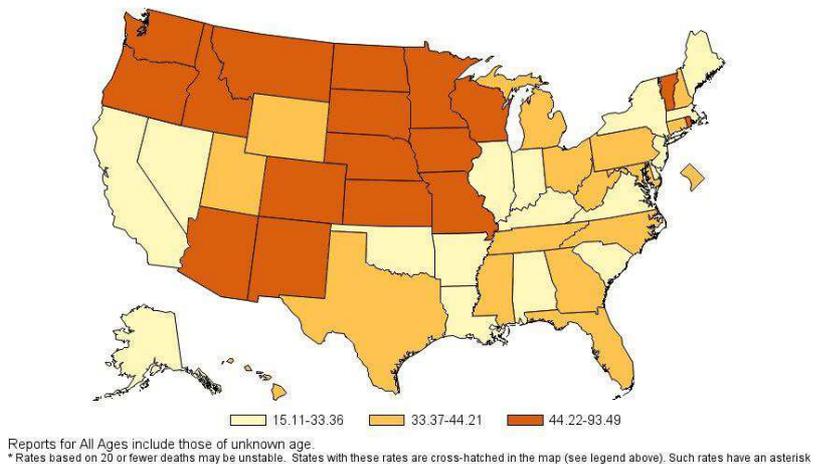
*Strong Bones* is an evidence-based strength training program. Although researchers used women as their research study participants, the exercises used in the program can benefit men as well. The research shows that participation in the program can lead to improvements in strength, muscle mass, bone density, and balance. In addition, strength training reduces the risk of developing chronic diseases, helps with weight control, improves one's independence, and can reduce feelings of depression. During 2012, eleven *Strong Bones* sessions were offered in Wood County with a total of 70 participants.

2000-2006, Wisconsin  
Death Rates per 100,000 Population  
Fall, Unintentional, All Races, All Ethnicities, Both Sexes, Ages 65-85+ Years  
Annualized Crude Rate for Wisconsin: 93.49



Produced by: Office of Statistics & Programming, National Center for Injury Prevention & Control, CDC  
 Data Sources: NCES National Vital Statistics System for numbers of deaths; US Census Bureau for population estimates.

2000-2006, United States  
Death Rates per 100,000 Population  
Fall, Unintentional, All Races, All Ethnicities, Both Sexes, Ages 65-85+ Years  
Annualized Crude Rate for United States: 38.02



Produced by: Office of Statistics & Programming, National Center for Injury Prevention & Control, CDC  
 Data Sources: NCES National Vital Statistics System for numbers of deaths; US Census Bureau for population estimates.

## Living Well with Chronic Conditions

*Living Well* is an evidenced-based program designed to improve the self-management skills of people living with one or more chronic health issues. Led by two trained facilitators, the weekly six-session course addresses the following topics:

- Managing symptoms of disease
- Developing a suitable exercise program
- Nutrition management
- Communicating with health care professionals, family, and friends
- Medication management
- Relaxation techniques
- Problem solving skills and goal setting
- Making informed treatment decisions
- Dealing with difficult emotions

Participants reported an improvement in overall general health as a result of completing the *Living Well* workshop. Other benefits of the program included fewer days of hospitalization, fewer out-patient health care visits, and a cost savings of approximately 10:1. A public health nurse is a trained instructor for the *Living Well* program. Through a partnership with the Aging and Disability Resource Center of Central Wisconsin, one *Living Well* class was held in Wood County in 2012 with a total of five participants.

## Tobacco Control and Prevention

Wisconsin has many tobacco control victories to be proud of including smoke-free workplaces, falling rates of youth smoking, and an increased number of smokers attempting to quit. Our work is not over – tobacco remains the number one preventable cause of death and disease in the state.

- ✓ 20 Wisconsin teens become regular smokers each day.
- ✓ 13.1% of Wisconsin high school students smoke cigarettes.
- ✓ 133 million tobacco industry dollars are spent targeting Wisconsin teens each year.

