Wood County
Health Department

# 2018 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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- Health & Human Services Committee

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

I am pleased to present this 2018 annual report of the Wood County Health Department.

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 2018 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 if you have any questions or suggestions. I look forward to hearing from you!

*Sincerely,*

Sue Kunferman

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

| OUR MISSION | OUR VISION |
| --- | --- |
| Maximizing quality of life across the lifespan | Wood County Health Department will be an innovative and valued asset, visible within our community. We will be a credible resource driven by an interdisciplinary team of passionate professionals leading the way to a healthier tomorrow. |

**Accountable * Credible * 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. 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 QuickFacts from the US Census Bureau

| | WOOD COUNTY | | 2017 % Comparisons | | WISCONSIN | |
|---|---|---|---|---|---|---|
| | 2010 (base) | July 1, 2017 | WOOD COUNTY | STATE OF WISCONSIN | 2010 (base) | July 1, 2017 |
| Population | 74,749 | 73,126 | | | 5,742,713 | 5,795,483 |
| **AGE** | | | | | | |
| Persons under 5 years | 4,485 | 4,168 | 5.7% | 5.8% | 361,791 | 336,138 |
| Persons 6-18 years | 12,483 | 11,627 | 15.9% | 16.3% | 993,489 | 944,664 |
| Persons 19-64 years | 44,999 | 42,632 | 58.3% | 61.4% | 3,600,681 | 3,558,427 |
| Persons 65 years and over | 12,782 | 14,698 | 20.1% | 16.5% | 786,752 | 956,255 |
| **GENDER** | | | | | | |
| Male | 36,777 | 35,978 | 49.2% | 49.7% | 2,848,386 | 2,880,355 |
| Female | 37,972 | 37,148 | 50.8% | 50.3% | 2,894,327 | 2,915,128 |
| **RACE / ETHNICITY** | | | | | | |
| White persons | 71,012 | 69,397 | 94.9% | 87.3% | 4,950,219 | 5,059,457 |
| Black persons | 374 | 658 | 0.9% | 6.7% | 361,791 | 388,297 |
| Am Indian persons | 598 | 658 | 0.9% | 1.2% | 57,427 | 69,546 |
| Asian persons | 1,345 | 1,463 | 2.0% | 2.9% | 132,082 | 168,069 |
| Persons reporting 2 or more races | 822 | 951 | 1.3% | 1.9% | 103,369 | 110,114 |
| Hispanic or Latino origin | 1,644 | 2,194 | 3.0% | 6.9% | 338,820 | 399,888 |
| **EDUCATION** | | | | | | |
| High School Graduate or Higher | n/a | 67,715 | 92.6% | 91.7% | n/a | 5,314,458 |
| Bachelor's Degree or Higher | n/a | 15,430 | 21.1% | 29.0% | n/a | 1,680,690 |
| | **ECONOMICS ... 2013-2017** | | | | | |
| | Median Household Income | | $ 51,603 | $ 56,759 | | |
| | Persons Below Poverty Level | | 10.7% | 11.3% | | |
| | **GEOGRAPHY ... 2010** | | | | | |
| | Land area (sq mi) | | 793 | 54,158 | | |
| | Persons per sq mi | | 94 | 105 | | |

## 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.[1] 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).[2] This guidebook builds on the County Health Rankings and Roadmaps' Action Center.

The Wood County CHA process involves a Steering Committee dedicated to actively engaging individuals, community members, and groups who represent a wide range of interests in Wood County. This Steering Committee was first convened in 2012 for the 2013 Wood County CHA. The CHA Steering Committee is comprised of leaders from the Wood County Health Department, Aspirus Riverview Hospital and Clinics, Marshfield Clinic Health System, and the Legacy Foundation. These leaders have served as the coordinating council to plan the process, gather community health data, and identify and engage individuals and key informants who represent a broad spectrum of community stakeholders, including representatives from education, business, philanthropy, faith-based organizations, local and tribal government, underserved populations (including low-income individuals, youth, elders, and people of color), social service agencies, law enforcement, and healthcare.

In 2018, the process began to complete the next CHA with the goal of a publish date in mid-2019. The Steering Committee planned to use a mixed-methods approach to identify community health needs and priorities in Wood County and assure input from key stakeholders. In addition to gathering quantitative community health data, the Committee planned one-on-one conversations with key stakeholders and community conversations with underserved populations. The team also gathered input from existing community-based coalitions. To understand progress towards community health improvement in Wood County, current community health data are compared to previous years, Wisconsin overall, and national benchmarks from Healthy People 2020, when possible. Healthy People 2020 provides national goals and measurable objectives for health improvement.[3]

Through this process in the past, the Wood County CHA identified these four community health priorities.

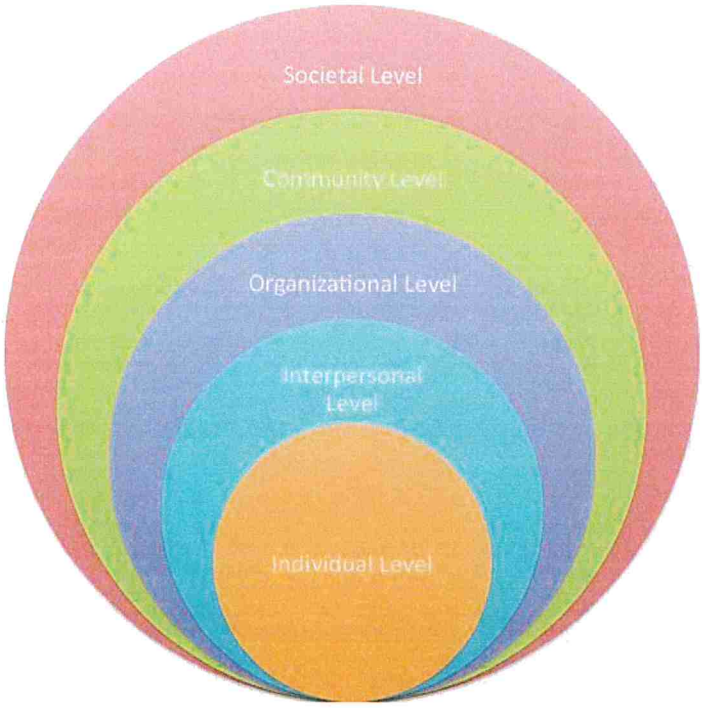
- **Mental health and well-being**
- **Alcohol and substance use**
- **Healthy activity and food environments**
- **Healthy growth and development**

