



2022 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 (WCHD).

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

I am pleased to present this 2022 annual report of the Wood County Health Department.

This year was a year of resilience and recovery for our team and our communities. As we began to step away from heavy COVID work and back into the work we are passionate about, we recognized that the pandemic changed our communities and our team. We engaged in an extensive strategic planning process to regroup and refocus and developed a comprehensive plan to help our employees get their feet back under them and redevelop our foundation as a department. We look forward to implementing the strategies identified in our new plan throughout 2023 and beyond.



I would like to express our sincere gratitude to our community partners who walked alongside us during the pandemic and into recovery. We are blessed to have resilient communities and leaders and it has been energizing to see people coming together to move beyond the pandemic. We have amazing groups of partners at the table with us looking at major issues impacting our communities and our residents, such as the opioid epidemic and the child care access crisis. We began tackling these and other complex issues in 2022, and are excited to continue this work into 2023.

Appreciation is extended to the Wood County Board of Supervisors, Health and Human Services Committee, the healthcare community, and our valued community partners that collaborated with us throughout 2022. This appreciation is also extended to our dedicated health department staff. I am incredibly proud of our team, their strong work ethic, and their ability to bounce back from extremely challenging experiences. We are blessed 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 sue.smith@woodcountywi.gov if you have any questions or suggestions. I look forward to hearing from you!

Sincerely,

A handwritten signature in black ink that reads "Sue Smith". The signature is fluid and cursive, with a long horizontal stroke at the end.

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

| | |
|--|---|
| OUR MISSION <i>Maximizing quality of life across the lifespan</i> | OUR VISION <i>Everyone has a fair and just opportunity to thrive, be healthy, and live their best life.</i> |
| <p style="text-align: center;">* <u>Core Values</u> *</p> <p style="text-align: center;">Integrity ▪ Professionalism ▪ Service ▪ Compassion ▪ Diversity ▪ Initiative</p> | |

What does Wood County Health Department (WCHD) do for you and your community? Teams of individuals work together to provide the following vital public health services ...

FAMILY HEALTH / INJURY PREVENTION

This team provides follow-up to pregnant individuals, new parents/caregivers, and infants, in addition to providing outreach to the Plain Population/other focused populations. Services include offering immunization clinics, prenatal care coordination, nutrition counseling, injury prevention initiatives, referral and follow-up for children with healthcare needs, lactation support, and childhood lead poisoning prevention.

HEALTH PROMOTION / COMMUNITY HEALTH / COMMUNICATION

This team facilitates health priority coalitions and collaborative community efforts through the Healthy People Wood County Community Health Improvement Plan, which includes these priorities: Access to Healthy Food, Family Health, Health in All Policies, Housing, Incarceration, Leadership Development, Mental Health, Substance Use, Youth Health, and Transportation and Recreation.

COMMUNICABLE DISEASE

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

WOMEN, INFANTS, AND CHILDREN (WIC)

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

ENVIRONMENTAL HEALTH

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

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.

ASSESS AND MONITOR POPULATION HEALTH STATUS, FACTORS THAT INFLUENCE HEALTH, AND COMMUNITY NEEDS AND ASSETS

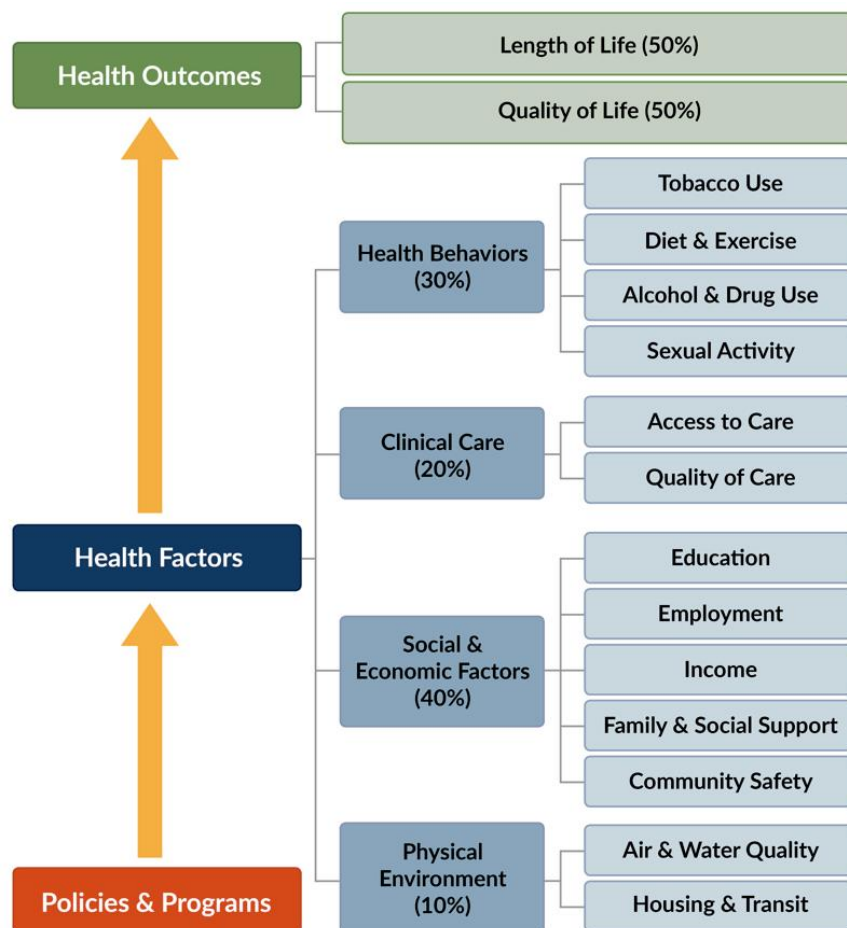
DEMOGRAPHIC PROFILE

| | Wood County | | WI | |
|--|-------------|----------|-----------|-----------|
| | 2021 | 2017 | 2021 | 2017 |
| Population | | | | |
| Population, July 1, 2021 estimates | 74,070 | 73,126 | 5,880,101 | 5,795,483 |
| Population Census April 1, 2020 | 74,207 | | 5,893,718 | |
| Population Census April 1, 2010 | 74,749 | | 5,686,986 | |
| Age and Sex | | | | |
| Persons under 5 years old | 5.5% | 5.7% | 5.4% | 5.8% |
| Persons under 18 years old | 21.7% | 21.6% | 21.6% | 22.1% |
| Persons 65 years old and over | 21.4% | 20.1% | 17.9% | 16.5% |
| Female persons | 50.2% | 50.8% | 49.9% | 50.3% |
| Race and Hispanic Origin | | | | |
| White persons | 94.6% | 94.9% | 86.6% | 87.3% |
| Black persons | 1.0% | 0.9% | 6.8% | 6.7% |
| American Indian and Alaska Native persons | 0.9% | 0.9% | 1.2% | 1.2% |
| Asian persons | 2.1% | 2.0% | 3.2% | 2.9% |
| Persons reporting two or more races | 1.4% | 1.3% | 2.2% | 1.9% |
| Persons of Hispanic or Latino origin | 3.6% | 3.0% | 7.5% | 6.9% |
| Population Characteristics | | | | |
| Veterans (2015-2019) | 5,353 | n/a | 315,815 | n/a |
| Education | | | | |
| High school graduates, percent of persons age 25+ (2015-2019) | 93.30% | 92.60% | 92.90% | 91.70% |
| Bachelor's degree or higher, percent of persons age 25+ (2015-2019) | 20.40% | 21.10% | 31.5% | 29.0% |
| Computer & Internet Use | | | | |
| Households with a computer (2015-2019) | 90.2% | n/a | 92.0% | n/a |
| Households with a broadband internet subscription (2015-2019) | 85.5% | n/a | 86.40% | n/a |
| Income & Poverty | | | | |
| Median household income (2015-2019) | \$57,996 | \$51,603 | \$67,080 | \$56,759 |
| Per capita income in past 12 months (2015-2019) | \$33,183 | n/a | \$36,754 | n/a |
| Persons in poverty | 11.3% | 10.7% | 10.8% | 11.3% |
| Health | | | | |
| Persons with a disability, age under 65 years (2015-2019) | 10.5% | n/a | 8.1% | n/a |
| Persons without health insurance, under age 65 years | 6.7% | n/a | 6.4% | n/a |
| Geography | | | | |
| Land area, , 2020 (square miles) | 793 | 793 | 54,167 | 54,128 |
| Persons per square mile, 2020 | 93.6 | 94 | 108.8 | 105 |
| www.census.gov/quickfacts | | | | |