## Walk with Ease

Arthritis Foundation *Walk With Ease* is an evidence-based program that has been proven to:

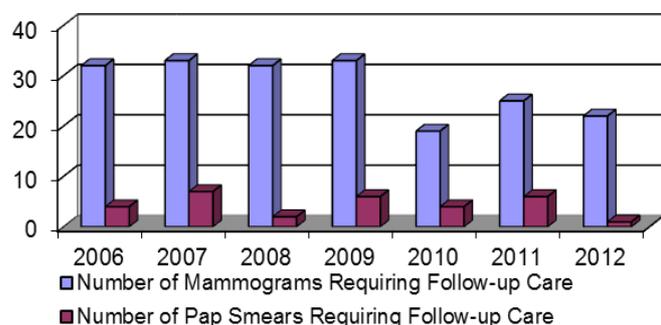
- Increase balance, strength, and walking pace,
- Reduce the pain and discomfort of arthritis,
- Improve overall health, and
- Build confidence to be physically active.

*Walk With Ease* information and strategies are based on research and tested programs in exercise science, behavior change, and arthritis management. The program teaches participants how to safely make physical activity part of everyday life and was developed to help people with OR without arthritis. Participants of *Walk With Ease* meet twice weekly for six weeks. Sessions are facilitated by a trained leader. Through a partnership with the Aging and Disability Resource Center of Central Wisconsin, three *Walk With Ease* classes were held in Wood County during 2012 with a total of 31 participants.

## Wisconsin Well Woman Program

The Wisconsin Well Woman Program (WWWP) provides breast and cervical cancer screening and diagnostic services to low-income women, ages 45-64, who have no health insurance coverage or poor insurance coverage. WWWP pays for clinical breast exams, mammograms, Pap tests, and pelvic exams. Women needing further diagnostic testing or medical care for cancer treatment are assisted with Medicaid applications and offered case management services through their treatment plan.

**Wisconsin Well Women Program**



### In 2012:

- Wood County enrolled 193 women into the WWWP; 157 women received screening, which exceeded our goal of screening 122 women.
- 136 mammograms were completed.
- 88 women received a Pap/pelvic exam.

## Worksite Wellness

Worksite wellness is a partnership with business leaders to promote healthy lifestyles to adults through their employers. Worksite wellness is education, resources, activities, and policies implemented by an employer to promote and support a healthy lifestyle for its employees. Education can be targeted to employee needs based on data collected through insurance claims and expressed employee interests. Worksites can also facilitate healthy lifestyle choices by changing the worksite environment. Examples of these environmental changes would be instituting smoke free campus policies and offering healthy food choices in office vending machines. Worksite wellness programs have been proven to decrease health care costs, increase productivity, reduce absenteeism, and improve employee morale.

In today's economy, it is more important than ever for a business to protect their bottom line. Successful businesses know that the best strategy for protecting their bottom line is to build and protect their most valuable resource – their employees. With rising healthcare costs, it has become essential for businesses to support their employees in improving their health. To this end, businesses are implementing worksite wellness programs to support healthy lifestyles.

Currently there is a regional worksite wellness networking group that meets to discuss the successes and challenges they face in developing and implementing health and wellness programs. Educational opportunities and corporate challenges are also provided to the businesses to enhance program success and return on investment. The Healthy Foods to Worksites and *Get Active 2gether* toolkits were created through the *Get Active* grant to assist worksites in addressing healthy food and active living within their place of business.

## COMMUNICABLE DISEASE

### Disease Control and Prevention

In collaboration with the Communicable Disease Section of the Wisconsin Division of Public Health, 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, health care providers, local health departments, and the laboratories. All reporting is now done through a secure web-based program called the Wisconsin Electronic Disease Surveillance System (WEDSS). Since 2011, Wisconsin State Laboratory of Hygiene, Mayo Labs, Marshfield Clinic Labs, and Aspirus Labs all do electronic lab reporting (ELR) into WEDSS. With WEDSS and ELR, the reporting time between lab test result and health department notification has greatly decreased, which facilitates prompt investigation and containment measures.



Leading Reportable Communicable Diseases and Sexually Transmitted Diseases				
Disease	2009	2010	2011	2012
Lyme Disease*	87	117	104	51
Pertussis	24	16	135	144
Campylobacteriosis	36	28	18	30
Cryptosporidiosis	16	28	23	13
Giardiasis	7	13	18	9
Salmonellosis	6	12	5	10
Chlamydia	118	153	158	205
Hepatitis C	13	23	24	31

2012 Rates of Selected Diseases per 100,000 Population	
Wood County	Wisconsin
68.29	37.05
192.82	161.95
40.17	21.76
17.40	10.28
12.05	8.57
13.39	14.58
274.50	398.88
41.50	45.08

Wood County Population: 74,681  
WI State Population: 6,000,000

\* Includes Confirmed, Probable, and Suspect Cases

### Case Summaries of 2012:

- Reporting and follow-up guidelines for Lyme disease changed in 2012. Although many positive blood tests for Lyme disease were reported, only cases with a reported erythema migrans (bull's eye rash) were counted as a case in 2012. This is reflected in the lower case count for 2012.
- Tick-borne disease cases of anaplasmosis, babesiosis, and ehrlichiosis continue to emerge with improved testing and recognition of symptoms.