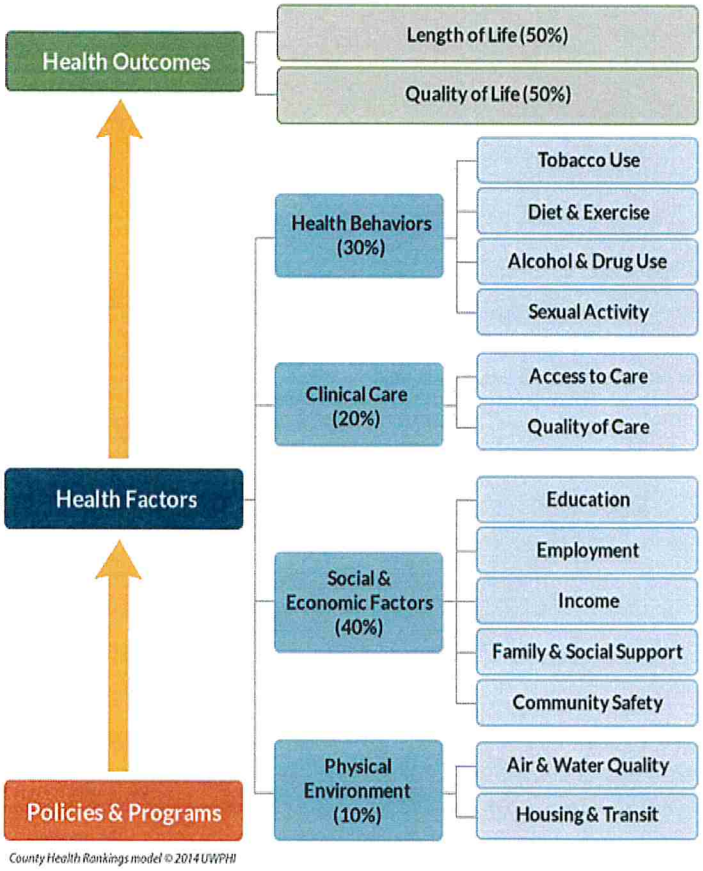
The CHA also established the **social determinants of health inequities** as a key consideration across all four priorities.

[4] Sources: Wisconsin (WI) Department of Public Instruction (DPI) Youth Risk Behavior Survey, Health Inequality Project, WI Department of Health Services (DHS) WI Interactive Statistics on Health (WISH), and WI DHS Sexually Transmitted Disease Program.
[5] Mental Health icon by Gemma Evans and Social Class/"Investor" icon by David Garcia from the Noun Project. Available at https://thenounproject.com. All other icons made by Freepik from www.flaticon.com.

The 2018/2019 CHA builds upon the 2016/2017 and 2013 Wood County CHA and improvement efforts. To address the 2013 CHA priorities and effectively improve health outcomes, a Wood County Community Health Improvement Plan (CHIP) process was initiated after the 2013 CHA. Four coalitions that align with the four identified CHA priorities were formed to lead the CHIP process: (1) Mental Health Matters, (2) AOD Prevention Partnership, (3) Recreate Health, and (4) Brighter Futures. These four coalitions are now acting on the current CHA priorities and will evolve with the priorities determined and published in 2019 to improve community health. As we move forward, it is essential to support the coalitions in incorporating a health equity approach to this work.

[1] County Health Rankings and Roadmaps. Our Approach. http://www.countyhealthrankings.org/our-approach, accessed 1/2017.
[2] Wisconsin Guidebook v2.0: February 2015 www.wicommunityhealth.org Wisconsin Community Health Improvement Plans and Processes (CHIPP) Infrastructure Improvement Project. Available at http://c.ymcdn.com/sites/www.walhdab.org/resource/resmgr/Custom_Site/Wisconsin_Guidebook_v2.0_Fin.pdf.
[3] Healthy People 2020. Available at https://www.healthypeople.gov.


Societal Level
Community Level
Organizational Level
Interpersonal Level
Individual Level


Health Outcomes
Length of Life (50%)
Quality of Life (50%)
Health Factors
Health Behaviors (30%)
Tobacco Use
Diet & Exercise
Alcohol & Drug Use
Sexual Activity
Clinical Care (20%)
Access to Care
Quality of Care
Social & Economic Factors (40%)
Education
Employment
Income
Family & Social Support
Community Safety
Physical Environment (10%)
Air & Water Quality
Housing & Transit
Policies & Programs
County Health Rankings model © 2014 UWPHI

# INVESTIGATE HEALTH PROBLEMS

## PORT EDWARDS/ARMENIA WATER ISSUES

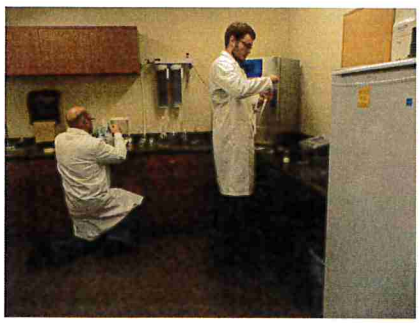
In early 2018, Town of Port Edwards and Town of Armenia residents expressed health concerns due to rising levels of nitrates in their drinking water. There was no consistent data or water sampling to quantify the situation. Wood and Juneau County Health Departments collaborated with Land and Water Conservation staff to conduct a groundwater survey in the agricultural areas of the Towns of Port Edwards and Armenia to determine the extent and severity of the groundwater contamination.

In May 2018, seven teams of Health Department, Land Conservation, and other County staff collected water samples at 104 residences. All samples were analyzed for chloride and nitrate. The USEPA, the Wisconsin Departments of Natural Resources and Health Services, UW-Stevens Point, and the local Health Departments staff presented results and health concerns, along with potential short- and long-term solutions at a community meeting in July. 42% of the water samples collected contained nitrate levels exceeding state and federal standards. Drinking water that exceeds the standard is unsafe for infants, pregnant women, and women who may become pregnant. This group was advised to immediately stop drinking the water as it can cause Blue Baby Syndrome in infants and birth defects in pregnant women. All others with water over the standard were advised to limit use and find another source for water, as high nitrates have been linked to certain kinds of cancers, thyroid disorders, and diabetes. Water high in nitrates may also contain pesticides and other agricultural chemicals.

