The mission of the Oneida County Health Department is to promote, support, protect, and improve the health of Oneida County by providing leadership, education, and services.
# Table of Contents

Mission, Vision, and Core Values........................................................................................................3  
Organizational Chart............................................................................................................................4  
Health Department Staff..........................................................................................................................5  
Client Comments....................................................................................................................................6  
Essential Service 1 (Monitoring Health Status)....................................................................................7  
Essential Service 2 (Investigate Health Problems)...............................................................................11  
Essential Service 3 (Inform People about Health Issues).......................................................................14  
Essential Service 4 (Mobilize Communities).........................................................................................16  
Essential Service 5 (Plan to Support Health).........................................................................................22  
Essential Service 6 (Enforce Public Health Laws)................................................................................25  
Essential Service 7 (Link People to Health Services)...........................................................................27  
Essential Service 8 (Assure a Competent Workforce).........................................................................34  
Essential Service 9 (Evaluate Effectiveness of Programs).................................................................36  
Essential Service 10 (Research for New Solutions) ..............................................................................37  
2011 Financial Statement.......................................................................................................................38
Mission, Vision, and Core Values

Our Vision
Healthy People living in safe and healthy environments

Our Mission
To promote, support, protect, and improve the health of Oneida County by providing leadership, education, and services

Our Core Values
1. **Cohesive and Competent Workforce**: We are a cohesive agency achieving and enhancing our shared vision.
2. **Collaborative Partnership-Based**: We strive to have strong collaborative partnerships within Oneida County and beyond its geographic boundaries.
3. **Evidence-Based**: Our practice is science based and uses best practices that improves population health status.
4. **Social Justice**: We respect and advocate for vulnerable populations and work to empower families to assure optimal quality of life.
5. **Responsive**: We provide leadership on health related issues and concerns expressed by the community, by population data and by the Board of Health.
6. **Effective, Efficient, Sustainable**: We strive to deliver services in a cost effective and efficient manner that address the health priorities of our community and last over time.

Staff missing from the picture: Jill Blake and Patii O-Theiler
Health Department Staff

**Director/Health Officer**
Linda Conlon, RN, MPH

**Assistant Director/Nursing Manager**
Ann Ovsak, BSN, RN

**Public Health Nursing**
Kathy Muntner, BSN, Public Health Nurse
Dawn Van Den Heuvel, BSN, Public Health Nurse
Charolotte Ahrens, BSN, Public Health Nurse
Jill Blake, BSN, Public Health Nurse

**Environmental Health**
Todd Troskey, RS
Jody McKinney, RS
Terri Schwab, Sanitarian Technician

**Support Staff**
Phyllis Wendler, Receptionist
Patti O-Theiler, Account Clerk
Linda Pipgras, Secretary

**Reproductive Health**
Nancy Hansen, Program Assistant
Anne Cirilli, CHES, Health Educator
Liz Whalen, BSN, Public Health Nurse
Jan Ray, NP, Nurse Practitioner

**WIC/Public Health Nutrition**
Julie Brink, WIC Clerk
Brenda Husing, RD, CD, CLS, WIC Director/Dietician
Abbey Dall, Breast Feeding Peer Counselor
Sarah Alberg, Breast Feeding Peer Counselor

**Multi-Jurisdictional Tobacco Coalition**
Kyla Waksmonski, Tobacco Control Coordinator
Niki Kostrova, Tobacco Control Coordinator

**Board of Health (BOH)**
Romelle Vandervest, Chair, County Board Supervisor
Carol Pederson, Vice-Chair, County Board Supervisor
Greg Berard, County Board Supervisor
Jim Sharon, County Board Supervisor
Jackie Cody, Community Member, Appointed
Marge Saari, Retired Public Health Nurse, Appointed
Joanna Gudel, MD, Physician, Appointed
Client Comments

Reproductive Health

“The staff and nurses are so nice and helpful and understand the nervousness of first time patients.”

“I appreciate all you do for us.”

WIC

“The support system from WIC is amazing. Really great support system. Love the encouragement for breastfeeding.”

“Thank you for offering such a wonderful program. It really helps my family both health wise and financially.”

“Thank you! Life is a bit easier with you folks around to help.”

“All of it was so great. I was not nervous about a lot of things because all the information WIC provided to me.”

Sanitarian Program

“Thanks Linda we could not have done this without the help of the Health Department, you and your staff were invaluable.”

“Thanks for your extra efforts Todd—you make my job much easier!”

General Public Health

“It was so convenient to have immunizations offered in the schools so I did not have to take time off of work. Thank you!”

“It is so convenient to come to the health department for my flu shot.”

“I appreciate that the health department has so many offsite immunization clinics throughout the county.”

Well Woman Program

“Thanks so much for you help. Without this program I would never have been able to get regular check-ups.”

“Char has been a God sent help and also helped me to find dental care in the area.”

“Your staff provided me with compassion, listened to my situation, and helped me to enroll in the WWWP program. For me and many women this program gives hope and help.”
Monitor Health Status to Identify and Solve Community Health Problems

Introduction: Essential Service 1 activities include assessing the health status of the community through formal and informal needs assessments and data analysis. Oneida County collaborates with a diverse group of community partners to address community health problems. In this section community health improvement data related to leading health indicators to determine the top health focus areas in Oneida County are highlighted.

Community Health Improvement Planning (CHIP)

In 2011, the health department performed a community needs assessment. The Community Needs Assessment (CAN) document represents the work of over 50 community leaders and partners in addition to health department staff. The CAN report summarizes the key findings from the day long community needs assessment conducted on March 31, 2011, secondary data analysis, and community surveys. The report and power point presentation can be found at the Oneida County Health Department website at: www.oneidacountypublichealth.org

A companion document, the Oneida County Health Improvement Plan (CHIP), is also available on the website. This companion document provides a template to assist public health stakeholders with implementing the evidenced-based strategies that address the top three health priorities of:

- Alcohol and Other Drug Addiction
- Mental Health
- Chronic Disease Prevention
Demographic Profile
The population of Oneida County is aging more rapidly than many other counties in the state. One-fifth of the county’s population is over the age of 65, which is nearly double the national percentage of 12.6%.

![Population by Age Groups in Oneida County](image)

Source: WI Department of Administration, Demographic Services

Socioeconomic Trends
- The population in the northern region of Wisconsin is more impoverished. Oneida County households make, on average, nearly $7,500 less per year than household across the state.
- The median household income in Oneida County (2008) was $44,782 compared with $52,249 (Wisconsin) and $52,175 (United States).
- 91.5% of Oneida County residents are high school graduates compared to 85.1% in Wisconsin and 84.5% in the United States.
- 21.2% of adults in Oneida County have a Bachelor’s degree or higher compared with 22.4% in Wisconsin and 27.4% in the United States.