- Six long-term care facilities reported outbreaks of a gastrointestinal illness. All outbreaks had confirmed lab tests for norovirus.
- The 2011 outbreak of pertussis continued into 2012. There were 144 total cases of pertussis, which included 84 confirmed, 3 probable and 57 suspects. Most cases were reported before June 2012.
- A food borne outbreak at a Fox Valley Area private party was investigated in collaboration with the Appleton Health Department. Of the 12 Wood County residents that attended the party, one was hospitalized and 2 were treated in the emergency room for a gastrointestinal illness. Salmonella and Campylobacter were the lab diagnosed organisms in the outbreak.
- A Marathon County active case of TB had known contact with Wood County residents. The health department screened all contacts by utilizing the new T-Spot blood test for TB. Twelve T-Spot blood samples were drawn from known contacts and all results returned negative, indicating there was no known spread to Wood County residents.
- A statewide early influenza season started in the fall of 2012, with four influenza associated hospitalizations reported before January 1, 2013.
- 17 Wood County residents were monitored while receiving latent TB infection medication through the Health Department. No active cases of TB for 2012.
- Chlamydia is again the leading Sexually Transmitted Disease with 205 cases reported. Prevention efforts include education and following-up on partner contacts.
- There has been a significant increase in the number of Hepatitis C cases in persons age 30 and under in the Northern Region of WI. Of the 31 reported cases of Hepatitis C in Wood County, 7 cases were under the age of 30.
- There were three reported cases of HIV in Wood County for 2012.

## WOMEN, INFANTS, & CHILDREN (WIC)

The Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides participants with food assistance as well as nutrition education and referrals to health care and other social services. WIC is based on the premise that early intervention programs during critical times of growth and development in a child's life can help prevent future medical and developmental problems. In 2012, \$1,104,294.88 in WIC drafts where redeemed for food at Wood County area grocery stores.

Participation in Wood County WIC in 2012			
Women	Infants	Children	Total
692	452	1334	2478



### Breastfeeding Peer Counseling Program (BFPC)

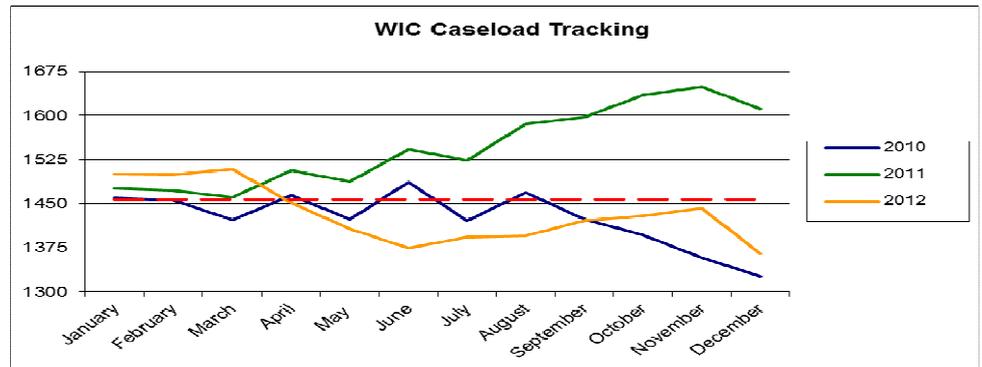
The BFPC program targets prenatal and postpartum women on WIC to encourage breastfeeding by educating, supporting, and giving basic guidance. Contact is made via telephone, text messaging, email, home visits, office visits, and hospital visits. The Baby and Me Class continues to be offered to educate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

### Farmers' Market Nutrition Program (FMNP)

Wood County WIC continues to participate in the United States Department of Agriculture FMNP. Each WIC family received \$17 in vouchers to redeem for fresh fruits, vegetables, and herbs at authorized farmers' markets or farm stands. A total of \$5,796 in FMNP vouchers were redeemed by Wood County area farmers.