The Health Department worked with three farms in this area to conduct another water sampling program. The Health Departments, Armenia Growers Coalition, and the DNR signed a Memorandum of Understanding (MOU) as a means of addressing this problem. The MOU calls for free water testing for all residents in the agricultural corridor, bottled water until a treatment system can be installed, and a Reverse Osmosis system for those with elevated nitrate levels. It also contains a requirement for 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. The results of the additional sampling will guide the studies. A long-term solution is the end product of the DNR and farmer led studies.

## IN-HOUSE WATER LAB

With the addition of Adams and Juneau County transient non-community wells came an increase in our coverage area. Travel time made it difficult to put in an effective day of inspections and water sampling, with the need to submit samples to the lab before the end of the day. An in-house water lab was the solution. In April, the Wood County Water Laboratory was certified as a bacteria lab by the Department of Agriculture, Trade and Consumer Protection. This was a huge time saver for our spring water sampling activities when area park wells are tested to ensure a safe water supply for campers and visitors. Nitrate samples were batched and sent to the UW-Oshkosh lab for analysis.



A groundwater survey conducted in the Towns of Port Edwards and Armenia revealed a serious problem with nitrate contamination in groundwater. The Juneau County Board passed a resolution to provide funding for the start-up of a nitrate lab at the Wood County Health Department that would provide low cost nitrate analysis for residents, with Wood County matching personnel time to their investment. By the end of 2018, the equipment, training, and manuals were in place for the new nitrate lab. The Department of Natural Resources certified the Wood County Water Lab as a nitrate lab.

All Transient Non-Community water samples are analyzed at the Health Department lab. The lab is also available to the public and for special water testing programs.

## RADON

In 2018, 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 130 people to purchase short term radon test kits. We sold to more rural areas than ever before! We worked with the Aging and Disability Resource Center for Adams County to put an ad in their monthly publication. In addition, we responded to calls placed from the three county area to a statewide radon hotline.

Two EPA-trained radon measurement and mitigation specialists respond to more than 160 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 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. 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. 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 which could provide an entry point for radon.

In 2018, 130 test kits were sold and 72 kits 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 | 10 tests | ------ | 1 test |
| Juneau County | 19 tests | 8 tests | ------ |
| Wood County | 25 tests | 7 tests | 2 tests |

Since there is such a high number of unused kits, individuals will be called in the future to remind them to use their test kit and ask if they have any questions.

## IMMUNIZATIONS

| % of children who are fully immunized by their 2nd birthday | |
|---|---|
| 2018 | 72% |
| 2017 | 70% |
| 2016 | 71% |
| 2015 | 72% |
| 2014 | 73% |
| 2013 | 79% |

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 886 children age 0-2 years immunized in Wood County during 2018, 72% 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.

## 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. Five children and their families were offered case management services for lead poisoning during 2018 and all the families accepted.

| **Wood County Trends in Lead Testing** | # 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 ≥ 20 mcg/dL (or two levels ≥ 15 mcg/dL drawn 90 days apart) | Total # of lead tests done on Wood County children per year |
|---|---|---|---|---|
| 2014 | 10 | 2 | 1 | 768 |
| 2015 | 14 | 1 | 1 | 1131 |
| 2016 | 11 | 1 | 0 | 1043 |
| 2017 | 8 | 4 | 0 | 1212 |
| 2018 | 4 | 1 | 0 | 1165 |

## 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 | | | | | | |
|---|---|---|---|---|---|---|
| | Wood County | | | Wisconsin | | |
| Disease | 2018 | 2017 | 2016 | 2018 | 2017 | 2016 |
| Lyme Disease* | 193.25 | 282.15 | 64.46 | 90.62 | 125.37 | 41.46 |
| Pertussis | 29.52 | 28.22 | 4.03 | 6.8 | 8.80 | 35.84 |
| Campylobacteriosis | 21.47 | 32.25 | 41.63 | 23.41 | 25.16 | 30.02 |
| Cryptosporidiosis | 12.08 | 10.75 | 21.49 | 10.68 | 8.71 | 15.43 |
| Giardiasis | 28.18 | 13.44 | 16.11 | 11.63 | 11.90 | 14.19 |
| Salmonellosis | 20.13 | 26.87 | 25.51 | 16.4 | 16.36 | 16.47 |
| Chlamydia | 269.75 | 322.46 | 310.20 | 489.11 | 485.61 | 472.07 |
| Hepatitis C | 28.18 | 45.68 | 41.62 | 37.74 | 42.15 | 72.16 |

* Includes Confirmed, Probable, and Suspect Cases

## Communicable Disease Case Summaries of 2017

- Revisions to Chapter 145 of DHS Administrative Code went into effect July 1, 2018. Chapter DHS 145 was promulgated to establish a surveillance system for the purpose of controlling the incidence and spread of communicable diseases in Wisconsin. The most significant revisions to Chapter DHS 145 were in its list of Communicable Diseases and Other Notifiable Conditions. Four reportable diseases were added to the Category I list. Additionally, because Category I diseases are of urgent public health importance, the initial notification of a Category I disease incident now requires an immediate phone call to a local health officer or their designee, followed by an additional fax, mail, or electronic report. Ten diseases were added to the Category II list, and the Category III description of reporting human immunodeficiency virus (HIV) infection was also updated to reflect additional laboratory results that are required to be reported.
- No new cases of HIV infection were reported in Wood County in 2018.
- Chlamydia was again the leading sexually transmitted infection in 2018, with 202 cases reported. Gonorrhea cases held steady at 34. Prevention efforts continue.
- Tick-borne disease cases of anaplasmosis, babesiosis, and ehrlichiosis decreased slightly. In 2018, there were 8 cases of anaplasmosis, 1 case of ehrlichiosis and 1 case of babesiosis reported in Wood County. There were 34 cases of confirmed, 22 cases of probable and 90 cases of suspect Lyme disease reported in 2018.
- During 2018, there were 77 cases of hospitalized influenza A and 31 cases of influenza B, an increase from 2017.
- Seven 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.
- One LTCFs reported acute gastroenteritis (AGE) outbreaks involving both residents and staff. 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 2018 decreased to 28 cases (from 43 cases in 2017).
- There were 166 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. Two Wood County residents were monitored while receiving latent tuberculosis infection (LTBI) medication. No active cases of TB were identified.
- There were 29 pertussis cases in 2018. All except three of these cases occurred during an outbreak in June and July. The first cases of pertussis were among siblings; the disease spread to extended family members and friends during a camping trip. Spread continued among Summer School participants and participants on a softball team and into a workplace, which included employees who resided in a neighboring county. Spread continued to children and adults after exposure at a birthday party. Letters and health alerts sent to parents of those involved in the summer school, the softball program, and to employees of the workplace. Interviews with television channels, local newspapers, and radio stations took place. Health alerts were faxed to eight different local media sources.