COMMUNITY HEALTH ASSESSMENT

In Wood County, the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP) are collaborative efforts between Wood County Health Department, Marshfield Clinic Health System, and Aspirus Riverview Hospital and Clinics. Although this is a collaborative effort, there are different requirements by state and federal law for the participating entities. Wisconsin Statute Chapter 251, Section 5 details the requirement that all local health departments must complete the CHA and CHIP every five years. On March 23, 2010, the Patient Protection and Affordable Care Act was signed



County Health Rankings model © 2014 UWPHI

into law with an Internal Revenue Service requirement that all non-profit healthcare systems complete a Community Health Needs Assessment (CHNA) every three years. Although these laws have different time requirements and language, the mandate is the same: complete a health assessment of the community and develop a long-term plan to improve the determined health needs. Wood County Health Department, Marshfield Clinic Health System, and Aspirus Riverview Hospital and Clinics follow the three-year requirement to ensure all entities have aligned health priorities and strategies.

WOOD COUNTY 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 2022, six cases were reviewed.

Child Death Case Review

| Year | # Cases |
|------|---------|
| 2022 | 6 |
| 2021 | 8 |
| 2020 | 2 |
| 2019 | 6 |
| 2018 | 11 |



INVESTIGATE, DIAGNOSE, AND ADDRESS HEALTH PROBLEMS AND HAZARDS AFFECTING THE POPULATION

PUBLIC HEALTH EMERGENCY PREPAREDNESS

Each year, capabilities are prioritized and work is done to fulfill the emergency preparedness requirements. 2022 emergency preparedness highlights include:

- Hired an Emergency Preparedness (EP) Coordinator to oversee the Public Health Emergency Response Plans (PHERP) for the Health Department.
- Emergency Preparedness Coordinator completed all basic and advanced trainings required to facilitate planning and deployment of PHERP.
- Conducted a Mass Fatality tabletop exercise with local partner agencies.
- Completed an after-action review and improvement plan from the Mass Fatality exercise.
- Ensured all staff were up to date on current ICS functions, roles and trainings.
- EP Coordinator completed one-to-one meetings with surrounding county EP Coordinators to collaborate over regional plans and to network with partners.
- EP Coordinator joined a state-level PHEP planning workgroup. This workgroup focuses on identifying regional priorities in planning and collaborating to shore up EP planning across Wisconsin.
- Participated in the LEPC (Local Emergency Planning Committee).
- Participated in the NCW HERC (North Central Wisconsin Healthcare Emergency Readiness Coalition) for Public Health meetings and planning.
- Collaborated in a regional Hazard Vulnerability Assessment.

IN-HOUSE WATER LAB

Our in-house water laboratory analyzes bacteria and nitrate in drinking water, as well as bacteria counts in recreational water. A total of 275 private water samples were analyzed at the Wood County Water Laboratory in 2022. In addition to these homeowner samples, 911 Transient Non-Community Water Systems samples from Adams, Juneau and Wood Counties were analyzed in 2022. Transient Non-Community Water systems are a public water systems that provide water in a place such as a gas station or campground where people do not remain for long periods of time. These wells are inspected for structural soundness and routes of potential contamination. Sanitary surveys are also conducted every 5 years where Environmental Health Specialists evaluate the well for the eight elements of the water system that are essential for safe drinking water.

Beach samples are collected throughout the summer. Staff collected 83 beach samples for analysis at the Wood County Water Laboratory in 2022. Adams County also submitted 60 beach samples for analysis in 2022. Environmental Health Staff and the Environmental Health Supervisor conduct the water analysis and complete data entry.

In addition to the annual sample analysis, the water laboratory underwent and completed a routine regulatory audit from the Department of Natural Resources as well as a routine regulatory audit from the Department of Agriculture, Trade and consumer protection. These biannual audits help ensure compliance with the policies and regulations set forth by the state departments. We continued to work with the Juneau County Health Department to provide no cost testing services for residents of their county.



RADON

In 2022, the Central Wisconsin Radon Information Center impacted the residents of Adams, Juneau and Wood Counties. The media covered press releases, we ran advertisements at movie theaters during Radon Action Month and had Facebook and Twitter posts. We attracted 86 people to purchase short or long term radon test kits. In addition we responded to calls placed from the three county area to a statewide radon hotline. Our biggest project during 2022 involved getting ready for daycare and school testing programs to begin. Also we worked with Planning and Zoning on mapping radon results for a more up to date map. Our goal is that schools understand and see a map that shows there are homes with high radon within their district. Schools need to understand the impact of radon exposure during school hours and how the accumulated risk of being exposed at home and at school, increases the risk of lung cancer. With the increasing number of cancer cases it is very important to start testing, not only our homes but where we spend a majority of our lives. WCHD sells radon test kits year round and is available to answer any questions. We also provide radon education or radon 101 presentations for interested organizations or groups.

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 a child's life, especially lead exposures occurring between 6 months and 6 years of age. The Wood County Health Department is proactive in lead poisoning prevention. 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. Lead paint hazards are commonly present during the renovation of pre-1978 housing. The CDC updated the blood lead reference value (BLRV) from 5.0 µg/dL to 3.5 µg/dL on October 28, 2021. The WCHD updated policies to reflect this and children with blood lead levels of 3.5 µg/dL or higher are offered nursing case management services and environmental health intervention. Twenty-one children and their families were offered case management services for elevated blood lead levels in 2022 and all but one of the families accepted. Families received lead prevention and reduction education from public health nursing staff and environmental health staff as well as recommendations for future testing. Families were offered a home visit assessment by environmental health staff to aid in determining possible sources of lead exposure.

| Wood County Trends in Lead Testing | # tests with lead level results 3.5-4.99 µg/dL per year* | # tests with lead level results 5-9.99 µg/dL per year | # tests with lead level results 10-19.99 µg/dL per year | # tests with lead level results ≥ 20 mcg/dL (or two levels ≥ 15 µg/dL drawn 90 days apart) | Total # of lead tests done on Wood County children per year |
|---|---|--|--|---|--|
| 2015 | | 14 | 1 | 1 | 1131 |
| 2016 | | 11 | 1 | 0 | 1043 |
| 2017 | | 8 | 4 | 0 | 1212 |
| 2018 | | 4 | 1 | 0 | 1165 |
| 2019 | | 3 | 0 | 0 | 1163 |
| 2020 | | 18 | 4 | 2 | 861 |
| 2021 | | 11 | 6 | 2 | 909 |
| 2022 | 19* | 20 | 5 | 0 | 919 |

*On October 28, 2021, CDC updated the blood lead reference value (BLRV) from 5.0 µg/dL to 3.5 µg/dL. Data table includes this change starting in 2022, the next full calendar year.