### WICHealth.org

WICHealth.org is a web-based program that allows WIC participants to receive nutrition education online. Nutrition education is a requirement in order to receive WIC food vouchers every three months. This has been a popular method of receiving nutrition education, with 960 lessons completed in 2012.



# ENVIRONMENTAL HEALTH

## Environmental Health Inspections

All licensed establishments, a percent of vending machines with perishable food or cup soda and coffee, school kitchens, and temporary food establishments at events in Wood County are licensed and/or inspected annually.

<p><b><u>Licensed Establishments</u></b></p> <ul style="list-style-type: none"> <li>50 pre-inspections and 487* routine inspections with 10 follow-up inspections necessary</li> </ul> <p><b><u>Vending Machines</u></b></p> <ul style="list-style-type: none"> <li>117 machines inspected</li> </ul> <p><b><u>School Kitchens</u></b></p> <ul style="list-style-type: none"> <li>under an agreement with the Department of Health Services and Department of Public Instruction, 39 school kitchens are inspected twice yearly</li> </ul> <p><b><u>Temporary Events</u></b></p> <ul style="list-style-type: none"> <li>130 temporary food stands inspected</li> </ul>
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**\* Number of Licensed Establishments in Wood County**

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
Restaurant	271	277	276	257
Retail Food	110	115	113	118
Lodging	24	24	23	22
Pools	45	44	43	39
Mobile Home Parks	26	26	27	28
Campgrounds	10	10	10	10
Rec/Ed Camps	3	3	3	3
Body Art	7	6	9	10

## Community Human Health Hazards

In 1983, the Wood County Board of Supervisors ordained the "Human Health Hazards" ordinance. Enforcement of this ordinance is the role of Wood County Health Department's Health Officer and Environmental Health Staff. If a human health hazard complaint is substantiated, the Health Department works with individuals involved to ensure safe elimination of the hazard.

Public Health hazards described in the ordinance include, but are not limited to: infestations of cockroaches, rodents; accumulations of garbage that provides harborage for pests; unwholesome food for sale; unburied dead animals; the pollution of any well, groundwater aquifer or body of water; outdoor smoke, fumes or odors; mold; indoor air; tenant/landlord complaints; and dwellings deemed "unfit for human habitation". Environmental Health Staff regularly respond to citizen and business complaints regarding these and other health issues as they arise.

In 2012, 176 complaints were formally investigated, of these 28 were at licensed facilities. Many of the complaints received require significant coordination with other departments, residents, managers, and operator/owners. Examples include:

- ✓ Rodent, bat, cockroach, and other bug complaints at private homes and rental units - identified the pest of concern, advised on removal, or ordered removal.
- ✓ Numerous mold complaints received throughout the year - the mold was found in rental units, homes, and manufactured homes following basement flooding or plumbing leaks. In each case, the moisture issue needed to be addressed before the mold issue was resolved. Once the source of moisture is eliminated, mold cleanup can effectively take place.
- ✓ Metal pieces found in a meal (identified as part of a cleaning pad) - discussed cleaning methods with the restaurant.
- ✓ Dust complaints from local road construction and Frac Sand operations - investigated in partnership with other regulatory agencies with one of the locations referred to the Department of Justice for legal action.
- ✓ Several complaints about small bugs or particles biting or irritating their skin - samples were taken but no bugs or substances identified.
- ✓ Mercury spill at a school - cleanup instructions were issued with assistance from the Department of Health Services.
- ✓ Complaints of tattooists operating illegally (they either lacked a practitioner license or were working out of an unlicensed establishment) – inspection and licensing of establishments and tattooists.

## Radon

The Wood County Environmental Health section receives grant funding to promote radon awareness in Wood County. As a result we have an EPA trained radon measurement and mitigation specialist responding to more than 150 radon inquiries annually through walk-ins, phone calls, and emails. The department also participates in home shows, radio talk shows, health fairs, and other public events in an effort to increase knowledge of the hazard of radon and promote testing. Radon public service announcements were made that ran all year, including several newspaper articles and press releases raising radon awareness. Attendance at an onsite installation of a radon mitigation system was completed. Attending the installation of the mitigation system guided us in ways to educate the public with radon reduction methods. Getting the onsite, hands-on training was vital to learning the entire installation process. We continue to be successful in educating the residents and businesses in and around Wood County of the dangers of radon. Testing was up 20% from 2011, with 116 radon test kits sold and 81 test kits actually used. This indicates we continue to grab the attention of Wood County residents. Radon is a problem in Wood County and we will continue to pursue all avenues to ensure radon education and promote testing. Future radon education will focus on lending agencies, home inspectors, and realtors, to ensure residents are getting up-to-date and accurate radon facts.