# INFORM AND EDUCATE ABOUT PUBLIC HEALTH ISSUES & FUNCTIONS

## TOBACCO CONTROL AND PREVENTION

Central Wisconsin Tobacco Free Coalition is a partnership between Marathon, Portage, and Wood Counties. The coalition continues to educate the public about electronic cigarettes, fruit and candy flavored tobacco products, and smoke-free multi-unit housing. Educational presentations are provided to community agencies, organizations, service groups, schools, worksites, and to local and state-wide policy makers.

## 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. For example, Native Americans, Hispanics, Blacks, and those living in poverty have consistently faced barriers to opportunity and good health due to a history of unfair laws and practices. 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. 32% 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 was formed and began meeting monthly in 2018 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. The goals of the team include:

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.

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.

## LIVING WELL WITH CHRONIC CONDITIONS

Americans have become increasingly concerned with the issue of chronic illnesses and the impact these illnesses have on their lives. There is an increased focus on not only living longer, but on maintaining and/or improving one's capacity to live well over their entire life. *Living Well* is an evidence-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:

- Managing symptoms of disease
- Developing a suitable exercise program
- Nutrition management
- Communicating with healthcare 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 healthcare visits, and a cost savings of approximately 10:1. A registered dietitian from the Wood County Health Department is a trained instructor for the *Living Well* program. Through a partnership with the Aging and Disability Resource Center of Central Wisconsin, five *Living Well* classes were held in 2018 with a total of 67 participants.

## HEALTHY LIVING WITH DIABETES (HLWD)

One out of 12 Americans is affected by diabetes. In Wisconsin, there are 475,000 adults with diabetes and 1.45 million adults with pre-diabetes. HLWD is a workshop designed to help adults with Type 2 Diabetes or pre-diabetes learn skills and increase their confidence in managing their diabetes. Led by two trained facilitators, the weekly six-session course addresses goal setting, healthy eating, tips for exercising, managing stress, healthy routines, developing coping skills, and preventing complications.

Research shows that those who complete the workshop show:

- Improvements in blood sugar levels
- Decreased health distress and better health
- Increased confidence in managing their diabetes
- Fewer hospitalizations and emergency room visits

A registered dietitian from the Wood County Health Department is a certified instructor for the HLWD program. Through a partnership with the Aging and Disability Resource Center of Central Wisconsin, four HLWD classes were held in 2018 with a total of 10 participants.

## 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.

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

# Engage with the Community to Identify & Address Health Problems

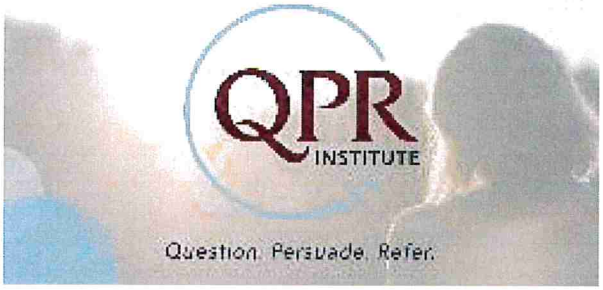
## WOOD COUNTY CHILD DEATH REVIEW TEAM

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 2018, eleven cases were reviewed. Recommendations were made to increase education on responsible beverage service as well as drinking and driving.

## 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*

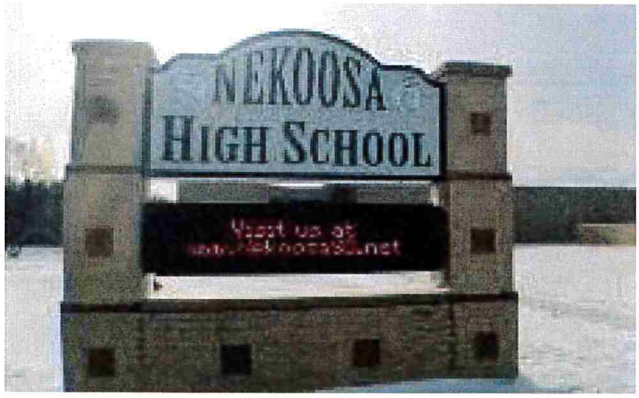



Howe Elementary School was identified as the first pilot organization for the Trauma Informed Culture (TIC) Toolkit.

Nekoosa High School is starting a peer-to-peer school group to combat mental health

**50**
Wood County youth trained as Question Persuade Refer (QPR) Gatekeepers

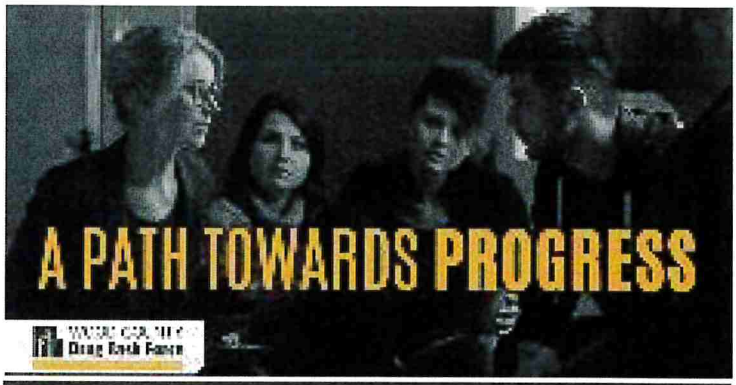
**50**
Wood County adults trained as Question Persuade Refer (QPR) Gatekeepers




**50**
Scholarships offered to train new QPR Trainers

## AOD Prevention Partnership

- 350 prescription lock boxes were distributed.
- 75 locking prescription drug bags & 130 Deterra prescription drug deactivation units were distributed.




- 3 community presentations
- 389 people attended

**27 Wisconsin Rapids Police Department Officers were trained and will be equipped with Naloxone / Narcan.**

## Brighter Futures

Wood County Healthy Smiles: Elementary

| Total encounters | # of children sealed | # of teeth sealed | Urgent care needed | # of fluoride varnishes |
|---|---|---|---|---|
| 2,916 | 604 | 2,429 | 23 | 1,705 |

Wood County Healthy Smiles: Head Start

| Total encounters | # of fluoride varnishes | # of early decay |
|---|---|---|
| 293 | 733 | 59 |

**500**

Oral Health Packets distributed to children at their 9-month well child visits at Aspirus pediatrics.