Leading Health Indicators for Oneida County

<table>
<thead>
<tr>
<th>Birth Data</th>
<th>Oneida</th>
<th>WI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Live Births (2010 data)</td>
<td>306</td>
<td>66,386</td>
</tr>
<tr>
<td>Percent of Low Birth Weight</td>
<td>7.9</td>
<td>7.0</td>
</tr>
<tr>
<td>Teen Birth Rate</td>
<td>23</td>
<td>32</td>
</tr>
<tr>
<td>Percent of Mothers Receiving 1st Trimester Care (2001-2008)</td>
<td>90.6</td>
<td>83.8</td>
</tr>
<tr>
<td>Percent of Women Smoking While Pregnant (2005-2008)</td>
<td>23</td>
<td>14.9</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mortality Data</th>
<th>Oneida</th>
<th>WI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate of Motor Vehicle Accidents Causing of Death</td>
<td>20.4</td>
<td>13.3</td>
</tr>
<tr>
<td>Rate of Breast Cancer</td>
<td>13.2</td>
<td>12.2</td>
</tr>
<tr>
<td>Rate of Death related to Smoking</td>
<td>267.9</td>
<td>250.2</td>
</tr>
<tr>
<td>Rate of Ischemic/Coronary Heart Disease</td>
<td>123.1</td>
<td>120.3</td>
</tr>
<tr>
<td>Rate with Influenza/Pneumococcal</td>
<td>15.9</td>
<td>16.8</td>
</tr>
<tr>
<td>Premature Death</td>
<td>6,986</td>
<td>6,230</td>
</tr>
</tbody>
</table>
Alcohol and Drug Use Data
- Oneida County has one of the highest numbers of liquor licenses per capita in Wisconsin with 147 residents per liquor license.
- Corresponding to the high number of residents per liquor licenses is the 344 arrests for operating while intoxicated in 2009.
- Within the State of Wisconsin, the number of men reporting drinking 5 or more drinks on one occasion has been decreasing, however, that is not true for women. Percentage of binge drinking for women is actually increasing.
- 32.5% of students in grades 9-12 report drinking one drink of alcohol in the past 30 days compared to 41.3% in Wisconsin and 41.8% in the United States.

Chronic Disease Prevention and Management Data
- In Oneida County, 36.6% of adults are overweight.
- In 2008, there were 256 hospitalizations due to coronary heart disease.
- Oneida County has low rates of Tuberculosis and Hepatitis B.
- Oneida County has a high number of tick borne diseases, specifically Ehrliciosis and Lyme disease.

Injury and Violence
- Falls in the State of Wisconsin and in Oneida County rank as the number one cause for emergency room visits.
- The Oneida County Child Death Review Team has identified drowning as the major area of concern in 2011. Strategies are being developed to address this issue.

Mental Health
- 21.4% of Oneida County students in grades 9-12 report feeling sad or hopeless and stopped doing some usual activities, compared to 20.8% in Wisconsin and 26.1% in the United States.
- On average, Oneida County residents report 3.2 days per month as mentally unhealthy.
- In 2008, there were a total of 245 psychiatric hospitalizations in Oneida County.
- One in five respondents to the Oneida County Health Survey state they have a specific mental health provider (22.2% males and 20.2% females, generally consistent across age groups).

Nutrition and Physical Activity
- In 2007, in Oneida County 43% of WIC respondents reported being food insecure, compared to 51% in Wisconsin.
- In 2007, in Oneida County 18% of WIC respondents reported being hungry compared to 15% in Wisconsin.
o In 2005, 31% of Oneida County schools were considered high poverty compared with 30% in Wisconsin.
o In 2006, 34.62% of Oneida County school age children were approved for free or reduced price lunch compared with 32.23% in Wisconsin.
o 22% of adults in Oneida County report being physically inactive.
o 74% of adults in Oneida County report eating few fruits and vegetables
o 20% of adults in Oneida County are obese.

Oral Health
o Oneida County has been identified as a shortage area for dentists for low-income populations.
o One-third (32.8%) of the Oneida County Community Survey respondents said there was a time in the last year where they or an immediate family member did not go to a dentist when needed because of cost.

Reproductive and Sexual Health
o In 2008, there were 32 births to women under the age of 20 in Oneida County.
o Chlamydia is the most common sexually transmitted disease reported in Oneida County.
o 55% of clients served at the Oneida County Reproductive Health Clinic are between the ages of 12-21.
o 60% of Oneida County Reproductive Health Clinic patients are enrolled in the Wisconsin Family Planning Only Service program (WFPOS), 29% BadgerCare+ Medicaid program and 11% have other insurance coverage.

Tobacco Use and Exposure
o 24% of Adults in Oneida County report that they smoke (2006-2008).
o 26.4% of people who smoke in Oneida County are women.
o 23% of women who gave birth report smoking during pregnancy (2005-2008).
o 411% of 9-12 grade students in Oneida and Vilas Counties report ever trying a cigarette.
o Approximately 79 individuals die annually in Oneida County directly related to smoking.

Data from this section was taken from the following references:
3. Wisconsin Deaths 2009, Office of Health Informatics, Division of Public Health Wisconsin, Wisconsin Department of Health Services, February 2011
4. Wisconsin Behavior Risk Factor Survey, Wisconsin Division of Public Health
5. 2011 County Health Rankings, University of Wisconsin Population Health Institute
6. 2009 Wisconsin Traffic Crash Facts, Wisconsin Department of Transportation
Diagnose and Investigate Health Problems and Health Hazards in the Community

Introduction: Essential Service 2 includes provision of epidemiological identification of emerging health threats, active investigation of infectious disease and human health hazards and prevention of vaccine preventable disease through immunization. The following programs/activities are highlighted in this section: seasonal influenza, communicable disease control, immunization program, lead poisoning prevention, human health hazard control, and radon.

Seasonal Influenza
The 2011-2012 influenza vaccine was identical to those contained in the 2010-2011 vaccines and included H1N1, the causative agent for the 2009 pandemic influenza outbreak. Increased production and availability in the community allowed the health department to focus vaccinating efforts on school age children and school personnel.

2011 Outcomes
Flu clinics were held at all schools in Oneida County and most senior meal dinning sites throughout the county. 2,620 doses of seasonal flu vaccine were administered to adults and 1,365 were administered to children.

Communicable Disease Control
Surveillance, investigation and follow-up of reportable communicable disease are statutory responsibilities of local health departments. In addition, animal bites are reported to the health department to assure that measures are taken to prevent potential rabies transmission.

2011 Outcomes
- Public health nurses conducted follow-up on 403 reportable diseases. Of those 152 were confirmed, 87 were probable and 23 suspect as classified by the state
- 443 hours were spent on communicable disease surveillance, follow-up, and control activities

<table>
<thead>
<tr>
<th>Selected Diseases</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFB Smear Positive</td>
<td>1</td>
</tr>
<tr>
<td>Blastomycosis</td>
<td>1</td>
</tr>
<tr>
<td>Campylobacter</td>
<td>4</td>
</tr>
<tr>
<td>Chlamydia</td>
<td>57</td>
</tr>
<tr>
<td>Cryptosporidiosis</td>
<td>3</td>
</tr>
<tr>
<td>E.Coli, STEC</td>
<td>4</td>
</tr>
<tr>
<td>Ehrlichiosis</td>
<td>9</td>
</tr>
<tr>
<td>Giardiasis</td>
<td>6</td>
</tr>
<tr>
<td>Gonorrhea</td>
<td>2</td>
</tr>
<tr>
<td>Hepatitis B, Chronic</td>
<td>1</td>
</tr>
<tr>
<td>Hepatitis C</td>
<td>17</td>
</tr>
<tr>
<td>Histoplasmosis</td>
<td>1</td>
</tr>
<tr>
<td>Influenza Associated Hospitalization</td>
<td>1</td>
</tr>
<tr>
<td>Legionellosis</td>
<td>1</td>
</tr>
<tr>
<td>Lyme Disease</td>
<td>45</td>
</tr>
<tr>
<td>Probable Lyme</td>
<td>41</td>
</tr>
<tr>
<td>Suspect Lyme</td>
<td>20</td>
</tr>
<tr>
<td>Mycobacterial Disease</td>
<td>6</td>
</tr>
<tr>
<td>Parapertussis</td>
<td>1</td>
</tr>
<tr>
<td>Pertussis (Whooping Cough)</td>
<td>1</td>
</tr>
<tr>
<td>Probable</td>
<td>7</td>
</tr>
<tr>
<td>Suspect</td>
<td>3</td>
</tr>
<tr>
<td>Salmonellosis</td>
<td>4</td>
</tr>
<tr>
<td>Streptococcal Invasive Disease, Group B</td>
<td>1</td>
</tr>
<tr>
<td>Probable</td>
<td>1</td>
</tr>
<tr>
<td>Tuberculosis, Latent</td>
<td>1</td>
</tr>
<tr>
<td>Varicella</td>
<td>0</td>
</tr>
<tr>
<td>Probable</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>262</strong></td>
</tr>
</tbody>
</table>
o 63 animal bites from were investigated as human exposure incidents. Of which 47 dogs, 13 cats, 1 raccoon, 1 muskrat, and 1 unknown animal
o OCHD investigated 8 norovirus outbreaks within the county in 2011