## Pharmaceutical Collection

The pharmaceutical collection serves as a means of protecting groundwater and surface water from contamination from improperly disposed of drugs. Unsafe drug disposal is also harmful to wildlife and damaging to public health. In recent years, the misuse and abuse of pharmaceuticals by teenagers, adults, and older adults has increased; one of the most common sources of illicit pharmaceuticals is the home medicine cabinet. In 2012, ongoing collection sites were available at the Wood County Sheriff's Department, as well as the Port Edwards, Grand Rapids, Pittsville, Nekoosa, Wisconsin Rapids, and Marshfield Police Departments. The law enforcement collection sites offer opportunities for safe disposal of medications by all Wood County residents. The Health Department partnered with Marathon County Solid Waste in a Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) grant for the pharmaceutical collections for all sites except the Marshfield Police Department. These sites collected a total of 999.5 pounds of pharmaceuticals in 2012.

## Proposed Combined Animal Feeding Operation (CAFO) in Town of Saratoga

The Wood County Health Department, Environmental Health Section was asked to conduct a Health Impact Assessment (HIA) of the proposed Golden Sands Dairy in the Town of Saratoga. Community members and the Saratoga Town Board expressed concern about the potential impact of the proposed dairy on the air, groundwater, and surface water in the township. Health Department staff met with the town board and dairy personnel to discuss the Health Impact Assessment. The assessment will require cooperation and assistance from community members, the Department of Natural Resources, the Department of Health Services, and dairy personnel. With legal action pending, the HIA is on hold until it is known if the dairy project will move forward.

- The Health Department worked with UW-Extension and UW-Stevens Point Water and Environmental Analysis Laboratory to provide a water testing program for the Town of Saratoga. A total of 79 private wells were tested for bacteria, nitrate, hardness, chlorides, alkalinity, pH, and metals. Two wells tested unsafe for bacteria. All wells tested safe for nitrate. There were no pesticide detects in the 31 wells screened for pesticides. Overall, the water quality in Saratoga is very good.

## Wood Smoke Study

A Wood Smoke Study was conducted in the Town of Grand Rapids in early 2012. The work was funded by the Lake Michigan Air Director's Consortium (LADCO) through an Environmental Protection Agency grant with assistance from the Town of Grand Rapids, UW-Stevens Point, UW-Extension, the Wood County Health Department, the Department of Natural Resources, and State Lab of Hygiene. The goal of the study was to determine the overall winter-time air quality, as represented by fine particle pollution concentrations (PM<sub>2.5</sub>), and to determine the contribution of wood smoke to fine particle concentrations in the community. While fine particle concentrations in Grand Rapids showed that ambient air quality was good from a regulatory standpoint, particulate concentrations were highly variable by time of day and location. Fixed site and mobile monitoring across the community identified localized areas of highly elevated fine particle concentrations. Observations made during this study strongly suggest that wood smoke is by far the dominant contributor to highly elevated fine particle concentrations observed at the neighborhood level.

## Water Quality

Through a contract with the Wisconsin Department of Natural Resources, transient non-community water supplies are tested in the county, ensuring safe and dependable water to the public. Municipal water systems test their 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 County residents through the Health Department.

# ORAL HEALTH

## 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 carries through outreach, education, sealant and varnish placement, and systems change.

### Funding and support for the Healthy Smiles for Wood County Program provided by:

- Ministry Foundation – Ministry Saint Joseph's Hospital
- United Way of Inner Wisconsin
- Umhoefer Foundation
- Incourage Community Foundation
- First Congregational Church UCC Community Outreach Fund and John & Judy Steele Family Fund through Incourage Community Foundation
- Marshfield Area United Way
- Wisconsin Division of Public Health Oral Health Program
- Delta Dental Plan of Wisconsin, Inc.
- Elks Ladies Club of Wisconsin Rapids
- Wisconsin Dental Association Foundation
- Local Dentists, Hygienists, and Assistants
- Parent and Community Volunteers
- Children's Health Alliance of Wisconsin
- Wood County Public & Private Schools
- Wood County Head Start