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.

| Trending Data - Rates of Selected Diseases per 100,000 Population | | | | |
|---|------|------|------|------|
| Disease | 2022 | 2021 | 2020 | 2019 |
| Lyme Disease* | 139 | 283 | 160 | 223 |
| Pertussis | 0 | 0 | 3 | 8 |
| Campylobacteriosis | 10 | 0 | 24 | 18 |
| Cryptosporidiosis | 16 | 22 | 14 | 20 |
| Giardiasis | 1 | 32 | 12 | 14 |
| Salmonellosis | 11 | 9 | 9 | 20 |
| Chlamydia | 270 | 230 | 266 | 322 |
| Hepatitis C | 20 | 1 | 26 | 16 |

* Includes Confirmed, Probable, and Suspect Cases

Communicable Disease Case Summaries of 2022

- Chlamydia was again the leading sexually transmitted infection in 2022, with 209 cases reported. Gonorrhea cases decreased from previous years with a total of 18 cases. Prevention efforts continue.
- Tick-borne disease cases of anaplasmosis, babesiosis, and ehrlichiosis decreased in 2022, with a total of 14 cases of anaplasmosis, 3 cases of ehrlichiosis and 4 cases of babesiosis reported in Wood County.
- One active case of TB disease was reported to the health department in 2022. There was coordination with the Wisconsin TB Program with treatment and financial assistance. This case received directly-observed medication administration. There were 12 cases of latent tuberculosis infections (LTBI) during 2022. Three Wood County residents were monitored while receiving LTBI medication.
- Three long-term care facilities (LTCFs) had non-COVID 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. LTCFs with COVID outbreaks received support and guidance as needed from health department staff.
- Four outbreaks of acute gastroenteritis (AGE) involving both residents and staff were reported at LTCFs. The "Recommendations for prevention and control of AGE outbreaks in LTCFs" from the WI Department of Health Services was reviewed with each facility.
- During 2022, there were 54 cases of hospitalized influenza, an increase from no reported cases in 2021.

IMMUNIZATIONS

WCHD offers a comprehensive childhood immunization program. For those meeting eligibility requirements, vaccines recommended for infants through age 18 are available by appointment. Adult vaccines are also available for those who meet eligibility. Of the 773 children age 0-2 years residing in Wood County during 2022, 73% of them met the criteria of being fully immunized. Licensed child care centers and schools in Wood County are assisted as needed with completing their annual Department of Health Services Immunization Reports. Team members send text reminders to individuals who request to be notified via text when immunizations are due. Routine reminders are also sent to parents/caregivers of children who are overdue for immunizations. Articles on the topic of immunizations and vaccine-preventable illnesses are shared in various publications and via social media throughout the year.

% of children who are fully immunized by their 2nd birthday

| | |
|------|-----|
| 2022 | 73% |
| 2021 | 70% |
| 2020 | 68% |
| 2019 | 69% |
| 2018 | 72% |

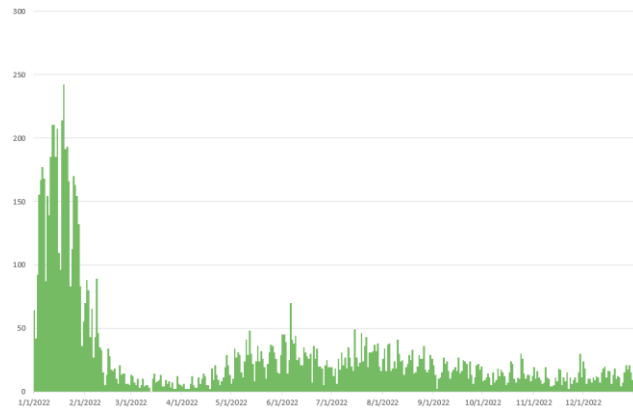


COVID-19 PANDEMIC RESPONSE & RECOVERY

The U.S. has surpassed more than a million total COVID deaths. In 2022, COVID-19 illness was less severe and fewer people died due to COVID-19 virus complications compared to 2020 and 2021. There have been advances in technology to protect against new strains, more effective treatments including oral antivirals, advancements in vaccines and booster doses, and widely available home test kits. Overall population immunity has increased through vaccination efforts and natural immunity (infection). Throughout 2022, WCHD continued working in the community to focus on COVID-19 recovery and response. Efforts included:

- Working with community partners on other issues worsened by the pandemic, such as substance use disorder and mental health issues
- Resources and toolkits for businesses, schools, and child care programs
- Provide resources and support for long COVID
- Community efforts to address social isolation/loneliness
- Research and assist in efforts to improve access to child care
- Efforts to bridge gaps in oral health, worsened by the pandemic
- Disease investigation for high-risk populations
- Outbreak surveillance and management
- Drive thru and car-side COVID-19 testing
- Distribute face masks and at-home COVID test kits
- COVID-19 vaccine clinics at WCHD and community sites
- Up-to-date messaging through media outlets

Daily COVID-19 Confirmed Case Incidence in Wood County, Wisconsin
between 01/01/2022 and 12/31/2022



In 2022, WCHD provided 1,335 COVID-19 vaccinations. This included Moderna and Pfizer vaccinations of both primary and booster doses. COVID-19 vaccination clinics were held at our office and off-site locations throughout Wood County, including special population clinics off-site in partnership with H2N (Hmong and Hispanic Communication Network Project). These clinics included special H2N activities, authentic foods, health education and screenings. Interpreters were available for Hmong and Spanish languages. Influenza vaccines were also provided at several of the off-site clinics. Some highlights include:

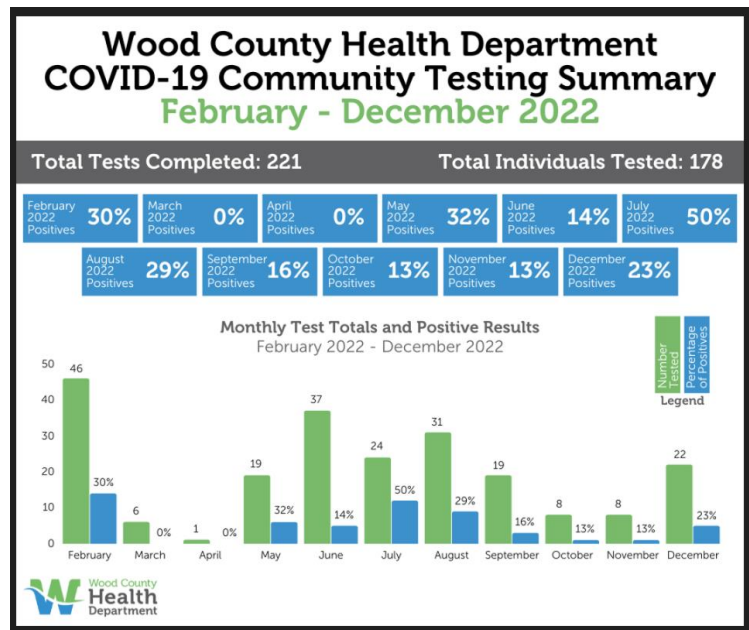
- 50 clinics held at WCHD - 664 vaccinated
- 4 drive thru clinics held at Marshfield Fire & Rescue Department -120 vaccinated
- 10 clinics held at First Presbyterian Church in Marshfield - 268 vaccinated
- 2 clinics at Opportunity Development Center - 20 vaccinated
- 3 visits to the Wood County Jail to vaccinate inmates - 25 vaccinated
- 1 clinic at Auburndale School - 45 vaccinated
- 22 home visits – 22 vaccinations given



In 2022, WCHD offered drive-up COVID-19 testing until the end of February when the numbers started to decline. Drive-up testing continued by appointment at that time. In January, 355 PCR tests were completed and 40% of the results were positive. From February to December, 221 tests were completed for 178 individuals. In total, 576 tests were completed and 34% of the results were positive. Antigen testing was added as an option in mid-May. In total, 485 PCR tests and 91 antigen tests were completed. WCHD became an Antigen Test Distribution Program through Wisconsin Department of Health Services in September. A total of 2,420 COVID-19 at-home antigen test kits and 834 masks were distributed through this program throughout Wood County. All local libraries in Wood County were stocked with free at-home test kits for distribution to the public. Free test kits are also offered to any individual or community entity using a sign-up form available on our website.