Immunization Program
The health department strives to reduce or eliminate indigenous cases of vaccine preventable diseases through vaccine administration. The immunization program promotes and provides adult and childhood immunizations, and assures that immunizations are a part of health promotion services in primary care systems. In additions to administering vaccines in the office, immunization services are offered monthly in Minocqua and Three Lakes. Health department staff works with local school nurses and district staff to assure compliance with Wisconsin Student Immunization Law.

The health department collaborates and chairs the Northwoods Immunization Coalition. Coalition membership is comprised of local health care providers, school nurses, surrounding health departments, tribes, pharmacy and infection control providers.

2011 Outcomes
o In Oneida county 95.8% of school-age children are in compliance with required vaccinations.
o County wide 79% of children are up-to-date with required vaccinations by their second birthday, and 86% are late up-to-date.
o The Oneida County Health Department administered 5,061 immunizations in 2011.
o Immunization outreach was held at sports physical assessment in Rhinelander at the YMCA and Ministry Woodruff. 48 students received 63 immunizations at the YMCA sports physicals and in Woodruff 14 students received 22 vaccinations.

Lead Poisoning Prevention
Children participating in the Oneida County Health Department WIC program receive blood lead screenings at age 1 and again at age 2 years or older. Lead test results from private medical providers are also reviewed and if the child is in the WIC program the result is updated in their health record. A public health nurse follows up with all elevated lead results in the county. Children with elevated capillary lead levels are referred to their physician for a confirmatory venous blood lead test. This program provides education on prevention of lead exposure to families of children whose confirmed lead levels are 5mcg/dl or higher, as well as home inspections and case management services for lead levels 10mcg/dl and higher. Pregnant women enrolled in the PNCC program receive an assessment for lead and other environmental hazards.
2011 Outcomes
Of Oneida County WIC children, a total of 210 lead screenings were completed, of which, 62% were one year olds, 71% were two year olds, and 17% were aged three to five. Two children received follow up for capillary lead levels greater than 10 mcg/dl and after venous testing resulted in lead level less than 10mcg/dl.

Human Health Hazard Control
To protect the health of the citizens of Oneida County, the health department investigates complaints with the potential of a human health hazard and brings health hazards that are not regulated by other governmental agencies to resolution under Oneida county ordinances.

2011 Outcomes
Oneida County received 40 health hazard complaints. Of those complaints, 10 were referred to other agencies, 4 were related to housing issues, 7 mold related, 1 junkyard complaints, 3 air quality complaints, 4 garbage complaints, 4 water quality complaints, 4 animal complaints, 1 infestation complaint, 1 hazardous material complaint, and 1 dilapidated structure complaint.

Radon
Radon test kits are available through the Oneida County Health Department in cooperation with the NorthCentral Wisconsin Radon Information Center. The Radon testing program promotes radon testing, education and mitigation information.

2011 Outcomes
Approximately 323 test kits were distributed in Oneida County by the health department. The health department coordinated a radon education program for 8th grade students at James Williams Middle School in Rhinelander Wisconsin. Free test kits were given to students and the teacher required testing as apart of the curriculum. Approximately 143 tests were performed. Outreach was also done during Radon Action Month, January. Media releases went out to increase public awareness of testing, as well as information on the health department website and Facebook page. Due to the media release articles were featured in two local papers. Coupons were also placed in local newspapers for testing kits.
Inform, Educate and Empower People About Health Issues

Introduction: Essential Service 3 includes social marketing, targeted media public health communication and providing accessible health information resources to reinforce health promotion messages and programs.

General Health Education
Oneida County Health Department (OCHD) staff provides educational sessions to staff in local school districts, diverse community groups and also to clients receiving public health services at the health department. Topics include prenatal and postpartum care, healthy nutrition, infectious disease prevention, infant massage, car seat safety, breastfeeding, tobacco, bloodborne pathogens, first aid, contraceptive methods, food safety and other general health topics.

The OCHD website at http://www.oneidacountypublichealth.org/ has become a clearing house for a multitude of health related topics and programs. The OCHD strives to use technology to enhance health education and public awareness about public health issues. Above is a screen snapshot of the website on influenza developed by OCHD.

2011 Outcomes
Health department staff release 46 media releases in 2011. Staff spent over 604 hours on education and 93 hours on media release. A new webpage was developed in 2011 which enabled the health department to use the home page as a blog. Over 155 blogs were posted in 2011. The health department also created a Facebook page which is linked to the webpage where weekly blog topics are displayed. The OCHD Facebook page currently has 30 “Likes”.
**Bike Rodeo**
A bike rodeo event is a bike safety clinic featuring safety inspections with a bicycle safety component that teaches the rules of the road to young children. Many communities also incorporate helmet fitting into the event.

**2011 Outcomes**
On May 31st, 2011, the Bike Rodeo event brought approximately 200 kids together with their parents/caregivers to learn the aspects of bicycle safety. Activities included: helmet fitting and distribution, bicycle maintenance inspections, bicycle serial number registering and a bicycle safety course. This event focused on parent/child education as it relates to injury prevention and bicycle safety.

Habush Habush and Rottier Law Firm donated helmets that were given away. We were able to fit test approximately 170 helmets! The kids really appreciated them, as did their parents. Other supporters included Kiwanis, Lions, Al’s Bikes and Boards, and Oneida County Tobacco-Free Coalition, Security Health Plan, Marshfield Clinic, Metro Screen Printing, Pete and Jackie Cody, and Department of Transportation. Wal-Mart donated their parking lot space for the event and donated bikes that were given away. Oneida County received a $750 grant from the Dane County Bike Association. Leadership Oneida County assisted in making this bike rodeo a huge success. This community’s support for youth, families and injury prevention was very apparent.

**Healthy Choice Restaurant Toolkit**
The Healthy Choice Restaurant Toolkit is a program in which the health department works with the restaurant owners to assess the nutritional content and evaluate healthier options.

**2011 Outcomes**
Oneida County interns worked with 6 restaurants to incorporate healthy changes in their menus.

**Safe Sleep Infant Program**
The safe sleep program is an educational program that educates parents on safe sleep environments for infants. The goal of the program is to assure that all infants have a safe place to sleep.