- **Evidence-Based Family Home Visiting Implementation:** A business proposal has been completed detailing a needs assessment, project description, evaluation plan, budget, timeline, and sustainable plan.
- **Sexually Transmitted Infections (STI) Reduction:** Increase testing by taking part in Get Yourself Tested (GYT) campaign with Planned Parenthood. Research what is currently being taught at schools in Wood County.

# Recreate Health

**30** River Riders bikes at **6** locations ... Wisconsin's first rural bike share program

## Wood County Farm to School

The Green Machine (pictured to the left) grows up to 400 pounds of organic produce each cycle. Produce is sold to the food service & served in the lunch line, decreasing barriers for local food procurement.

## Community Food Center

**$30,000**

Security Health Plan grant was awarded to conduct a feasibility study to align health and hunger to increase accessibility to local food and hunger relief.

The Center is an innovative way to reduce stigma, enhance local food systems, create opportunities for entrepreneurship, and job skills training.

## Lead Farm Technology Days Food Committee

**20+** Local Food Vendors

**600+** Volunteers

**30** Volunteer Organizations

Wood County WIC and HPWC manage and operate Wisconsin Rapids Downtown Farmers Market.

**700** visitors per day, **40+** of days open,

**$18-$20** average dollars spent at market

# DEVELOP PUBLIC HEALTH POLICIES & PLANS

## COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)

As part of the CHIP, each coalition has a mission statement and outlined goals and objectives to address the identified health priorities. A summary of the missions is provided below. Goals and objectives can be found at www.healthypeoplewoodcounty.org.

**Mental Health Matters:**
Achieving the highest quality of mental health in the state

**AODA Prevention Partnership:**
Creating safe and healthy communities for youth and adults by preventing and reducing harmful substance use

**Recreate Health:**
Reducing the impact of chronic disease in Wood County by creating community and systems level change by empowering everyone to make healthy choices regarding nutrition and physical activity

**Brighter Futures:**
Achieving optimal health of youth and families by improving health systems, providing education, and strengthening partnerships

## HEALTH IMPACT ASSESSMENT

The Wisconsin Rapids Health Impact Assessment (HIA) Advisory Team was formed and is co-led by Wood County Health Department and the City of Wisconsin Rapids. HIA is a systematic tool to evaluate the potential positive and negative health impacts from a proposed policy, project, or plan that is not already focused on health. HIAs can enhance community engagement and transparency in decision-making by bringing together affected community members and decision-makers to ensure that all perspectives and priorities are included in the decision-making process.

The Health Department and City of Wisconsin Rapids staff led a Rapid Health Impact Assessment on a Downtown Senior Housing Development in Wisconsin Rapids. More than 45 community members attended a community input workshop to identify potential impacts the senior housing development could have on health, as well as gather specific recommendations regarding how to support positive health outcomes with the development. Recommendations gathered from the community input workshop were provided to the developer as well as the city. The HIA recommendations were approved by the Common Council and are now included in the final city zoning approval of the development.

## COMMUNITY ENGAGEMENT

Using six different strategies to engage community members in South Wood County as part of a pilot community engagement program, the Healthy People Wood County coalition team members partnered with community members to improve health. Community engagement is an intentional practice that includes the diverse perspectives of the community, addresses power dynamics, fosters strong relationships, and leads to action. Strong strategic, trusting relationships with community partners are vital to advancing health equity and transforming public health practice. More than 300 community members participated in the pilot project and identified a variety of assets, barriers, and solutions to improve the health of Wood County.

## PUBLIC HEALTH EMERGENCY PREPAREDNESS

Each year, capabilities are prioritized and work is done to fulfill the emergency preparedness requirements. 2018 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.

**Public health preparedness planning is structured at the federal level to align with 15 target capabilities:**

1. Community Preparedness
2. Community Recovery
3. Emergency Operations Coordination
4. Emergency Public Information and Warning
5. Fatality Management
6. Information Sharing
7. Mass Care
8. Medical Countermeasure Dispensing
9. Medical Material Management and Distribution
10. Medical Surge
11. Non-Pharmaceutical Interventions
12. Public Health Laboratory Testing
13. Public Health Surveillance and Epidemiological Investigation
14. Responder Safety and Health
15. Volunteer Management

**Highlights of 2018:**

- Worked with hospitals to develop closed Points of Dispensing (PODs) so they can quickly receive and distribute prophylactic medication to their employees and families during a public health emergency.
- Conducted an infectious disease tabletop exercise with local partners.
- Conducted an active shooter/armed intruder training and drill with Health Department staff.
- Conducted a mass casualty incident tabletop exercise with local partners.
- Conducted a hospital evacuation exercise with local 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.
- Held refresher training for staff on Incident Command.
- Conducted a Hazard Vulnerability Assessment.
- Conducted enhanced planning and preparedness work to prepare for a highly infectious disease such as Ebola.

## STRATEGIC PLAN

During 2018, Health Department employees maintained progress with Strategic Plan goals. The Office Manager recorded action steps and outcomes within the plan for each strategy of the four goals.

**2015-2020 Strategic Plan Goals**

- ✓ Maintain accreditation
- ✓ Maintain a passionate, competent workforce
- ✓ Strengthen our brand
- ✓ Build capacity

**Strategic Plan Action Steps & Outcomes in 2018**

- Delegated reaccreditation work assignments to staff
- Informed and educated the Health & Human Services Committee via monthly narratives and six special program presentations
- Provided monthly QI/PM updates at staff meetings and facilitated annual QI/PM training
- Revealed new Health Department brand
- Implemented motivational retreat
- Conducted staff culture survey
- Reviewed policies to assure they are "Trauma Informed"

# 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. 2018 was the first full year providing environmental health services to all three counties. 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 | 107 | 265 | 147 | 37 | 33 | 3 | 24 | 10 | 3 | 6 |
| ADAMS | 4 | 3 | 91 | 27 | 158 | 22 | 16 | 16 | 23 | 0 | 2 |
| JUNEAU | 14 | 17 | 137 | 58 | 83 | 50 | 5 | 21 | 42 | 2 | 0 |

## WATER QUALITY

Through a contract with the Wisconsin Department of Natural Resources, 127 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.

| # TNC Wells Inspected | Wood County | Adams County | Juneau County |
|---|---|---|---|
| 2017 | 127 | 175 | 110 |
| 2018 | 127 | 175 | 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. In 2018, there were no beach advisories or closures due to high bacteria counts.