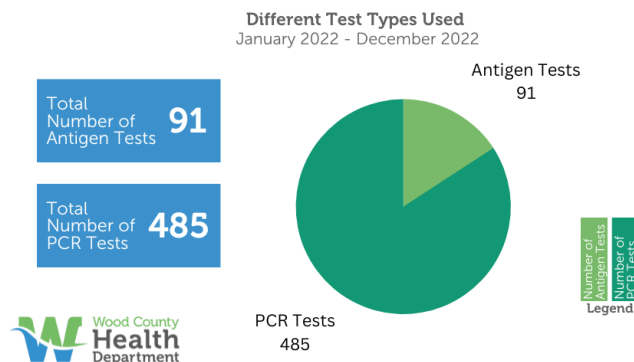
As part of our recovery/response efforts, seven Community Health Workers (CHW's) (two Tribal, three Hmong, and two Hispanic/LatinX) are working in communities of priority populations. They are supported through grant funds from Wisconsin Department of Health Services through part of 2024. The funding focuses on building capacity for CHW's. The grant has three main goals:

- 1) Train CHWs with the knowledge, roles, and skills to support the COVID-19 public health response to manage outbreaks and prevent community spread.
- 2) Deploy CHWs to support the COVID-19 public health response to manage outbreaks and prevent the spread of COVID-19 among priority populations in communities.
- 3) Engage CHWs to help build and strengthen community resilience to mitigate the impact of COVID-19 by improving the overall health of priority populations in communities.



Wood County Health Department COVID-19 Community Testing Summary January - December 2022

Total Tests Completed: 576 Total Individuals Tested: 533
Total 2022 Positives: 34%



COMMUNICATE EFFECTIVELY TO INFORM AND EDUCATE PEOPLE ABOUT HEALTH, FACTORS THAT INFLUENCE IT, AND HOW TO IMPROVE IT

TOBACCO CONTROL AND PREVENTION

Following a two-year break in conducting compliance checks and passing the federal Tobacco 21 law at the end of 2019, tobacco compliance rates increased dramatically in 2022. Youth inspectors (age 16-17) were sold to 7 times in just 27 checks, giving Wood County a 26% sales rate.

Increased efforts will be made to ensure establishments are following the Tobacco 21 law, as there is confusion since the Wisconsin state law has not been updated to match the federal law.

| Vendor Type | Number of Inspections | Number of Sales | Sales Rate (%) | Compliance Rate (%) |
|-------------------|-----------------------|-----------------|----------------|---------------------|
| Gas/Convenience | 22 | 6 | 27.2 | 72.8 |
| Liquor | 1 | 0 | 0 | 100 |
| Grocery | 2 | 1 | 50 | 50 |
| Tobacco/Vape Shop | 2 | 0 | 0 | 100 |
| Other | 0 | - | - | - |
| Total: | 27 | 7 | 25.9% | 74.1% |

COMMUNICATIONS/BRANDING

Social media posts were created to be shared on the department's social media pages related to health awareness events happening each month. The topics highlighted each month were chosen based on their level of importance as related to the health of the community. Educational posts were created and disseminated on topics such as HIV/AIDS, radon, hepatitis, mental health, cancer prevention, dental health, and many others.

The COVID-19 newsletter, a monthly publication of information for community partners and the public, was sent out for the first half of the year and then transitioned back into the Public Health Press, which included other public health updates. Staff published social media content, press releases, participated in radio, and completed website updates to keep the public updated.

Up-to-date information can be found at the Wood County Health Department website, <https://www.woodcountywi.gov/departments/health/> and at Wood County Facebook page, <https://www.facebook.com/WoodCoWisc.Health/>.

CULTURAL AND LINGUISTIC COMPETENCY

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



STRENGTHEN, SUPPORT, AND MOBILIZE COMMUNITIES AND PARTNERSHIPS TO IMPROVE HEALTH

HEALTHY PEOPLE WOOD COUNTY (HPWC)

Healthy People Wood County (HPWC) is a partnership of residents, hospitals, nonprofits, businesses, public health officials, and schools all aligning our energy to fight complex health problems together. Alone none of us can overcome the challenges our communities face. Together we can achieve progress. To take action and improve the health of Wood County residents, several key focus areas were identified in the Community Health Improvement Plan (CHIP) in 2021. Over the past year, HPWC has made incredible progress toward improving challenges in our communities.



General HPWC Highlights

- Conducted 1-on-1 meetings with advisory council members
- Reconvened advisory council for first time since 2020
- UniverCITY partnership was established with UW-Madison
- Selected to participate in a Wisconsin Public Health Association pilot project which builds capacity to incorporate more community engagement and health equity principles into the CHA and CHIP
- Held 2 quarterly advisory council meetings
- Updated CHIP and Developed CHIP Monitoring Plan
- Updated the HPWC website

Youth Health

- Teens participated in the Stay True to You campaign where they took photos enjoying life substance-free to share on social media
- Created a social isolation & loneliness presentation to present to all schools in Wood County
- Teens facilitated 6 workshops on youth leadership & community change at the Youth in Action Summit
- Teens hosted 4 Escape the Vape Escape Rooms & 4 peer to peer workshops at 3-O Day
- Facilitated 2 PATCH for Provider workshops
- Hosted a peer to peer workshop at Nekoosa High School, reaching 50+ students
- Teens co-led mental health presentations with AmeriCorps members to 2 local student groups



Leadership Development

- Held 3 training sessions to build capacity & leadership skills within the Wood County Hmong community
- Facilitated an evaluation session to obtain feedback on the training sessions

Incarceration

- In July 2022 the Wood County Sheriff's Department and Criminal Justice Department received a WI Department of Justice grant for Medication-Assisted Treatment in the Wood County Jail. This grant supports medication for substance-use disorders, a nurse practitioner with expertise in primary care and addiction, SMART Recovery Programming in the jail, recovery coaching services, and additional community resources during the re-entry process.

Health in All Policies (HiAP)

- A Rapid Health Impact Assessment was conducted on the Wisconsin Rapids Downtown Farmers Market to evaluate the potential health impacts of a permanent structure, location, built environment characteristics, and accessibility as they relate to local food, local economy, and social connectedness.



Mental Health

- Restarted Mental Health Storytelling & held 1 event
- Restarted QPR Trainings & held 4 trainings
- Revisited the Trauma Informed Culture Toolkit
- Engaged local organizations to discuss organizational policy & procedure around employee and customer mental health, suicide prevention, and trauma responsiveness
- Created an organizational toolkit to help organizations review policies & procedures following best practices

Transportation & Recreation

- River Riders Bike Share program usage increased 77% from last year, totaling 576 rides taken in Wisconsin Rapids
- Marshfield Community Bike Share program usage increased 35% from last year, totaling 275 rides taken in Marshfield
- Helped with the development of the new Wood County Bike & Pedestrian plan
- Provided data & information to assist the City of Wisconsin Rapids to apply for the Bicycle Friendly Community status



Substance Use

- Participated in drug take back events in partnership with local law enforcement and disposed of 850.8 pounds in April & 980.8 pounds in October
- Passed county-wide ordinance restricting purchase of psychoactive hemp-derived cannabinoid products to age 21+ and distance these products can be sold to 750+ feet from a youth-friendly location (2 local municipalities adopted the county ordinance)
 - Provided 10 presentations to local, state, and national prevention partners
- Installed a Nalox-ZONE box at the River Block building in Wisconsin Rapids to increase community access to free naloxone
- Held 5 trainings on Opioid Overdose Prevention and Narcan Administration
- Distributed 224 Narcan kits through the Narcan Direct Program

Access to Healthy Foods

- Hired a Regional Farmers Market Coordinator to support & promote connectivity of central Wisconsin markets
- Continued to support the Wisconsin Rapids Downtown Farmers Market with a total of 104 local farmers, artisan, and community business. There was \$5,025 in debit/credit sales; \$7,856 in EBT sales; \$540 in Aspirus Fruit & Veggies RX redeemed; and \$211,959 in total sales.
- Collected data at 7 regional farmers markets: 26 customer counts, 570 customer surveys, & 346 vendor applications

Housing

- HPWC partnered with Mary's Place of Marshfield to obtain a grant from the Legacy Foundation to construct supportive transitional housing in Wisconsin Rapids. A gutted building was purchased and is under renovation with the goal to successfully open by the end of spring 2023. Mary's Place of Wisconsin Rapids will offer adult men, women, and families housing, basic necessities, case management, mentoring/life coaching, job referral, and financial guidance.