The Healthy Smiles for Wood County program has continued to grow and evolve since its inception in 1999. In 2012, Healthy Smiles for Wood County accomplished the following:

- Provided 1,003 children with dental health education,
- Screened 1,303 children,
- Placed 1,408 sealants on 429 children,
- Placed 1,332 varnish treatments, and
- Referred 201 children with unmet dental needs to area dentists or clinics, and

In addition, outreach to WIC clients resulted in 418 children screened, 417 children receiving fluoride varnish, and 71 children with unmet dental needs being referred for dental care

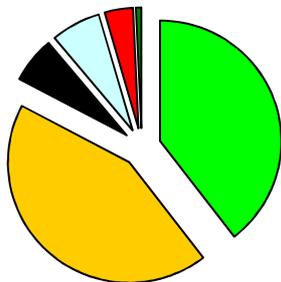
**At any given time, each of these partners plays a pivotal role in the success of the Healthy Smiles for Wood County Program. Without their support, past or present, the Healthy Smiles for Wood County Program would be unable to operate.**

Healthy Smiles for Wood County is the only population-based sealant and fluoride varnish program within the county. Other oral health programs in Wood County include community-fluoridated water and a fluoride rinse program at Auburndale Elementary School. Our sealant program operates at all Wood County public schools and two larger private schools. Our fluoride varnish program operates at all Wood County Head Start centers. In addition, the fluoride varnish program continues in WIC and provides teaching opportunities for the parents, dental referral services, and well water testing for fluoride levels, as well as preventive fluoride varnishes. One of the program outcomes is to establish a dental home for these children at an earlier age.

# BUDGET SUMMARY

REVENUES	2011 Actual	2012 Actual	2012 Budget
Tax Levy	\$ 1,074,562.18	\$ 1,126,779.15	\$ 1,234,060
State / Federal Grants	\$ 1,642,751.50	\$ 1,230,745.96	\$ 1,247,299
Licenses and Permits	\$ 171,382.52	\$ 175,323.25	\$ 150,000
Private Grants	\$ 73,920.08	\$ 188,479.16	\$ 183,388
Public Charges for Services (includes MA)	\$ 114,532.86	\$ 107,667.84	\$ 92,430
Intergovernmental Charges	\$ 20,505.78	\$ 20,567.00	\$ 19,860
<b>TOTAL REVENUES</b>	<b>\$ 3,097,654.92</b>	<b>\$ 2,849,562.36</b>	<b>\$ 2,927,037</b>
<b>EXPENDITURES</b>	<b>2011 Actual</b>	<b>2012 Actual</b>	<b>2012 Budget</b>
Public Health	\$ 2,576,525.09	\$ 2,362,739.95	\$ 2,416,409
Women, Infants, and Children Program	\$ 303,877.82	\$ 307,054.83	\$ 322,393
Consolidated Grant	\$ 117,915.50	\$ 86,569.13	\$ 89,247
Healthy Smiles for Wood County	\$ 99,336.51	\$ 93,198.45	\$ 98,988
<b>TOTAL EXPENDITURES</b>	<b>\$ 3,097,654.92</b>	<b>\$ 2,849,562.36</b>	<b>\$ 2,927,037</b>

## 2012 Revenues

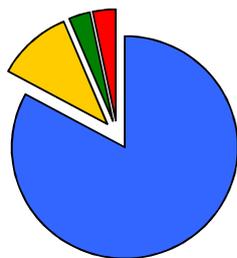


- Tax Levy
- State / Federal Grants
- Licenses and Permits
- Private Grants
- Public Charges for Services (includes MA)
- Intergovernmental Charges

### Tax Levy by Program Area

- 31.6% Parent/Child Health
- 25.0% Communicable Disease
- 22.0% Chronic Disease
- 13.9% Environmental Health
- 7.3% Healthy People Wood County
- 0.2% Oral Health
- 0% Emergency Preparedness
- 0% WIC

## 2012 Expenditures



- Public Health
- Women, Infants, and Children Program
- Consolidated Grant
- Healthy Smiles for Wood County

*The year-end report reflects that the Health Department used 91.3% of budgeted tax levy. This means that the Health Department was under budget by \$107,281. Reasons include, but are not limited to:*

- ✓ Positions vacant for extended lengths of time
- ✓ Employees on unpaid leave of absences
- ✓ Increased funding from non-tax levy sources