## 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 taken.

| # Complaints | Wood County | Adams County | Juneau County |
|---|---|---|---|
| 2017 | 175 | 86 | 55 |
| 2018 | 217 | 89 | 66 |

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. The pests are generally eliminated 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 2018, 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 |
|---|---|
| 2018 | 3,065 |
| 2017 | 2,973 |
| 2016 | 2,945 |
| 2015 | 2,501 |
| 2014 | 2,414 |

# 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.

Wood County Breastfeeding Coalition

**Highlights from 2018**

- Hosted "The Big Latch-On Event" and Mommy Fest.
- Offered free breastfeeding photo shoot for moms in the community.
- Provided two scholarships to community members to become certified in lactation.

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

| Breastfeeding Incidence & Duration | Wood County WIC | Wisconsin WIC |
|---|---|---|
| Incidence | 78.5% | 72.6% |
| 1 month | 63.9% | 72.8% |
| 3 months | 61.8% | 56.7% |
| 6 months | 38.8% | 35.1% |
| 12 months | 20.3% | 16.3% |
| Exclusive at 1 month | 37.9% | 37.1% |
| Exclusive at 3 months | 40.0% | 26.8% |
| Exclusive at 6 months | 9.9% | 11.4% |

## 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. In 2018, additional services were offered such as well water testing to ensure safe drinking water and fluoride varnish to children to increase preventative oral health.

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. A quality improvement (QI) project was completed to streamline outreach and services provided to this special population. Policies and procedures pertaining to Plain community screening and outreach were also 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.

WIC WOOD COUNTY

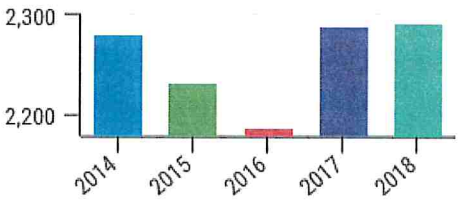
2018

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

2018 Annual Participation: 2,293

**Increase of 0.1% from 2017**




### Dollars Generated in Wood County

Grocery Stores: $979,511.55

Farmer's Market: $7,224

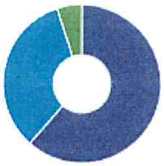
### 2018 Highlights

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



- 33.3% Overweight or Obese
- 61.5% Healthy Weight
- 5.1% 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.

**1,418 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 51 families in 2018.

| >60 mins of Physical Activity | <1 sugar sweetened beverage per week | <6 oz of juice per day |
|---|---|---|
| 81% | 80% | 44% |

### 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**

82% Pregnant Moms

55% 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, and/or support after having a baby. Goals of the program include: increase mental health service access, increase adequate and safe housing, increase food stability, increase breastfeeding rates, and decrease prenatal alcohol, drug, and tobacco exposure. After receiving services:

- 97% of women receiving PNCC/MCH nursing services had stable housing
- 94% of women receiving PNCC/MCH nursing services had adequate mental health services in place
- 98% of women receiving PNCC/MCH nursing services had food stability

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. This program, designed for pregnant and postpartum women and their families, assists and supports efforts to cut back or quit smoking.

Although referral rates to PNCC/MCH programs declined slightly, from 339 in 2017 to 306 referrals received in 2018, the complexity of needs in the population continues to grow.

## 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 2018, Healthy Smiles for Wood County accomplished the following:

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.

In addition, the fluoride varnish outreach program for WIC participants resulted in 289 infants and children receiving oral health screenings and fluoride varnish treatments. The program also provides health education for parents and caregivers, dental referral services and well water testing for fluoride levels, in addition to the preventative fluoride varnishes. One of the program's outcomes is to establish a dental home for these children at an earlier age.

# Maintain a Competent Public Health Workforce

## Wood County Health Department

| Yrs of Service | MANAGEMENT TEAM | |
|---|---|---|
| 13.5 | Susan Kunferman | |
| | ▪ **Director/Health Officer** | |
| 28.0 | Nancy Eggleston | |
| | ▪ **Environmental Health/Communicable Disease Supv** | |
| 17.5 | Kathy Alft | |
| | ▪ **Office Manager** | |
| 10.5 | Kristie Rauter Egge | |
| | ▪ **Community Health/Health Promotion Supv** | |

| Yrs of Service | HEALTH PROMOTION / COMMUNICATION | |
|---|---|---|
| 3.5 | Sarah Salewski | Health Educator |
| 1.5 | David Strong | Health Educator |
| 1.5 | Ashley Normington | Health Educator |
| <1 yr | Julie Cutright | Health Educator |
| 13.5 | Wendy Ruesch | Oral Health Program Supervisor |
| <1 yr | Erin Fandre | Dental Hygienist |
| 1.0 | Reyne Reffner | Health Screener |
| | **COMMUNICABLE DISEASE** | |
| 11.5 | Jean Rosekrans | Public Health Nurse |
| 12.5 | Alecia Pluess | Public Health Nurse |
| | **ENVIRONMENTAL HEALTH** | |
| 13.0 | Greg Kolodziej | Registered Sanitarian |
| 13.0 | Kate Carlson | Registered Sanitarian |
| 1.5 | Logan Manthe | Environmental Health Assistant |
| 1.0 | Tim Wuebben | Environmental Health Assistant |
| 1.0 | Mariah Heiman | Environmental Health Assistant |

| Yrs of Service | FAMILY HEALTH / INJURY PREVENTION | |
|---|---|---|
| 11.5 | Erica Sherman | Public Health Nurse |
| 4.0 | Danielle Hiller | Public Health Nurse |
| 2.0 | Melony Johnson | Public Health Nurse |
| | **OPERATIONAL SUPPORT** | |
| 1.5 | Dawn Pearson | Accounting Clerk |
| 2.5 | Jessi Haug | Program Coordinator |
| 5.0 | Val Elliott | Program Coordinator |
| 4.5 | Ashley Arendt | Program Coordinator |
| 22.5 | Mai Thao | Program Coordinator |
| | **WOMEN, INFANTS, CHILDREN (WIC)** | |
| 1.0 | Camen Haessig | WIC Director/Project Nutritionist |
| 2.5 | Jessica Hutchinson | Nutritionist/Health Educator |
| <1 yr | Sarah Sugden | Nutritionist/Health Educator |
| 4.5 | Tiffany Halama | Nutritionist/Health Educator |
| <1 yr | Micaela Rucker | Nutrition Assistant |
| 4.0 | Sarah Krubsack | Health Screener/Peer Counselor |
| 5.0 | Betsy Mancl | Health Screener |

### 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 2018, Wood County Health Department employees participated in 280 continuing education events that built on their competencies.