**2011 Outcomes**
Twelve families participated in the program and received safe sleep education and a port-a-crib.
Mobilize Community Partnerships and Action to Identify and Solve Health Problems

Introduction: Essential Service 4 involves convening and facilitating community groups in undertaking defined preventative and population focused activities in order to capture the full range of potential resources to solve community health problems. Highlighted in this section are: Nutrition and Physical Activity Coalition, the Northwoods Tobacco Coalition, Oneida County Biking and Walking Trails Council, Northwoods Breastfeeding Coalition, Mental Health Interagency Council, AODA Coalition, Child Death Review Team, the Northwoods Public Health Preparedness Consortia, and the Northwoods Immunization Coalition.

Nutrition and Physical Activity Coalition
From October 17th, 2011 through December 9th, 2011, 130 4th grade students from 4 different schools in Oneida County participated in the Healthy People Healthy Oneida County 4th Grade Nutrition and Fitness Challenge. The project aimed to improve the health of youth by challenging them to eat healthy and practice daily physical activities.

Highlights of this year’s program were:

- The program awarded classrooms for participating in selected physical activities and improving their overall nutritional intake, classrooms were asked to track improvements.
- Guest speakers were in the classrooms talking about the benefits of healthy eating and physical activity. Speakers included Nikki Kostrova from the Tobacco Coalition, Chris Cook from the YMCA and Terri Lindner UW -Extension
- Youth and their families were asked to participate in school and community programs to increase their physical activity.
- Newsletters were sent home to keep families up to date on the happenings of the challenge.
- In addition, there were day passes to the YMCA and Rhinelander Ice Association and an end of the challenge Family Night Celebration at the YMCA.

The greatest reward for the students and their families was improved health from eating healthy and increasing their physical activity.
**Northwoods Tobacco Coalition**

In 2011, the Tobacco Prevention and Control Program funded Oneida County for the second year as a lead agency for a multi-jurisdictional coalition (MJC). The Northwoods Tobacco-Free Coalition (NWTFC) consists of Oneida, Florence, Forest, Lincoln, Price, and Vilas Counties as one combined MJC. In 2011, the NWTFC continued to do tobacco prevention and education in all 6 counties.

The Oneida County Health Department continues to offer tobacco treatment programs to youth, adults and pregnant women in our community. Oneida County Health Department also delivers leadership, technical assistance and organizational support to the Northwood’s Tobacco-Free Coalition. The mission of the coalition is to improve the health of the residents of Oneida, Florence, Forest, Lincoln, Price and Vilas Counties by encouraging reduction in the use of tobacco through public information and community involvement.

In 2011, the NWTFC provided education and awareness on New and Other Tobacco Products by giving presentations to 17 different organizations throughout the coalition area. The coalition also focused on program sustainability by meeting with legislators and attending the Joint Finance Committee Hearing. In addition, the NWTFC continued to provide assistance and education to the community and area businesses with the Smoke-Free Air Law and coordinated a 1 Year Celebration Event on July 5th. Wisconsin Wins Compliance Checks were also conducted throughout the 6 county area and the NWTFC also provided support for the FACT (Fighting Against Corporate Tobacco) group which is a youth peer to peer education group which focuses on how Tobacco Companies market their products to kids.

**FACT (Fighting Against Corporate Tobacco)**

- Facilitated FACT (Fighting Against Corporate Tobacco) youth group who actively planned and led anti-tobacco activities including: community outreach activities, meetings with legislators, school education activities, 4th of July float, media advocacy, and a youth mini lock-in.
- Coordinated and educated over 200 students with the FACT Tour to Pelican, Crescent, and NCES schools in Rhinelander.

JWMS FACT group met with Senator Holperin and Representative Meyer to talk about Other Tobacco Products and how the Tobacco Companies are targeting youth.
Northwoods Consortium for Public Health Preparedness
The Northwoods Consortium for Public Health Preparedness was established to develop core expertise and prepare for and respond to bioterrorism, infectious disease outbreaks and other public health threats. Consortium members are from Ashland county, Bad River Tribe, Bayfield County, Florence county, Forest county, Forest county Potawatomi, Iron county, Lac Courte Oreilles, Lac Du Flambeau Tribe, Langlade county, Marathon county, Oneida county, Portage county, Price county, Red Cliff Tribe, Sawyer county, Sokaogon Chippewa Tribe, Taylor county, Vilas county, Wood county, and the Wisconsin Hospital Emergency Preparedness Program for Region #2.

In 2011 the Oneida County Health Department worked with the Northwoods Consortia to update mass clinic plans and public health emergency plans, evaluate staff preparedness competencies and develop training plan to improve knowledge, participate in a mass clinic exercise, and complete tests of the 14 performance measure identified by the CDC. The health department also collaborated with community partners to develop an integrated public health response addressing at-risk populations during public health emergencies.

August 8, 2011, the consortia disbanded due to funding reallocation. Oneida County director and assistant director work together to assure public health preparedness objectives are met.

Child Death Review Team
Child Death Review is a multidisciplinary process to help us better understand why children in our community die and to help us identify how we can prevent deaths. The child death review program in Oneida County has been in place since the beginning of 2011. Our team meets four times a year to review deaths of children under twenty five years of age. Team members share case information on child deaths that occur in the community with the goal of preventing other deaths.

After review of the recent drowning deaths in Oneida County lakes the Oneida County Drowning Prevention Task Force was formed to begin a prevention campaign prior to the 2012 summer season. The Task force met and after a county wide assessment the task force decided to focus on 4 priority areas; teach children to swim, increase the use of life, emphasize the importance of constant adult supervision, and teach teens how assess their own risk in the water when dealing with peer pressure.

Mental Health Interagency Council
The Mental Health Inter-Agency (IAC) Council worked collaboratively to support other county mental health initiatives and to deliver coordinated mental health initiatives through
a public awareness campaign. Mental health anti-stigma and coordinated service teams (CST). Four newspaper articles were released for May Mental Health Month and in collaboration occurred with Rhinelander Birth to 3, Ministry Medical Group Clients and Rhinelander School District regarding Brainsights activities. Partner agencies developed a plan to implement the Brainsights initiative within the community.

QPR (Question, Persuade, Refer) suicide prevention presentations were held at Marshfield Clinic and Koinonia. Three community gait keeper training sessions were held each quarter in 2011. IAC is also working to collaborate with community organizations to support the homeless shelter and the Rhinelander School District on the Hippy Skippy Grant submission.

In 2011 a Mental Health Summit was held at the Eagle River Inn on May 20, 2011. Approximately 164 people attended the conference. Excellent feedback was given. Planning for a 2012 Mental Health Summit are already underway.

**AODA Coalition**

The AODA (Alcohol and Other Substance Use and Addiction) Coalition worked on a collaborative initiative in 2011 to enhance prevention, intervention and/or treatment services. The initiative included working with the Northwoods Coalition and Great Lakes Intertribal Coalition (GLITC) to encourage joint planning and pursuit of grants with neighboring counties as well as the Positive Action Coalition (PAC) to promote consistent prevention and intervention messages at a regional level.

Community led initiatives leading to social norms practice or policy changes in the use of alcohol, prescription and other drugs were targeted through an educational campaign to increase adults understanding of the underlying causes and behaviors associated with misuse and abuse of alcohol and other drugs. A Parent Network was created to include community forums for parents to participate in the promotion of drug free environments.

Alcohol free community and family events surrounding a social norms practice or policy change in the use of alcohol, prescription and other drugs was a focus of 2011 initiatives. A media outreach campaign surrounding alcohol awareness month and National AODA Recovery Month were held during the spring and fall.
Oneida County Biking and Walking Trails Council
2011 was an exciting time for the trails Council. The Council collaborated with the City of Rhinelander to assist in securing grant money in order to build the Lincoln Street pathway. The sidewalk and bike lanes were completed in early 2012. Now, families and individuals can bike and walk along significant portions of Lincoln Street in order to get exercise, and to visit the stores in that area.