# ORGANIZATIONAL CHART

**WOOD COUNTY BOARD OF SUPERVISORS**

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 Peter Hendler, Vice-Chair  
 Mike Feirer, Secretary  
 Doug Machon  
 Marion Hokamp  
 Jeffrey Koszczuk DO  
 Lori Slattery-Smith, RN  
 Bonnie Jaecks  
 Tom Buttke

**MEDICAL ADVISOR**

Jeffrey Koszczuk DO

**DIRECTOR/HEALTH OFFICER**  
 Sue Kunferman, RN, MSN, CPM

**COMMUNITY HEALTH  
 IMPROVEMENT PLANNER**

Kristie Rauter, BS

**ENVIRONMENTAL HEALTH  
 & COMMUNICABLE  
 DISEASE SUPERVISOR**  
 Nancy Eggleston, BS, RS

**Environmental Health**

Kate Carlson, Registered Sanitarian  
 Greg Kolodziej, Registered Sanitarian

**Communicable Disease**

Diane Rodd, Public Health Nurse  
 Joanie Kuennen, Public Health Nurse

**Health Promotion/Chronic Disease**

Alecia Pluess, Public Health Nurse  
 Jean Rosekrans, Public Health Nurse  
 Amanda Melinski, Health Educator

**QUALITY IMPROVEMENT &  
 EMERGENCY  
 PREPAREDNESS MANAGER**  
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**Emergency Preparedness**

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 Leah Fuehrer, Public Health Nurse

**Family Health/Injury Prevention (FHIP)**

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 Jill Bohn, Public Health Nurse  
 Leah Meidl, Public Health Nurse  
 Leah Fuehrer, Public Health Nurse

**ACCOUNTING  
 SUPERVISOR**  
 Kathy Alft, BBA

**Administrative Support**

Janette Dotter, Accounting Clerk  
 Cathi Jackson, Receptionist  
 Sharon Laufenberg, Receptionist  
 Mai Thao, Program Coordinator

**Healthy Smiles**

Wendy Ruesch, Oral Health  
 Program Supervisor  
 Linda Wolosek, Public Health Aide

**WIC**

Amber France, Nutrition/Lactation Program Supervisor  
 Amanda Melinski, Nutritionist  
 Karrie Benda, Nutritionist  
 Amy Arndt, Nutritionist  
 Angela Roltgen, Nutritionist  
 Kathy Roach, Program Support  
 Sue Rau, Health Screener  
 Julia Her, Peer Counselor



# DEMOGRAPHICS

Wood County QuickFacts from the US Census Bureau  
<http://quickfacts.census.gov>

	WOOD COUNTY			% Comparisons	
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>WOOD COUNTY</u>	<u>STATE OF WISCONSIN</u>
Population	73,932	74,749	74,424		
<b>AGE</b>					
Persons under 5 years	4,510	4,485	4,485	6.00%	6.20%
Persons 6-18 years	12,051	12,483	12,259	16.40%	17.00%
Persons 19-64 years	44,211	44,999	45,074	60.30%	62.90%
Persons 65 years and over	13,160	12,782	12,932	17.30%	13.90%
<b>GENDER</b>					
Male	36,301	36,777	36,777	49.20%	49.70%
Female	37,631	37,972	37,972	50.80%	50.30%
<b>RACE / ETHNICITY</b>					
White persons	70,901	71,012	71,535	95.70%	88.40%
Black persons	444	374	448	0.60%	6.50%
Am Indian persons	591	598	598	0.80%	1.10%
Asian persons	1,331	1,345	1,345	1.80%	2.40%
Persons reporting 2 or more races	591	822	673	0.90%	1.60%
Hispanic or Latino origin	1,109	1,644	1,719	2.30%	6.10%
<b>EDUCATION</b>					
High School Graduates	62,694	66,676	67,125	89.80%	89.80%
Bachelor's Degree or Higher	12,495	14,352	13,679	18.30%	26.00%
<b>ECONOMICS</b>					
Median Household Income	\$ 46,459	\$ 47,204	\$ 47,182	\$ 47,182	\$ 52,374
Persons Below Poverty Level	5,915	6,279	7,475	10.00%	12.00%
<b>GEOGRAPHY</b>					
Land area (sq mi)	792.78	793.12	793.12		
Persons per sq mi	93	94	94		

**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.