Family Health

- Awarded grant to implement Parents as Teachers evidence-based home visiting program
- Led the development of the Wood County Child Care Task Force
- Assisted with developing a six strategy plan to improve access to child care in Wood County, which was shared with the ARPA committee and a funding request was made.
- Provided education on the importance of community water fluoridation via fact sheets & public testimony to the Villages of Vesper & Biron



SAFE KIDS WOOD & CLARK COUNTIES

Safe Kids Wood & Clark Counties 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 twenty different agencies.

Safe Kids injury prevention programs in 2022:

- 103 bike helmets were sold to youth at a reduced cost
- Distributed 30 bike helmets and provided bike helmet safety to 65 children at the Wisconsin Rapids Rodeo and to the Marshfield Girl Scouts
- Provided bike safety & distributed 8 bike helmets at National Night out in Wisconsin Rapids
- 10 car seat check events were offered, 52 car seats were checked
- 51 car seats were provided to families in need
- Cribs for Kids provided 8 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 remained placed throughout the County
- Officers reached 100 young bicyclists in Marshfield with the Caught Being Safe Program; Officers reward children who are displaying safe behaviors by handing out coupons for various treats
- Provided fire prevention and home and gun safety at community events
- Taught Stop the Bleed to 126 students at Marshfield Middle School

COMMUNITY ENGAGEMENT

Community engagement is a continuous process in which community members are partners in identifying action steps that can be implemented to improve health. Engagement includes, but goes beyond, community outreach. Community outreach consists of short-term activities designed to share information with, or seek input from, community members. Community engagement is an intentional practice that includes the diverse perspectives of the community, addresses power dynamics, fosters strong relationships, and leads to action. It requires organizations to work deliberately to build long-term trusting relationships, to be open and responsive to community input, and offer opportunities for residents to express their views and provide meaningful input for decision-making. It also takes into account the diversity of the community to create an inclusive and equitable process. Effective engagement removes barriers for communities that may have previously prevented residents from successfully working with local government, health systems, and community organizations. Engaging community members who are the most impacted by the issues is essential in creating and sustaining change.

Community engagement was essential to conducting the health impact assessment on the farmers market. Staff attended the farmers market multiple days to talk to community members about future ideas for the market in addition to an online survey; together these community engagement methods yielded responses from over 400 individuals.

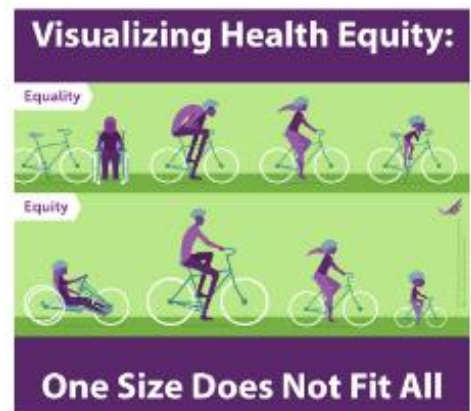
IMPACT partners came together to address issues they were encountering with youth using an unregulated form of cannabis. Partners collected quantitative and qualitative data, including a community scan of retail establishments, to make Wood County the first county in Wisconsin to put an age restriction on hemp-derived cannabinoids with psychoactive properties (i.e. delta 8 THC, delta 10 THC, HHC, THCA, THCO). You must be 21 or older to purchase these products in Wood County. Retailers can no longer begin selling psychoactive cannabinoids within 750 of youth-friendly locations, such as schools, parks, playgrounds, Boys and Girls Club, and libraries.

WCHD received a grant from the Wisconsin Department of Health Services to build capacity of local health departments to conduct qualitative data and learn about the impact of COVID on underrepresented groups in the community. The data collection will be conducted in 2023.



HEALTH EQUITY

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



An internal Health Equity Team is in place to tackle 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. Increase staff knowledge and awareness of health equity in Wood County; and 2. Provide support and capacity to system improvements within the Wood County Health Department (WCHD) focused on improving health equity. An action plan was created based on the vision, goals, community data, and a staff survey, and is led by the Health Equity Team.

2022 Accomplishments

- Developed the 2022-2023 Health Equity Action Plan
- Held 8 team meetings
- Started equity warm ups at team meetings
- Included health equity in the WCHD Strategic Plan
- Updated the Community Health Improvement Plan with equitable goals & objectives
- Selected for a pilot project through the WI Public Health Association to incorporate equity into the Community Health Assessment & Community Health Improvement Plan
- Reviewed WCHD interview questions to assure they are neutral and free from assumptions and bias
- Started conversations with the Human Resources Department about employee onboarding language and procedures, etc. to be neutral and free from assumptions and bias and improve recruitment and hiring with an equitable lens
- UW Madison MPH students reviewed Wood County handbook and developed a hiring toolkit
- Updated cultural humility presentation for staff orientation
- Shared importance of pronouns and language with staff
- Trained Community Health Workers using the LGBTQ+ presentation
- Facilitated LGBTQ+ health trainings for WCHD staff, the faith community, and the Hmong American Center to educate individuals on the health disparities impacting this population



CREATE, CHAMPION, AND IMPLEMENT POLICIES, PLANS, AND LAWS THAT IMPACT HEALTH

COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)

The CHIP is a three-year plan to improve the health of Wood County residents as it relates to the identified priorities in the CHA. The CHIP in Wood County is known as Healthy People Wood County (HPWC). Input from the community is essential in the development of the CHIP and is a key component to ensure the success of identified strategies. HPWC is a partnership of residents, hospitals, nonprofits, businesses, public health officials, and schools aligning our energy to fight complex health problems together. Alone, none of us can overcome the challenges facing our community, but together we can achieve progress by examining and improving the practices, policies, and systems that affect the health of our community.

To take action and improve the health of Wood County residents, several key focus areas were identified in the CHIP in 2021, and the work of the coalitions is described throughout pages 13-14 of this annual report.

Wood County Community Health Improvement Plan (CHIP)

2020-2024

Updated November 2022



The updated CHIP through 2024 is available at www.healthypeoplewoodcounty.org



UTILIZE LEGAL AND REGULATORY ACTIONS DESIGNED TO IMPROVE AND PROTECT THE PUBLIC'S HEALTH

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. Registered Sanitarians enforce codes, and annually license and inspect restaurants, pools, recreational/educational camps, hotels/motels, manufactured home communities, tourist lodging facilities, campgrounds, body art establishments, and retail food stores. 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 Event Inspections | Number of Licensed Establishments | | | | | | | | |
|--------|-----------------|-----------------------------|-----------------------------------|-------------|---------|-------|-------------------|-------------------|-------------|--------------|----------|
| | | | Restaurant | Retail Food | Lodging | Pools | Water Attractions | Mobile Home Parks | Campgrounds | Rec/Ed Camps | Body Art |
| WOOD | 36 | 54 | 224 | 135 | 29 | 29 | 9 | 30 | 10 | 2 | 10 |
| ADAMS | 3 | 2 | 86 | 27 | 277 | 38 | 12 | 13 | 28 | 0 | 0 |
| JUNEAU | 13 | 14 | 132 | 68 | 104 | 46 | 4 | 20 | 43 | 2 | 2 |

WATER QUALITY

Through a contract with the Wisconsin Department of Natural Resources, 389 transient non-community water supply systems were tested in Wood, Adams, and Juneau counties 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.



| # TNC Wells Sampled | Wood County | Adams County | Juneau County |
|---------------------|-------------|--------------|---------------|
| 2020 | 120 | 170 | 111 |
| 2021 | 118 | 166 | 109 |
| 2022 | 117 | 164 | 108 |

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 a safe sample is collected. Due to safe bacteria counts in 2022, no beaches were closed during the summer season.