In addition, the Council has been working on securing grant money to construct a pathway for people to use along Eisenhower Parkway. The pathway will enable people to walk from the Wal-Mart area towards Ministry and the other new facilities to the east of the Highway 17 bypass. Currently, the path is not paved and snow is not removed in the winter. The City will maintain that pathway after completion.

Northwoods Breastfeeding Coalition
In 2011, Price County was added to Northwoods Breastfeeding Coalition. With strong representation from the Health Department, we hope to extend our support of nursing moms and families in Price County. Along with expanding organization membership, Coalition members are increasing their education in the field of breastfeeding. Two members received the highest worldwide breastfeeding credential, International Board Certified Lactation Consultant (IBCLC) and five members received the Certified Lactation Specialist (CLS) credential.

The Coalition continued to implement and complete the obesity prevention implementation grant objectives that began in 2010. In 2012, both St. Mary’s & Howard Young hospitals will each have adopted an evidence and best practice-based breastfeeding policy.

The coalition developed By-Laws in 2011, with adoption of the By-Laws expected to happen early 2012. Also, coalition members participated in the strategic planning sessions held in October and December of 2011. From these strategic planning sessions a work plan was developed to guide the coalition for 2012 and 2013. These are important steps for the coalition to increase structure in hopes of becoming more efficient and effective. All coalition members continue to advocate for breastfeeding moms and families in Oneida, Vilas and Forest counties.

Northwoods Immunization Coalition
The health department collaborates and chairs the Northwoods Immunization Coalition. Coalition membership is comprised of local health care providers, school nurses, surrounding health departments, tribes, pharmacy and infection control providers.

2011 Outcomes
The Northwoods Immunization Coalition met three times in 2011. The meetings focused on planning for the 2012 immunization workshop for providers, health departments and tribes,
assuring availability of influenza vaccine in communities and collaborating together to address immunization issues within the northern region.
Essential Service 5

Develop Policies and Plans that Support Individual and Community Health Efforts

Introduction: Essential Service 5 involves providing leadership for systematic community and state level planning for health improvement; development and tracking of measurable health objectives as a part of continuous quality improvement strategies and development of codes, regulations and legislation to guide the practice of public health. Highlighted in this section are the agency’s strategic plan, participation in Wisconsin’s Multi-State Learning Collaborative around quality improvement and Performance Management plan.

Agency Strategic Plan
The Oneida County Health Department developed a new strategic plan for 2011-2014. The goals highlighted in the plan are: 1) Improve communication, enhance partnerships, and expand public health awareness, 2) To provide, maintain and develop quality public health services, 3) Support, enhance and retain a well-trained competent workforce, 4) Maximize resources to support Oneida County Public Health System in fulfilling its mission.

2011 Outcomes
A half day staff meeting was held on June 10, 2011 to develop the new priorities, mission and vision of the Oneida County Health Department which led to the creation of the 2011-2014 Strategic Plan.

Quality Improvement Team
A Quality Improvement Team was established in 2010 with members from each program area represented. The team met monthly to identify and develop quality improvement projects within the department. The mission of the QI process at the Oneida County Health Department (OCHD) is:

To improve the health of Oneida County residents by understanding and improving the efficiency, effectiveness, and reliability of public health processes and practices. The QI process will be part of all programs and services provided by OCHD.
2011 Outcomes
The Quality Improvement Team implemented several quality improvement projects in 2011. Projects included:
- Public Health- Social marketing/media
- Reproductive Health- 2011 Family Planning Only Services survey
- Sanitarian- Increase routine restaurant inspections
- Sanitarian- Increase Tourist Rooming House inspections
- WIC- Breastfeeding telephone contact form
- WIC- Secondary nutrition education
- WIC- Decrease empty time slots

While some of these projects are still in progress, there were significant improvements within the finished projects. OCHD has an updated, much more user-friendly website; Reproductive Health received meaningful feedback from the survey; Tourist Rooming House inspection procedures were updated and the number of inspections increased; and the breastfeeding contact form was updated to be a more meaningful tool.

Performance Management Tracking Plan
An agency Performance Management Plan was developed which include a tracking log to manage outcomes for program areas. Staff were responsible for creating performance standards and measures as well as tracking progress.

2011 Outcomes
Performance Management Plan and tracking log was developed. Updated quarterly at staff meetings to monitor performance outcomes of health department measures and identify which measures need improvement.

Wisconsin Multi-State Learning Collaborative (MLC-3 project)
OCHD was one of 15 counties participating in Wisconsin’s MLC-3 project in year 1 (May 2008-April 2009) of the project. Currently there are 42 counties participating as the projects goes into its 3rd and final year (2010-2011). The goals of the project are to prepare local health departments for national voluntary accreditation and to begin efforts on an organized approach to institutionalize quality improvement within a local health department.

2011 Outcomes
A team of two staff represented OCHD in this project. Numerous
statewide trainings were held on quality improvement and preparing for accreditation. The results of the PHAB self assessment for voluntary accreditation were embedded in the agency strategic plan with an adjusted goal of pursuing accreditation in 2012. The agency health officer participated in several accreditation trainings and worked with other local health departments in Wisconsin applying for accreditation.
Essential Service 6

Enforce Laws and Regulations That Protect Health and Safety

**Introduction:** Essential Service 6 involves full enforcement of sanitary codes, especially in the food industry; full protection of drinking water supplies; enforcement of clean air standards and timely follow-up of hazards. Highlighted in this section are: the Agent Programs with the State Department of Health Services (DHS) and the Department of Natural Resources (DNR), Department of Agriculture, Trade, and Consumer Protection (DATCP), Department of Safety and Professional Services-Commerce, and Youth Tobacco Compliance Inspections.

**Agent Program**
Since 2006, the OCHD became an agent for the DHS to license and inspect hotels, motels, restaurants, swimming pools, campgrounds, bed and breakfasts, tourist rooming houses, tattoo and body art establishments, retail food outlets, mobile home parks, and schools. As well as temporary and special events. The goal of the program is to assure clean and safe food and establishments for the public.

**2011 Outcomes**
- 793 establishments were licensed with 776 inspections occurring.
- No foodborne outbreaks were reported in Oneida County in 2011.
- Food safety training was provided to 56 individuals; Nicolet College culinary students, Paul Bunyan Restaurant, Northern Alliance for Temporary Housing Shelter (NATH).
- 6 Special events were held with 52 inspections taking place at those events.

**DNR Well Water Program**
Since 2006, the OCHD has been an agent for the DNR to investigate and test transient wells in Oneida County. The program requires an annual test for bacteria and nitrate for any well that has public access to water for at least 25 individuals at least 60 days out of the year.
2011 Outcomes
- 290 establishments in the program completed water testing; 4 had unsafe bacteria levels; 98 follow up tests were conducted to assure return to safe levels after treatment. Nitrate samples were taken on all 290 establishments; 5 were elevated requiring continuation notices. 1 facility had elevated levels for nitrate and was removed from posting requirements after 4 consecutive follow up quarterly samples tested in the safe range (below 10mg/L).
- One facility had elevated nitrite levels, the facility required a state approved system to treat and maintain levels of <.5mg/L. 9 nitrite samples were collected in 2011. The system will continue to be sampled quarterly until 4 consecutive safe samples are collected.