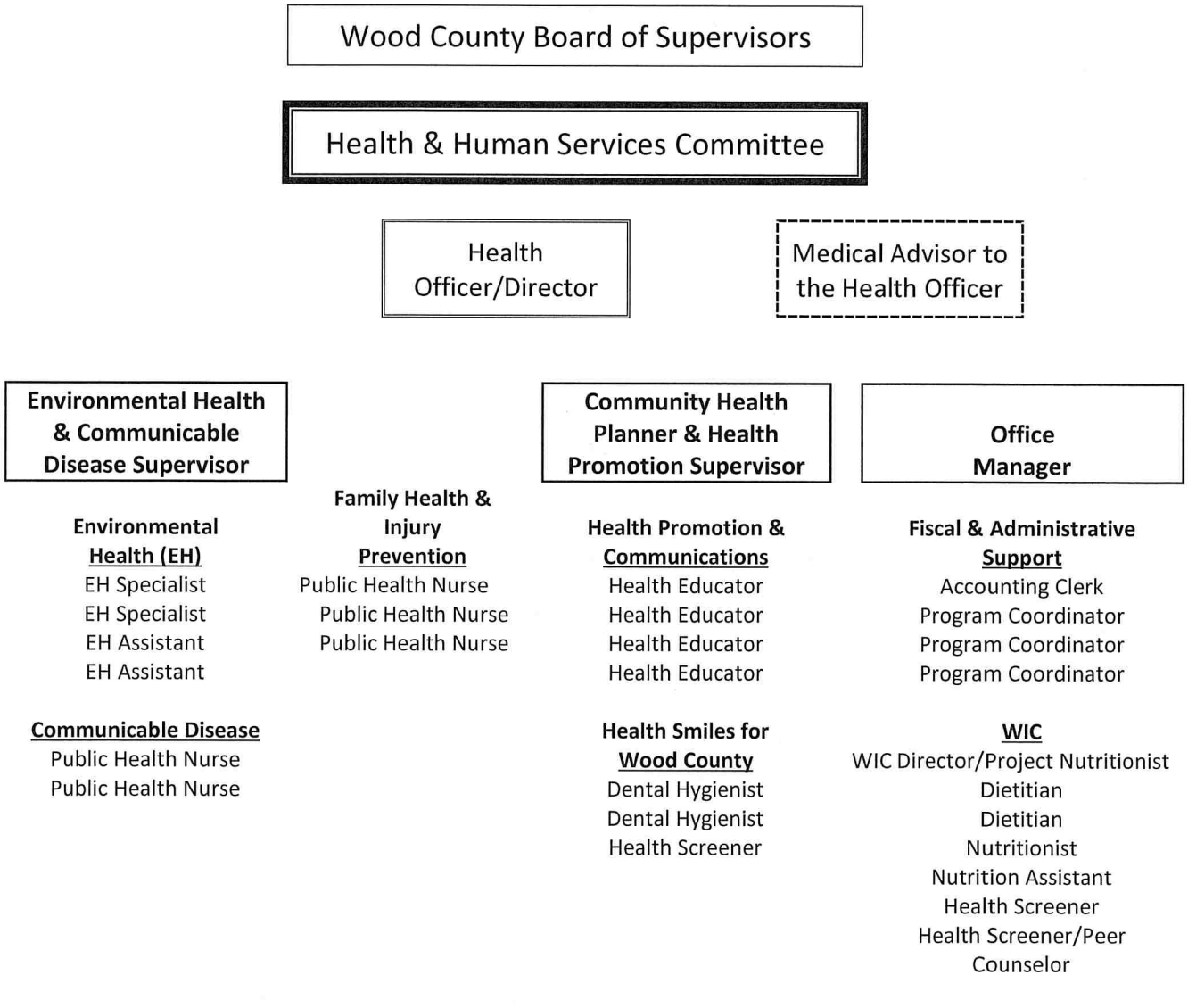
## LINKAGES WITH ACADEMIA

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 2018, Wood County Health Department hosted the following:

- 8 BSN students
- 7 Pediatric residents
- 1 MSN student
- 2 Master's Degree in Social Work
- 1 Bachelor's Degree in Health, Wellness, and Fitness

## 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.

**The Programs**

- Communicable Disease
- Environmental Health
- Emergency Preparedness
- Family Health/Injury Prevention
- Healthy People Wood County
- Healthy Smiles
- Management
- WIC

**Goals**

| | |
|---|---|
| 18 | program goals were set for 2018 |
| 7 | program goals showed improvement |
| 9 | program goals were met |
| 89% | of program goals were improved or were met |

**Objectives**

| | |
|---|---|
| 23 | program objectives were set for 2018 |
| 3 | program objectives showed improvement |
| 11 | program objectives were met |
| 61% | of program objectives were improved or met |

### 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.

Story Boards + Solution Revolutions = Quality Improvement Projects

### Customer Satisfaction

The Wood County 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 is committed to self-study and external review by peers in meeting standards and continuously enhancing the quality of services offered. The process encourages and stimulates quality of work, greater accountability, and transparency. The Health Department submitted narratives for reaccreditation in 2018 and awaits a virtual site visit reaccreditation decision 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 thirteen different agencies.

Yard signs were posted throughout the County at daycares and public safety buildings to raise awareness on heat stroke in cars.

Safe Kids injury prevention programs in 2018:

- Two Safety City injury prevention camps were offered to incoming kindergarteners. 11 children attended in Marshfield and 9 children attended in Wisconsin Rapids.
- 62 bike helmets were sold to youth at a reduced cost
- 35 car seat check events were offered
- 138 car seats were checked
- 78 car seats were provided to families in need
- 15 rental car seats were loaned
- Over 100 car seats were collected and recycled
- Cribs for Kids provided 17 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.

Provided bike/helmet safety education at the Marshfield Children's Festival in Wood County.