COMMUNITY HUMAN HEALTH HAZARDS

The Wood County Public Health Ordinance is enforced by the Wood County Health Officer and Environmental Health staff. Environmental Health Specialists regularly respond to citizen and business complaints regarding violations of the Public Health Ordinance. When a public health hazard complaint is substantiated, Environmental Health staff work with individuals involved to ensure safe elimination of the hazard. Many of the complaints require coordination with other departments, residents, managers, and operators/owners. If the hazard is not voluntarily abated, legal action can be initiated.

| # Complaints | Wood County | Adams County | Juneau County |
|--------------|-------------|--------------|---------------|
| 2020 | 172 | 57 | 51 |
| 2021 | 165 | 72 | 54 |
| 2022 | 173 | 46 | 62 |

Furthermore, Environmental Health investigates indoor and outdoor air quality issues, ensures safe beach and drinking water quality, provides radon education and rabies control, and responds to environmental concerns affecting residents or visitors, providing guidance on health effects and illness prevention.

PHARMACEUTICAL COLLECTION

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. More recently, the misuse of pharmaceuticals has been documented as a contributing factor to the opioid epidemic. One of the most common sources of illicit pharmaceuticals is the home medicine cabinet. Wood County has eleven medication disposal kiosks available year-round, including a kiosk at each law enforcement agency, and several pharmacies in the county. Wood County law enforcement agencies also participate in two drug take back days each year to serve as a reminder to regularly check medicine cabinets for unneeded medications, and to lock up any prescription or over-the-counter medications that are stored at home. Wood County law enforcement medication collection totals from permanent and biannual collection events are listed in the table to the right.



Pounds of Pharmaceuticals Collected

| | |
|------|---------|
| 2022 | 1,832 |
| 2021 | 2,479 |
| 2020 | 2,125 * |
| 2019 | 2,905 |
| 2018 | 3,065 |
| 2017 | 2,973 |
| 2016 | 2,945 |

* one take back event
held in 2020



CONTRIBUTE TO AN EFFECTIVE SYSTEM THAT ENABLES EQUITABLE ACCESS TO THE INDIVIDUAL SERVICES AND CARE NEEDED TO BE HEALTHY

ORAL HEALTH

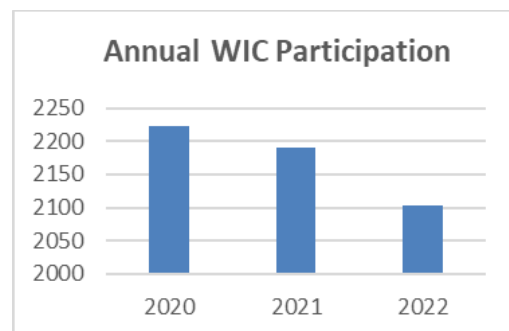
Healthy Smiles for Wood County is a school-based, school-linked dental education, screening, sealant, and fluoride varnish program. It is a partnership between the Wood County Health Department, schools in Wood County, Head Start Centers, the dental community, and local volunteers. The primary focus 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.

Healthy Smiles for Wood County accomplished the following during the 2021/2022 school year:

- Provided 1529 children with dental health education
- Screened 1529 children
- Placed 578 sealants
- Placed 1516 fluoride varnish treatments
- Referred 464 children with unmet dental needs to area dental clinics with 5 children having urgent care needed

WIC

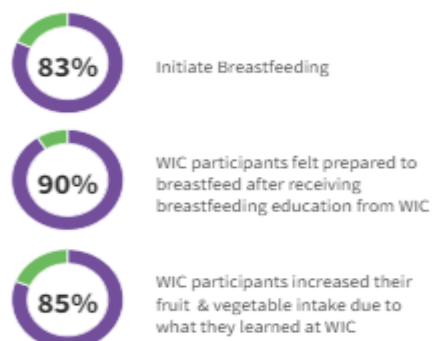
The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) provides healthy foods, healthcare referrals, and nutrition and breastfeeding education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are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



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 57 families in 2022.

| | | |
|-------------------------------------|---|---------------------------|
| >60 minutes of Physical Activity | <1 sugar sweetened beverage per week | <6 oz of juice per day |
| 92% | 83% | 56% |

2022 Highlights



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.

Total Successful Contacts from Peer and WIC

- 81% Pregnant Moms
- 62% Breastfeeding Moms



BREASTFEEDING EDUCATION AND SUPPORT

The Wood County Health Department has two International Board Certified Lactation Consultants, five certified lactation specialists/counselors, and one breastfeeding peer counselor. The Department offers individual support by providing breastfeeding appointments in the office or home, lactation triage and video or phone call consultations, and breastfeeding peer counseling services. Rental breast pumps are available for individuals needing access to hospital-grade electric pumps or lacking access and ability to obtain a pump.

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 programs. The coalition has a website and Facebook page which includes breastfeeding support to increase communication in the community.

Highlights from 2021-2022

- Certified Dental Crafters of Marshfield as a Breastfeeding Friendly Business
- Hosted Community Latch On Event
- Provided free breastfeeding photos for nursing mothers
- Presented at the Baby Expo for Marshfield Medical Center

| Breastfeeding Incidence & Duration | Wood County WIC | Wisconsin WIC |
|------------------------------------|-----------------|---------------|
| Incidence | 83.1% | 76% |
| 1 month | 77.4% | 77.7% |
| 3 months | 55% | 60.4% |
| 6 months | 42.4% | 38.2% |
| 12 months | 23.5% | 18.7% |
| Exclusive at 1 month | 33.1% | 34.6% |
| Exclusive at 3 months | 25.2% | 26.9% |
| Exclusive at 6 months | 15.9% | 11.9% |

MATERNAL CHILD HEALTH SERVICES

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



Due to the ongoing COVID-19 pandemic response in early 2022, home visiting services were not offered initially in 2022 and resumed in the second quarter of the year. In 2022, the public health nurses followed up on a total of 153 referrals, 49 of which were prenatal.

Other MCH activities focused on community recovery from the COVID-19 pandemic and integrating perinatal depression screening into community health offerings and current programming. Through these efforts, depression screening has been implemented at the Baby Expo event in Marshfield and continued efforts are underway to improve screening at perinatal medical appointments. The Periscope Project was shared with local health care systems in an effort to improve timely access to mental health treatment and resources. Access to the project by healthcare professionals is free and ongoing support is available from perinatal psychiatry teleconsultants.

The maternal-child health (MCH) team is currently working to transition to an evidence-supported model called Parents as Teachers. This model will serve pregnant individuals and families with young children through structured personal visits, developmental screening and surveillance, social connections, and networking. We anticipate accepting referrals for this program in early 2023.

SPECIAL POPULATIONS

Services are offered to the Plain Community to prevent disease spread, promote healthy birth outcomes and to provide education and resources on pregnancy, breastfeeding, immunizations, safety, oral health, and overall family 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. Additional services offered include well water testing to ensure safe drinking water and fluoride varnish application to prevent tooth decay.

In fall of 2022, a partnership was formed with the New Beginnings for Refugees program and several church parishes to assist and support refugee families as they resettle in Wood County. Family health services that are provided by WCHD include prenatal and postpartum support, car seat safety and other injury prevention education, assistance establishing medical care, and referral to valuable resources within our county. Services are offered to families from Tanzania and outreach is likely to continue with Ukrainian refugees in 2023.

