What does Oneida County Health Department Do For You?

Serving our community since 1923

2010 Annual Report
Message from the Director

The 2010 Annual Report of Oneida County Health Department provides a snapshot of the many ways in which our department touches the lives of 36,000 County residents each and every day and provides an answer to many who ask us “What does Public Health do”.

Although public health programs and activities may not often be visible, public health staff can frequently be found working behind the scenes on our mission to protect, promote, and maintain the health of our entire population. The 10 Essential Services of Public Health can provide a basic description to others as to “What does Public Health do” and the services provided by our department.

What will help us to further describe public health in the future is the national movement of Public Health Accreditation. Through the accreditation process we will continue to formally sharpen and develop the tools and methods we need to ensure the safety and health of the population that we serve. Preparing for this accreditation has provided our health department with measurable feedback on our strengths and areas that need improvement.

In summary, we can not do it alone. Providing Essential Services of Public Health requires community partnerships. While strengthening our services to provide essential public health services, we continue to develop and engage community partners to provide a healthy and safe place to live for all residents of Oneida County.

2011 brings new challenges with a new governor and legislators. We are looking at unprecedented cuts to our essential programs that we provide and we need your support more than ever. I can assure you that the Oneida County Health Department will continue to provide the best services possible to our community.

Respectfully yours,

Linda Conlon RN, BAN, MPH
Director/Health Officer
Oneida County Health Department

10 Essential Services of Public Health

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

“Thank you to the Oneida County Health Department public employees. I, like many others, depend on the many OCHD services performed from restaurant inspections, visiting young families, helping people get access to preventative health services and providing information throughout the year. Our county is healthier because of it.”

-Jane Smithback

“I have worked with 2 of the RNs from the Oneida County Health Department since having my baby, Jill and Abby. I have to tell you they are really great to work with. I am taking the infant massage class with Jill and she is very accommodating with traveling over to Rhinelander with a baby and has answered a lot of baby questions that I have had. Abby actually came to my house to help answer a lot of breastfeeding questions. I had a terrible previous breastfeeding experience and was getting frustrated with nursing. Abby answered all of my questions and gave me a lot of guidance that has made nursing a great experience for my baby and me. It really made my life a lot “easier” and me less frustrated.”

-Infant Massage Client

“I had no health insurance and had no idea what I was going to do when I was diagnosed with breast cancer. I am so thankful for the Wisconsin Well Woman Program and the assistance that I received from the Oneida County Health Department.”

-Wisconsin Well Woman Client

“The Oneida County Reproductive Health clinic has given me an opportunity to be safe for many years. Thank you for taking time to treat me as an individual and show me you really care.”

-Reproductive Health Clinic Client

“I really like the Reproductive Health Clinic. Being from another town, when I started to come here everyone was very nice and made me feel very comfortable. Thank you.”

-Reproductive Health Clinic Client

“I really appreciate the flexibility of walk-in appointments for flu shots. I have been coming to the health department every year for my flu shot. The staff are very knowledgeable and provide a great service to the community.”

-Oneida County Resident

"I think everyone should be able to come to WIC, even if they do not need the food, just to get the good information. I learn so much when I come here".

-Oneida County WIC Participant

Since 1900, the average lifespan of persons in the United States has lengthened by greater than 30 years; 25 years of this gain are attributable to advances in public health.

- Centers for Disease Control & Prevention
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Oneida County Health Department
2010 Annual Report

Board of Health
Romelle Vandervest – County Board Supervisor, Committee Chairperson
Marge Saari - Retired Public Health Nurse, Committee Secretary
Joanna Gudel, MD - Local Physician
Jim Sharon – County Board Supervisor
Carol Pederson – County Board Supervisor
Greg Berard – County Board Supervisor
Jackie Cody – Community Member

Medical Advisors
Christopher Koepppl, MD – Public Health and Related Programs
Judy Pagano, MD – Women’s Clinic and Related Programs

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

Deputy Health Officer/Assistant Director
Ann Ovsak, RN, BSN

*This report is in compliance with Chapter 251.06(3)(h) WISSTATS
The purpose of Oneida County Health Department is to promote and protect the health of Oneida County residents by providing leadership, education and services.

“How we will work together as an agency to achieve our vision and to carry out our mission.”

- We will be dedicated to providing quality services in a professional and confidential manner.
- We will be honest and trustworthy, treating each other with respect.
- We will strive to be flexible, having a willingness to change to meet the needs of the community.
- We will promote a creative work environment by encouraging each other’s talents and strengths.
- We will be team oriented by appreciating and valuing the opinions of others, and remaining open minded and non-judgmental.
- We will promote a family friendly work environment.

“How we will work with clients, partners, policy makers and the general public.”

- We will provide services in a respectful and confidential manner.
- We will collaborate with community partners to address public health concerns.
- We will utilize available resources efficiently.
- We will provide leadership, education and guidance to the community on public health matters.

“What our agency will look like in five years.”