## WI-WINS

The Wisconsin Wins (WI Wins) campaign is an evidence-based, state-level initiative designed to decrease youth access to tobacco products. WI Wins was launched in the spring of 2002 as part of a comprehensive approach to preventing youth access to tobacco. The Wisconsin Department of Health Services contracts with local partners to conduct investigations to establish retailer compliance with the law. Local initiatives also include retailer education and training, media outreach, and community education (in 2018 12 outreach activities were completed). WI Wins uses positive reinforcement to reduce illegal tobacco sales to minors. It congratulates local clerks who do not sell tobacco to youth, while educating those who would. This approach creates community pride by reducing youth access to tobacco products and providing youth a chance to make a difference in their community.

Every year, local law enforcement and youth volunteers conduct unannounced inspections at local tobacco retailers, through the Wisconsin WINS program, to assure compliance with Wisconsin's tobacco sales laws.

| WI WINS | Inspections | | | Sales | | | % of sales to minors | | |
|---|---|---|---|---|---|---|---|---|---|
| | 2016 | 2017 | **2018** | 2016 | 2017 | **2018** | 2016 | 2017 | **2018** |
| MARATHON | 70 | 72 | **79** | 9 | 6 | **7** | 12.9% | 8.3% | **8.9%** |
| PORTAGE | 38 | 44 | **46** | 5 | 8 | **4** | 13.2% | 18.2% | **8.7%** |
| WOOD | 53 | 28 | **47** | 6 | 3 | **11** | 11.3% | 10.7% | **23.4%** |

# MAINTAIN ADMINISTRATIVE & MANAGEMENT CAPACITY

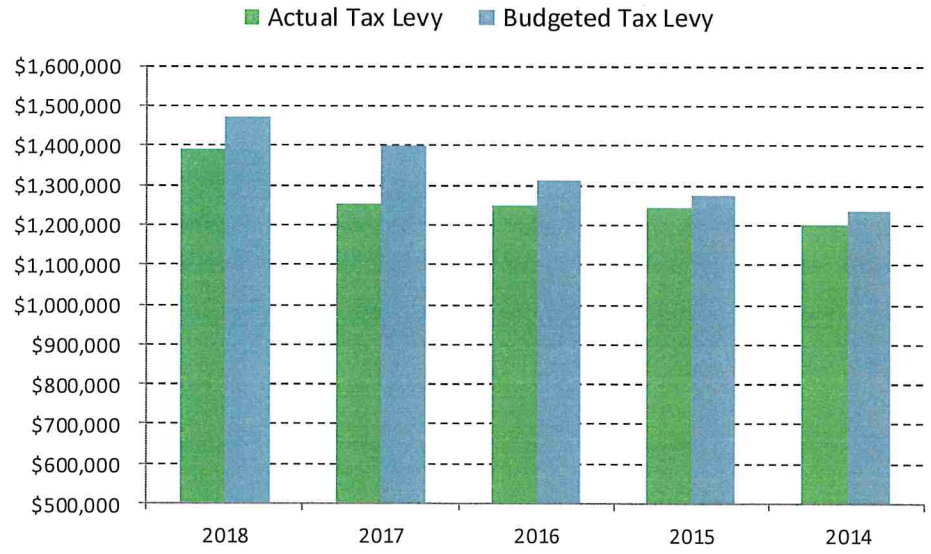
## CULTURAL AND LINGUISTIC COMPETENCY

The Wood County Health Department receives federal financial assistance and is required to be 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.

| | 2018 | 2017 |
|---|---|---|
| **REVENUES** | | |
| Intergovernmental Revenues (Federal/State Grants) | **$ 520,574** | $ 500,181 |
| Licenses and Permits (Environmental Health) | **$ 384,505** | $ 357,901 |
| Public Charges for Services (includes MA revenue) | **$ 63,107** | $ 80,465 |
| Intergovernmental Charges (DNR, Adams/Juneau County MOU) | **$ 93,017** | $ 75,076 |
| Other Grant Funds (includes Non-Lapsing funds grant budgets) | **$ 130,431** | $ 206,581 |
| **EXPENDITURES** | | |
| Public Health | **$ 1,728,208** | $ 1,922,815 |
| Women, Infants, & Children * | **$ 369,690** | $ 349,819 |
| Consolidated Contract * | **$ 81,136** | $ 76,678 |
| Healthy Smiles for Wood County * | **$ 123,278** | $ 123,668 |
| Adams/Juneau EH Services * | **$ 281,412** | n/a |
| * Non-tax levy programs ... 100% grant-funded programs | | |
| **TAX LEVY** | **$ 1,392,090** | $ 1,252,777 |




*The Health Department used 94.5% of budgeted tax levy in 2018, returning $81,277 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 Al Breu*

** County Board Supervisors*

### *2018 HHSC Accomplishments*

- Approved funding from Legacy Foundation and WI Partnership Program for River Riders Bike Share program.
- Approved new environmental health fee schedule for re-inspections.
- Approved Human Impact Partnership Health Equity Awakened Year Long Fellowship for Community Health Planner/Health Promotion Supervisor.
- Informed of the authority of the Health Department to protect ground and surface water.
- Provided an update with groundwater situation in northern Juneau and southern Wood counties.
- Approved setup of an in-house water lab for nitrate testing.
- Reviewed and provided support of the Health Department 2019 budget to Executive Committee and County Board.
- Informed about Health Department program areas with special presentations on substance abuse (Opioids), Quality Improvement/Performance Management, Workforce Development, and Youth Risk Behavioral Survey.
- Reviewed details and learning objectives for Wisconsin Public Health Association (WPHA) Annual Conference, National Association of Local Boards of Health (NALBOH) Annual Conference, Central Region Retail Food Protection Seminar, Community of Practice for Public Health Improvement Open Forum, 2018 Washington Leadership Conference, National Environmental Health Association (NEHA) Annual Conference, Health Care Coalition Response Leadership Course, National Breastfeeding Coalition Conference, and Public Health Preparedness Summit. Committee approved attendance by Public Health professionals to all events.
- Informed of Wood County Health Rankings (Health Department ranked between 5th to 47th among 72 counties in various health outcomes, factors, behaviors, environment, and clinical care).

**Annual Report:**
For additional copies of this report call, 715-421-8911, or visit our website at 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.

PHAB
*Advancing public health performance*

Public Health
Prevent. Promote. Protect.