Additional special population outreach included a focus on LatinX/Hispanic and Hmong communities. Bilingual Community Health Workers have assisted Public Health Nurses in maternal-child health outreach activities and group learning activities to provide education and support during the perinatal period. This partnership has allowed for perinatal group connections to form, offering bilingual perinatal health education, support, and referral to community resources.



BUILD AND SUPPORT A DIVERSE AND SKILLED PUBLIC HEALTH WORKFORCE



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 2022, Wood County Health Department employees participated in 105 continuing education events that built on their competencies.

WOOD COUNTY HEALTH DEPARTMENT WORKFORCE

Yrs of
Service

LEADERSHIP

| | |
|------|--|
| 17.5 | Susan Smith, RN, MSN, CPM |
| | ▪ Director/Health Officer |
| 15.5 | Erica Sherman, RN, BSN |
| | ▪ Public Health Nurse Supervisor |
| 21.5 | Kathy Aft, BBA |
| | ▪ Public Health Manager |
| 14.5 | Kristie Egge, MPH |
| | ▪ Supervisor of Strategic Initiatives |
| 3.5 | Ben Jeffrey, RS, BS |
| | ▪ Environmental Health Supervisor |

PUBLIC HEALTH (PH) NURSES

| | | |
|------|-----------------|------------------------------------|
| 16.5 | Alecia Pluess | Public Health Nurse |
| 8.0 | Danielle Hiller | Public Health Nurse |
| 6.0 | Melony Johnson | Public Health Nurse |
| 2.0 | Pat Chang | Public Health Nurse |
| 1.5 | James Kollross | Public Health Nurse |
| 1.5 | Sara Luchini | Emergency Preparedness Coordinator |

ENVIRONMENTAL HEALTH

| | | |
|------|---------------|-----------------------|
| 17.0 | Kate Carlson | Registered Sanitarian |
| 5.5 | Logan Manthe | Registered Sanitarian |
| 5.0 | Tim Wuebben | Registered Sanitarian |
| 5.0 | Mariah Heiman | Registered Sanitarian |
| 3.0 | Dave Joosten | Registered Sanitarian |
| 1.5 | Jill Ibarra | Registered Sanitarian |

HEALTH PROMOTION/COMMUNICATION

| | | |
|-------|-------------------|----------------------------|
| 5.5 | David Strong | Epidemiologist |
| 5.5 | Ashley Normington | Public Health Strategist |
| < 1yr | Niki Lucht | Community Health Planner |
| 1.5 | Jacob Wagner | Public Health Strategist |
| 1.5 | Sara Luchini | Community Health Planner |
| 2.5 | Kayleigh Mengel | PH Policy & Communications |
| 3.0 | Hannah Wendels | Health Educator |
| 8.5 | Ashley Arendt | Community Health Worker |
| < 1yr | Nicole Burlingame | Dental Hygienist |
| 5.0 | Reyne Reffner | Program Coordinator |

OPERATIONAL SUPPORT

| | | |
|-------|----------------|-----------------------------|
| 26.5 | Mai Thao | Community Health Worker |
| 9.0 | Val Elliott | EH Administrative Assistant |
| 6.5 | Jessi Jacobitz | Program Coordinator |
| 2.0 | Macy Mancl | Program Coordinator |
| < 1yr | Lindsey Koehn | Accounting Clerk |

WOMEN, INFANTS, AND CHILDREN (WIC)

| | | |
|-------|--------------------|-----------------------------------|
| 5.0 | Camen Hofer | WIC Director/Project Nutritionist |
| 6.5 | Jessica Hutchinson | Nutritionist/Health Educator |
| 8.5 | Tiffany Halama | Nutritionist/Health Educator |
| 1.5 | Jenny Froeba | Nutritionist/Health Educator |
| < 1yr | Kayla Saeger | Nutritionist/Health Educator |
| 2.0 | Whitney Armour | Breastfeeding Peer Counselor |



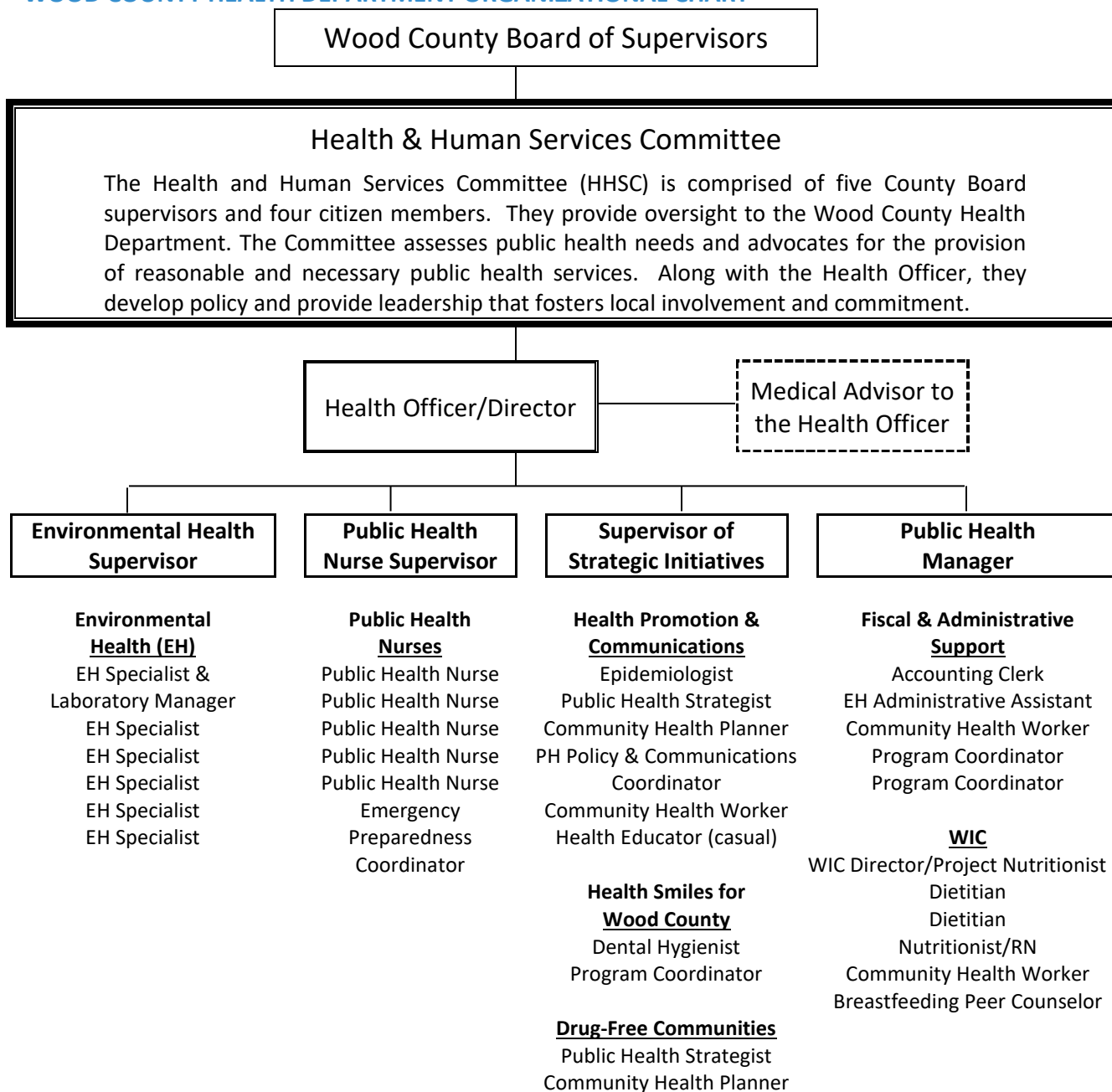
LINKAGES WITH ACADEMIA

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 2022, Wood County Health Department hosted the following:

- 15 BSN students (UW-Eau Claire)
- 1 BSN student (UW-Green Bay)
- 1 BSN student (UW-Stevens Point)
- 12 MPH students (UniverCITY program partnership)

WOOD COUNTY HEALTH DEPARTMENT ORGANIZATIONAL CHART



IMPROVE AND INNOVATE PUBLIC HEALTH FUNCTIONS THROUGH ONGOING EVALUATION, RESEARCH, AND CONTINUOUS QUALITY IMPROVEMENT

PERFORMANCE MANAGEMENT

The Wood County Health Department (WCHD) is committed to maintaining a high level of quality in the services being delivered by our staff and the deliverables through the work of our various teams. Being Public Health Accreditation Board (PHAB) accredited, we are held accountable to a high level of quality through a variety of standards set by PHAB. The standards outlined by PHAB's accreditation address ten domains with Performance Management and Quality Improvement (PMQI) being one of them. The following are key components for the PMQI PHAB domain that help us achieve the standards set by PHAB to maintain accreditation and to pursue innovation, accountability, and best practices as a county-level public health department.