Youth Tobacco Compliance Investigations
Oneida County completed Wisconsin Wins compliance checks in Oneida, Lincoln, Florence, Forest, Price, Vilas, and Taylor counties.

2011 Outcomes
WI WINS Tobacco Compliance Checks:
- Florence County: 17 checks completed 0 non-compliance (0%)
- Forest County: 30 checks completed 1 non-compliance (3.3%)
- Lincoln County: 44 checks completed 0 non-compliance (0%)
- Oneida County: 80 checks completed 0 non-compliance (0%)
- Price County: 34 checks completed 5 non-compliance (14.7%)
- Vilas County: 67 checks completed 2 non-compliance (2.9%)
Link People to Needed Personal Health Services

Introduction: Essential Service 7 involves assuring effective entry for disadvantaged people into a coordinated system of clinical care; linkage to services for special population groups; ongoing care coordination; and targeted health information to high risk population groups. Highlighted in this section are the Wisconsin Well Woman Program, the Oneida County Health Department Reproductive Health Clinic, Prenatal Care Coordination Program, Visits to Young Families Program, Infant Massage, and Children and Youth with Special Health Care Needs, Cholesterol Screening Program, Public Health Nursing Program, summary of group health education events, Fluoride Supplement program, and the Northwoods Dental Project.

Wisconsin Well Woman Program
The goals of the Wisconsin Well Women Program are to improve access to preventive health services and eliminate preventable death and disability from breast and cervical cancer. Oneida County provides uninsured women ages 45-64 with preventive health screening services to women with little or no health insurance coverage. Well Woman pays for mammograms, Pap tests, certain other health screenings, and multiple sclerosis testing for women with high risk signs of multiple sclerosis.

2011 Outcomes
In 2011, there were 193 clients enrolled. Approximately 31 women were referred for additional testing for abnormal results. 55 new patients were enrolled in 2011. 5 new clients were diagnosed with breast or cervical cancer, and 11 were case managed in Well Woman Medicaid.

Oneida County Reproductive Health Clinic
The Oneida County Health Department’s Reproductive Health Clinic (RHC) provides safe and effective contraception services to enable men, women, and couples to achieve their family planning goals. In 2011, 843 clients received family planning services. Of those 83% were established clients. The clinic offers the following services: STD screening, pap and pelvic

Program Goals
- Access to Care
- Reduce unintended Pregnancy
- Dual Protection Against Pregnancy and STI
- Increase Availability to Contraceptive Supplies
- Medicaid Family Planning Waiver Outreach

Enrollment in the Wisconsin Well Woman Program

<table>
<thead>
<tr>
<th>Year</th>
<th>Number Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>131</td>
</tr>
<tr>
<td>2007</td>
<td>131</td>
</tr>
<tr>
<td>2008</td>
<td>176</td>
</tr>
<tr>
<td>2009</td>
<td>202</td>
</tr>
<tr>
<td>2010</td>
<td>199</td>
</tr>
<tr>
<td>2011</td>
<td>193</td>
</tr>
</tbody>
</table>
exams, pregnancy testing, birth control supplies, and sexual health education.

2011 Outcomes

1) **Access to emergency contraception (E.C.)** particularly in advance of need. 1,922 Plan B One Step Emergency Kits were dispensed. Of those 92% were given in advance of need.

2) **Dual Protection:** Method to reduce STD/STI risk as well as protect from unintended pregnancy. In 2011, over 29,000 male condoms and 171 female condoms were dispensed to 937 unduplicated clients. 860 female clients and 77 male clients were served this year.

3) **Medicaid family planning waiver outreach**
   The Reproductive Health Clinic (RHC) personnel are Medicaid ACCESS Partners and have the ability to help clients register for the WI Family Planning Only Services (*WFPOS*) program on-line through the ACCESS website. The RHC staff is also allowed to fax temporary enrollment applications for immediate Medicaid coverage. 60% of our family planning clients are on *WFPOS*, 29% BadgerCare+ Medicaid program and 11% have other insurance coverage. Reproductive health staff assisted 304 clients with WFPOS applications in 2011.

4) **Increase access to contraceptive supplies.**
   OCHD-RHC policies changed to follow the 2006 ACCOG guidelines for pap and pelvic exam. As a result there are fewer comprehensive exams and more evaluation & education consults for women to receive a prescription method with the pap exam delayed until they are 21 years old. In 2011, 53% of total clients served are under 20 years old. 42% are between the ages of 21-24.

5) **Outreach**
   The Reproductive Health staff continues to be available for community and school presentations on health topics. This year five community presentations were provided throughout the year at the Koinonia AODA treatment center. The Rhinelander High School Physical Education sophomore classes requested three different presentations to five classes in the spring 2011 to 200 individuals and during the fall classes another three different PE classes received the three day presentation to approximately 100 more students. Topics covered during these High School presentations were Reproductive Health Services and State Laws, Contraception and Sexually Transmitted Disease updates. Three Lakes High
School requested two presentations to the Family & Consumer Education classes to a total of 50 students on November 16 & 17th.

**Prenatal Care Coordination Program**

The Prenatal Care Coordination Program (PNCC) assists women on Medical Assistance who are at high risk of delivering a low-birth weight baby. The program provides referrals for services such as health care, smoking cessation, alcohol and other drug treatment, mental health services, nutrition counseling, transportation, housing, childcare and domestic abuse services.

**2011 Outcomes**

32 women were referred to the program and 25 of those 32 enrolled. The graph indicates the number of birth outcomes from 2006-2011. Due to the success of the Prenatal Care Coordination program we are seeing an increase in full-term babies, and this is the healthiest birth outcome.

![Outcome of Prenatal Care Coordination](chart)

**Visits to Young Families**

The Visits to Young Families program provides over the phone consultation and public health home visits to parents of newborns. The purpose of this program is to assess infant and maternal physical and emotional needs, parent-child interaction, provide breastfeeding support, and to provide education on immunizations, infant care, nutrition, and pre/post partum concerns.

**2011 Outcomes**

The health department received 316 birth referrals in 2011. Home visits were offered to all birth referrals.

**Infant Massage**

The role of the Certified Educator of Infant Massage (CEIM) is to facilitate and help enhance the loving relationship between infants and parents. Infant massage is an ideal medium, because it naturally encompasses all of the elements of the bonding process including eye to eye contact, warmth, scent, vocalizations, skin-to-skin, and responsiveness.

Benefits of infant massage include: promotion of bonding and attachment, brain stimulation, growth and development, improvement of sleep, improvement of digestion and blood circulation, and reduction in the incidence of Sudden Infant Death Syndrome (SIDS).
2011 Outcomes
Approximately 6 parents received training on infant massage techniques.

Children and Youth with Special Health Care Needs
Oneida County Health Department provided information and referral services to families of children and youth with special health care needs through a contract with the Northern Region Children and Youth with Special Health Care Needs Center. These families face special challenges in accessing services that support their children and in coordinating the numerous activities associated with caring for their children. Because of Public Health Nurses contact with these families in many of our other programs, the nurses are in a unique position to assess the family’s needs and refer them to resources.

2011 Outcomes
Services were provided to 4 families in 2011.

Child Safety Seat Program
Two public health nurses are certified as car seat technicians and are available by appointment to install and inspect car seats. The health department is the only agency in Oneida County that has nationally certified car seat technicians.

2011 Outcomes
- 39 parents/caregivers in Oneida County received instruction and were assisted with installation of child safety seats
- Oneida County received a grant for a car seat exchange program for low income families. 25 new convertible car seats replaced unsafe/expired seats through this grant program.