- **Performance Management Plan:** The WCHD Performance Management (PM) Plan outlines the key activities, team make up, key goals and objectives, and the essential background information around PMQI that guides our health department's PMQI work. The PM Plan is updated, at least once annually, to ensure the content is up to date and accurately portrays the PMQI efforts of the WCHD. Due to the COVID-19 Pandemic and shifting of job capacities, the PM Plan was not updated in 2022, but is slated to return to a more regular revision cycle going into 2023 and onward.
- **Performance Management:** The primary purpose of PM is to track the efficacy of the varying program area workflows within the WCHD. The most common way to track work within PM is to identify relevant measures pertaining to the varying workflows, record and input data for those measures, and to ultimately decide how you did for a given workflow based on the result of your set measurement compared to the goal of your performance measure. Below are the program areas with performance measures set and the total number of performance measures amongst the program areas.

| Program Areas | Total Number of Performance Measures |
|--|--------------------------------------|
| Accounting and Finance Emergency Preparedness Environmental Health Healthy People Wood County Management Nurses Women, Infants, and Children | 85 |

Consistently reviewing our measures helps identify areas where improvements can be made. In instances where a workflow is not meeting anticipated expectations, Quality Improvement (QI) can be implemented to closely observe a workflow, understand areas of potential improvement, test if the improvement is effective, and make an informed decision on how to sustain any improvements made to a workflow.



- Quality Improvement:** When there are identified areas of improvement, QI projects and initiatives are typically pursued to improve the identified workflow. QI initiatives and projects are traditionally planned out using a storyboard document. The storyboard document outlines a fundamental process to QI called the Plan-Do-Check-Act (PDCA) cycle. The PDCA cycle lays out the area of improvement, suggested solutions, ways to assess the suggested solution, verify if a suggested solution was successful in addressing the area of improvement, and then whether to adopt or abandon the suggested solution into the regular workflow. Besides utilizing formal storyboards for QI work, the WCHD also utilizes an online suggestion box housed on the WCHD's website called solution revolutions. Solution revolutions are an effective way to receive employee and client feedback on ways to improve the WCHD's quality of services and overall functionality. Lastly, the WCHD collects customer feedback on a larger scale through regular customer surveys. Below are some highlights from the WCHD's QI work completed in 2022.

| Storyboards | Solution Revolutions | Customer Surveys | Quality Improvement Measures |
|--|-------------------------|---------------------|------------------------------------|
| 3 | 4 | 3 | 5 |
| Quality Improvement Tools Used | | | |
| Brainstorm, Force Field Analysis, Fishbone, 5-Whys | | | |

- Performance Management System:** A Performance Management System is a comprehensive tool to evaluate the PMQI efforts of an organization. Traditionally, a Performance Management System outlines every goal, objective, and performance measure within an organization and has a visual representation of the progress and successfulness of each of these elements. The visual representation is usually a simple Green, Yellow, or Red indication based on an element's set benchmark. In prior years, the WCHD utilized excel workbooks and a web based service called VMSG. In 2022, the WCHD has transitioned back to locally housed excel workbooks to capture all the information for the Performance Management System and to track key data points and progress of each program area's goals, objectives, and performance measures.

PUBLIC HEALTH ACCREDITATION

Accreditation is the measurement of performance against a set of nationally recognized, practice-focused and evidence-based standards. The goal of national public health department accreditation is to improve and protect the health of the public by advancing the quality and performance of our work. Many things have changed at the Wood County Health Department since becoming accredited in May 2013. One of the most significant changes we've seen is how the culture of quality improvement has become ingrained within our staff and throughout our department.

The Health Department continues to maintain accreditation status, demonstrating a commitment to transparency, accountability, and a culture of quality improvement in light of the overwhelming pandemic response needs.



BUILD AND MAINTAIN A STRONG ORGANIZATIONAL INFRASTRUCTURE FOR PUBLIC HEALTH

FISCAL CAPACITY

The Wood County Health Department (WCHD) continues to advocate for public health funding, explore opportunities for new funding sources, and devote valuable resources to retaining current funding. WCHD adapts programs and services as funding sources change and, as a result, the Health Department has returned \$1,282,103 to contingencies over the past five years.

REVENUES

| | <u>2022</u> | <u>2021</u> |
|--|-----------------|--------------|
| Intergovernmental Revenues (Federal/State Grants) | \$ 1,695,977.74 | \$ 1,956,639 |
| Licenses and Permits (Environmental Health) | \$ 509,914.19 | \$ 458,830 |
| Public Charges for Services (includes MA revenue) | \$ 71,920.95 | \$ 59,390 |
| Intergovernmental Charges (DNR, Adams/Juneau County MOU) | \$ 126,316.95 | \$ 129,183 |
| Other Grant Funds (includes Non-Lapsing funds grant budgets) | \$ 85,263.20 | \$ 136,115 |

EXPENDITURES

| | | |
|----------------------------------|-----------------|--------------|
| Public Health | \$ 2,969,280.37 | \$ 3,007,010 |
| Women, Infants, & Children * | \$ 397,555.97 | \$ 372,859 |
| Consolidated Contract * | \$ 70,231.21 | \$ 74,744 |
| Healthy Smiles for Wood County * | \$ 86,037.94 | \$ 79,956 |
| Adams/Juneau EH Services * | \$ 425,119.87 | \$ 389,817 |

TAX LEVY

\$ 1,458,472.32 \$ 1,184,230



The Health Department used 90.3% of budgeted tax levy in 2022, returning \$156,796 to the General Fund. This was primarily the result of unanticipated grant funding received for COVID response.



STRATEGIC PLAN

In 2020, the Health Department was faced with an overwhelming response to the COVID pandemic. That challenge evolved into how we would recover and where our priorities should be focused. It became apparent that a new strategic plan was needed. The process to revise the current Strategic Plan began in April 2022 and was completed late October. The new 2023-2025 Strategic Plan is purposefully internally-focused with a strong emphasis on strengthening our own foundation in order to allow us the capacity to accomplish our mission as we regroup following the pandemic response. The four goals in the new strategic plan are below. It is our hope that as we pivot away from the pandemic response, these goals will be the building blocks to a re-energized workforce and renewed relationships with the community.

- Regain a passionate, resilient, and energized workforce
- Reset and prioritize our goals and objectives to reduce workload and maximize impact
- Build trust and understanding of how the Wood County Health Department adds value in the community
- Create and maintain a culture that exemplifies health equity

HEALTH AND HUMAN SERVICES COMMITTEE

The Health and Human Services Committee (HHSC) is comprised of five County Board supervisors, one medical doctor, one nurse, and two 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.



Supervisor John Hokamp, Supervisor Tom Buttke, Kristen Iniguez MD, Supervisor Adam Fischer (Chair), Rebecca Spiros RN, Supervisor Lee Thao

Missing from picture: Supervisor Donna Rozar, Mary Jo Wheeler-Schueller, Lori Nordman



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.



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