Cholesterol Screening
Fasting lipid panels and blood sugars are done through an agreement with St. Mary’s Hospital. They are offered the first Tuesday of every month at a low price of $30.00 for a lipid panel and $5.00 for a fasting blood sugar. Many residents of Oneida County do not have insurance, or their insurance does not pay for these important services. Follow-up recommendations as well as physician and dietitian referrals are done as needed. This screening program is for uninsured individuals or individuals with high deductibles.
Cholesterol screenings have decreased due to the Wisconsin Well Program discontinuing paying for the testing. People who are underinsured who cannot afford to pay for cholesterol testing are referred to the Community Care Program through their provider.

2011 Outcomes
Approximately 4 people were screened in this program in 2011.
Get the Meds Out Program
Oneida County Health Department partnered with University of Wisconsin-Extension to offer the “Get the Meds Out” program. This program is a pharmaceutical waste mail-back program which provided free medication disposal envelopes in pharmacies, county health departments, police stations, hospice organizations, and senior citizens centers. The program was designed to curb prescription drug abuse and prevent contamination of the Great Lakes.

2011 Outcomes
The program ran in 36 counties in Wisconsin from August 2011 to December 2011, and successfully collected over 2,700 pounds of unwanted or expired medication. The city with the highest rate of return was Rhinelander at 4.87%.

Generalized Public Health Visits
A “Walk-In” nurse is available Monday through Friday. The chart below is a breakdown of the “walk-in” nurse visit reasons.

<table>
<thead>
<tr>
<th>Breakdown of “Walk-In” Visits</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immunizations</td>
<td>4821</td>
<td>5014</td>
<td>5860</td>
<td>6038</td>
<td>8612</td>
<td>5550</td>
<td>5061</td>
</tr>
<tr>
<td>Well-Child</td>
<td>361</td>
<td>259</td>
<td>150</td>
<td>156</td>
<td>401</td>
<td>213</td>
<td>144</td>
</tr>
<tr>
<td>Blood Pressure</td>
<td>103</td>
<td>73</td>
<td>35</td>
<td>17</td>
<td>10</td>
<td>17</td>
<td>42</td>
</tr>
<tr>
<td>Adult Health</td>
<td>429</td>
<td>426</td>
<td>236</td>
<td>147</td>
<td>237</td>
<td>147</td>
<td>272</td>
</tr>
<tr>
<td>Health Risk Appraisal</td>
<td>52</td>
<td>61</td>
<td>53</td>
<td>72</td>
<td>48</td>
<td>75</td>
<td>36</td>
</tr>
<tr>
<td>TB Skin Tests</td>
<td>418</td>
<td>529</td>
<td>836</td>
<td>520</td>
<td>451</td>
<td>411</td>
<td>417</td>
</tr>
<tr>
<td>Paternity Testing (Oneida County Social Services)</td>
<td>95</td>
<td>68</td>
<td>40</td>
<td>58</td>
<td>108</td>
<td>58</td>
<td>47</td>
</tr>
<tr>
<td>Drug Testing</td>
<td>68</td>
<td>75</td>
<td>50</td>
<td>44</td>
<td>39</td>
<td>44</td>
<td>43</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
<td>7</td>
<td>7</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6355</strong></td>
<td><strong>6512</strong></td>
<td><strong>7267</strong></td>
<td><strong>7053</strong></td>
<td><strong>9906</strong></td>
<td><strong>6515</strong></td>
<td><strong>6062</strong></td>
</tr>
</tbody>
</table>

Group Health Education
The Oneida County Health Department participates in a number of health education events within the community, schools, and health fair arenas. The health department also participated in a number of media events. These media events help keep the public informed and educated on important health information.

2011 Outcomes
Approximately 46 media releases were done in 2011. The Oneida County Health Department launched a new website [http://oneidacountypublichealth.org](http://oneidacountypublichealth.org) In addition to
containing a wealth of information and links, the website serves as a blog which is updated weekly with a variety of health topics. Approximately 36 blogs were posted in 2011. The health department also started a Facebook (FB) page which is linked to the webpage. The FB page displays the current topic of the website blog post as well. Currently 26 people “like” the health department on FB.

**Oral Health Access and Services**

**Fluoride Supplement Program**

Dentists, physicians and pediatric health care providers have recommended fluoride supplements for more than the past two generations. However, not all Oneida County children have access to fluoride supplements for various reasons. The Health Department offers a Fluoride Supplement Program to address the needs of children in such circumstances. Water test kits are provided by the Health Department with complete instructions for the water sample collection and submission. Families, who can afford to pay $5.00 for mailing and handling of a three month supply, are asked to do so.

**2011 Outcomes**

38 children in various rural communities of the County received prescribed fluoride supplements in 2011. Of the water samples tested for fluoride, all were below the recommended level and in need of fluoride supplementation.

**Northwoods Dental Project**

The Northwoods Dental Project was formed in March 2007 by Oneida and Vilas County Health Departments as an effort to reduce the “lack of access to dental care” that was identified as a health priority in their County. Community Health Improvement Plans. Through a partnership with neighboring Forest County Health Department, Northwoods Dental Project expanded in the summer of 2009 to include residents of Forest County. Northwoods Dental Project is a public-private partnership that provides children in Forest, Oneida and Vilas Counties access to preventive oral health care. Dental services are provided

Northwoods Dental Project works with children, families, and other health professionals to help prevent tooth decay (cavities) by providing:

- Oral health screenings of children’s teeth
- Oral health education to children and community members
- Dental Sealants and Fluoride Varnish for children at risk for tooth decay
- Help families searching for a dental office
- Dental resources for Schools, Day Cares and Head Start Centers
- Participation in community health fairs and wellness projects
FREE of charge utilizing portable dental equipment and supplies that are brought to area schools and public sites. Forest, Oneida and Vilas County Health Departments believe that everyone deserves access to these essential dental services, no matter where they live, or whatever their economic status.

Seal-A-Smile is a FREE dental sealant program that can be found in 21 schools throughout Forest, Oneida and Vilas Counties. Seal-A-Smile is the largest of the Northwoods Dental Projects preventive oral health programs reaching over 1300 children annually for oral health education with over half of those receiving oral health screenings/risk assessments and/or dental sealants. Healthy Smiles, the second largest program of the Northwoods Dental Project, offers fluoride varnish applications FREE to children 6 months to 5 years of age enrolled in or eligible for Early Head Start, Head Start or Pre-K classes. Currently, 29 schools or centers participate in Healthy Smiles. Each year over 500 children receive oral health screenings/risk assessments, education and dental supplies. Oral health screenings also take place annually at area food pantries and through the county’s Women, Infant and Children’s and Prenatal Care Coordination programs.

Northwoods Dental Project relies on funding from the generosity of community members, foundations and organizations, various grants and the ability to bill Medicaid for sustainability of its programs. It is important to stress that Northwoods Dental Project programs are not meant to take the place of regular dental visits but to be used as a tool in addition to regular dental care. Families are encouraged, to seek a family dentist for routine dental care.

2011 Outcomes
In the 2010-2011 school year the Northwoods Dental Project visited the following Oneida County schools with the Seal-A-Smile program with provides dental sealants in 2nd and 6th grade and fluoride varnish in the Headstart and pre-Kindergarten to children.

<table>
<thead>
<tr>
<th>School</th>
<th># Students Participating</th>
<th># Sealants Placed</th>
<th># Fluoride Varnish</th>
<th># Students Referred</th>
<th>% Students on Medicaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crescent Elementary</td>
<td>42</td>
<td>80</td>
<td>36</td>
<td>1</td>
<td>69%</td>
</tr>
<tr>
<td>JWMS/NCSS</td>
<td>92</td>
<td>631</td>
<td>54</td>
<td>10</td>
<td>42%</td>
</tr>
<tr>
<td>MHLT</td>
<td>69</td>
<td>256</td>
<td>42</td>
<td>4</td>
<td>30%</td>
</tr>
<tr>
<td>NCES</td>
<td>13</td>
<td>42</td>
<td>12</td>
<td>0</td>
<td>62%</td>
</tr>
<tr>
<td>Pelican Elementary</td>
<td>41</td>
<td>90</td>
<td>30</td>
<td>2</td>
<td>66%</td>
</tr>
<tr>
<td>Sugar Camp Elementary</td>
<td>11</td>
<td>48</td>
<td>9</td>
<td>1</td>
<td>55%</td>
</tr>
<tr>
<td>Three Lakes Elem. &amp; Mid</td>
<td>21</td>
<td>130</td>
<td>11</td>
<td>3</td>
<td>57%</td>
</tr>
<tr>
<td>Nativity of Our Lord/Zion</td>
<td>16</td>
<td>73</td>
<td>11</td>
<td>1</td>
<td>63%</td>
</tr>
<tr>
<td>TOTALS</td>
<td>305</td>
<td>1350</td>
<td>205</td>
<td>22</td>
<td>56% av.</td>
</tr>
</tbody>
</table>
Assure a Competent Public and Personal Health Care Workforce

Introduction: Essential Service 8 involves educating and training personnel to meet the needs for public personal health service; adoption of continuous quality improvement and life-long learning; active partnership with academic institutions. In order to provide the highest quality public health service, the OCHD strives to ensure that all staff posses the knowledge, skills, and abilities necessary to perform their jobs effectively and efficiently. Highlighted in this section are the public health preparedness competency development, quality improvement, performance management, staff development, and linkages with academia.

Public Health Preparedness Competency Development
For the second year, the OCHD participated in a regional competency development process with the Northwoods Public Health Preparedness Consortia to identify workforce training needs. Staff were evaluated based on public health preparedness core competencies for 15 emergency preparedness related focus areas. This resulted in identification and development of individual competency development plans for every staff member.

2011 Outcomes
- Improved agency competency scores from 2010
- All staff trainings in the following areas: Risk communications, Epidemiology in Public Health, Public Health Law, Mass Clinic Functional Exercise, Mass Clinic After Action Improvement Plan, Public Health Emergency Plan review, table top exercise of a Hepatitis A incident.

Staff Development Program
Staff development programs at OCHD are required trainings based on state and federal requirements, grant requirements, and based on the training needs and requests of the organization.

2011 Outcomes
- 8 Staff development training programs were held
- RN Inservice was implemented monthly for all RNs; in 2011 7 in-services were held.
Linkages with Academia
The OCHD has strong linkages with numerous institutions of higher learning and serves as a site for student placement, observation, practice experience, and internship.

2011 Outcomes
- One MSN student from Yale completed a 110 hour practicum experience during the summer of 2011
- One MPH student from Walden University completed a 240 hour practicum experience during the summer of 2011
- One AHEC intern from the University of Wisconsin-Madison completed a summer internship program at OCHD
- One Viterbo student completed a 44 hour community health rotation
- Two University of Green Bay nursing students in the accelerated program finished a 40 and 55 hour practicum.
- One student from the University of Wisconsin Oshkosh completed a 70 hours community health practicum
- Three nursing students from Nicolet College were placed at OCHD for a one day community health experience
- Assistant Director participated in the Linking education and practice for excellence in public health nursing (LEAP) Project funded by the HRSA and Division of Nursing DHHS/HRSA to develop a student placement database and to enhance student experiences in public health.
**Evaluate Effectiveness, Accessiblility & Quality of Personal and Population Based Health Services**

**Introduction:** Essential Service 9 calls for ongoing evaluation of health programs to assess program effectiveness and to provide information necessary for allocating resources and shaping programs. Measures for assessing this essential service indicate a need for strengthening OCHD activities in this domain. Highlighted in this section is the Public Health Accreditation Board (PHAB) standards, results of the agency statutory review, consolidated and other state contracts review process, and the professional advisory committee meetings.

**PHAB Standards**
The OCHD completed an assessment of the agency using national PHAB standards. The standards allow the OCHD to measure performance, program effectiveness, and track progress. The OCHD applied for and was awarded a NACCHO grant and a State grant in 2011 to continue our work towards accreditation and meeting the PHAB standards.

**2011 Outcomes**
- The OCHD continues to incorporate PHAB standards and measures into agency policy
- Development of performance management plan and tracking system
- Agency review of PHAB domains and related OCHD documentation

**Consolidated Contract and State Grant Program Reviews**
Each year the State Division of Public Health enters into contracts with local health departments for a package of grant dollars targeting various public health initiatives. These grants are performance based and require attainment of negotiated objectives to assure future funding.

**2011 Outcomes**
- Program objectives were met in the following programs: Immunization, Prevention, Lead Poisoning Prevention Program, Radon, Maternal Child Health, Reproductive Health, Tobacco Control, Fluoride, Local Public Health Preparedness
- The Agent Program also continues to meet program objectives
Research for New Insights & Innovative Solutions to Health Problems

Introduction: Essential Service 10 includes continuous linkage with appropriate institutions of higher learning and research. Highlighted in this section are the agency’s participation in Wisconsin’s new Practice Based Research Network (PBRN) grant and other research related efforts.

Wisconsin Public Health Practice-Based Research Network (PBRN)
Public Health Practice-Based Research Networks are an organized group of public health agencies engaged in ongoing collaboration with public health research centers to conduct rigorous, applied studies designed to identify strategies to improve the organization, financing, and delivery of public health services in real work community settings. The Robert Wood Johnson Foundation funded an initial round of five states for PBRNs. Wisconsin received second round funding at the end of 2009.

Other Research Related Involvement
The health department participates in numerous data collection surveys and information gathering efforts.

2011 Outcomes
Oneida County participated in a research project involving a hepatitis C cluster investigation with the Wisconsin Division of Public Health and the CDC to investigate a cluster of Hepatitis C virus (HCV) infections occurring in North Central Wisconsin in 2010. The six county area included Langlade, Lincoln, Marathon, Portage, and Wood Counties. The cluster involved a striking increase in reported cases of hepatitis C occurring among persons aged less than 30 years who reside in the six-county area. This included 22 reported cases in 2009 and 26 cases in 2010 compared to an annual average of 8 reported cases during 2004-2008. Diagnosis of acute HCV infection is unusual during the acute (early) phase. The Oneida County Health Department interviewed patients who were diagnosed with acute HCV during 2009-2010.

Some key finding of the study are that 94% of patients interviewed had snorted drugs; 71% had both injected and snorted drugs; 100% of patients who injected or snorted drugs reported sharing at least one type of equipment used for preparing, snorting, or injecting drugs; of the 8 patients who reported injecting opioid pain relievers, 3 started injecting prescription opioids an switched to injecting heroin or methamphetamine.
## Financial Statement

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<th>PROGRAM</th>
<th>1/1/2011 BALANCE</th>
<th>TAX LEVY</th>
<th>REVENUES</th>
<th>Gen Fund Transfers</th>
<th>SP REV Transfers</th>
<th>EXPENSES</th>
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Oneida County Health Department Annual Report 2011