Oneida County Health Department will be identified as a positive and resourceful agency by providing leadership and services to improve the health of the community.
## Oneida County Health Department 2010 Staff

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Years of Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linda Conlon, RN, BAN, MPH</td>
<td>Director/Health Officer</td>
<td>14</td>
</tr>
<tr>
<td>Ann Ovsak, RN, BSN</td>
<td>Deputy Health Officer/Assistant Director</td>
<td>7</td>
</tr>
<tr>
<td>Charlotte Ahrens, RN, BSN</td>
<td>Public Health Nurse</td>
<td>1</td>
</tr>
<tr>
<td>Jill Blake, RN, BSN</td>
<td>Public Health Nurse</td>
<td>1</td>
</tr>
<tr>
<td>Julie Brink</td>
<td>WIC Clerk</td>
<td>6</td>
</tr>
<tr>
<td>Anne Cirilli, CHES</td>
<td>Health Educator</td>
<td>18*</td>
</tr>
<tr>
<td>Debra Durchslag, RD, MPH</td>
<td>Registered Dietitian-Resigned April 2010</td>
<td>18*</td>
</tr>
<tr>
<td>Nancy Hansen</td>
<td>Account Clerk II</td>
<td>4</td>
</tr>
<tr>
<td>Brenda Husing, RD, CD</td>
<td>Registered Dietitian-Hired May 2010</td>
<td>0</td>
</tr>
<tr>
<td>Niki Kostrova</td>
<td>Tobacco Coordinator/Health Educator</td>
<td>1</td>
</tr>
<tr>
<td>Jody McKinney</td>
<td>Registered Sanitarian</td>
<td>2</td>
</tr>
<tr>
<td>Kathleen Muntner, RN, BSN</td>
<td>Public Health Nurse</td>
<td>25</td>
</tr>
<tr>
<td>Patti Olsen Theiler</td>
<td>Secretary II</td>
<td>12</td>
</tr>
<tr>
<td>Linda Pipgras</td>
<td>Secretary II</td>
<td>2</td>
</tr>
<tr>
<td>Jan Ray, APNP</td>
<td>Reproductive Health Nurse Practitioner</td>
<td>1</td>
</tr>
<tr>
<td>Teri Schwab</td>
<td>Environmental Health Technician</td>
<td>2</td>
</tr>
<tr>
<td>Todd Troskey</td>
<td>Registered Sanitarian</td>
<td>4</td>
</tr>
<tr>
<td>Dawn VandenHeuvel, RN, BSN</td>
<td>Public Health Nurse</td>
<td>2</td>
</tr>
<tr>
<td>Kyla Waksmonski</td>
<td>Assistant Tobacco Coordinator-Hired May 2010</td>
<td>0</td>
</tr>
<tr>
<td>Phyllis Wendler</td>
<td>Receptionist</td>
<td>7</td>
</tr>
<tr>
<td>Elizabeth Whalen</td>
<td>Reproductive Health Nurse</td>
<td>3</td>
</tr>
</tbody>
</table>

*Does not reflect actual time with the County. Some employees were hired for several years as contract employees or were County employees that transferred from another department.

### LTE Staff

- **Abbey Dall**  
  WIC Breastfeeding Support Educator
- **Sandy Pope**  
  Data Entry
Access to Primary and Preventative Health Services

Wisconsin Well Woman Program

The goals of the Wisconsin Well Woman 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. In 2010, there were 199 clients enrolled. Approximately 39 women were referred for additional testing for abnormal results. 60 new patients were enrolled in 2010.

Oneida County Reproductive Health Clinic

2010 completed the five year Wisconsin Department of Public Health Family Planning grant cycle. Between, 2006 - 2010 the state’s performance measurements included the following priorities to improve access, convenience and affordability of family planning services and contraceptive supplies in Oneida County:

1.) Increased access to emergency contraception (E.C.), particularly “in-advance” of actual need.
   In 2010, 1,405 Plan B ONE STEP Emergency Contraceptive kits were dispensed. Of these, only 129 E.C. kits or about 1% were dispensed under urgent actual need.

2.) Dual Protection: Simultaneous decision about a method to reduce the risk of STD/STI as well as protect from unintended pregnancy.
   In 2010, over 25,000 male condoms and 161 female condoms were dispensed to 937 unduplicated clients. 860 female clients and 77 male clients were served this year. Dual Protection messages were given to all clients.

3.) Medicaid family planning waiver outreach, eligibility screening and enrollment.
   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. Clients have the opportunity to apply for other Medicaid programs such as Core Plan and Basic Plan as well as FOODSHARE on this website. The RHC staff is also allowed to fax temporary enrollment applications for immediate Medicaid coverage. 63.6% of our family planning clients are on the WFPOS and 30% are on full Badgercare+ for a total of 94% of clients who are covered under some sort of
Medicaid program. Eligibility for the *WFPOS* went from 200% to 300% of Federal Poverty Levels in October 2010.

4.) Increase access to contraceptive supplies, including hormonal contraception without unnecessary delays and provided in advance of a physical examination.

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 2010, 28% of total clients served are under 20 years old. 32% are between the ages of 20-24.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-17 years</td>
<td>180</td>
</tr>
<tr>
<td>18-19 years</td>
<td>135</td>
</tr>
<tr>
<td>20-24 years</td>
<td>275</td>
</tr>
<tr>
<td>25-29 years</td>
<td>103</td>
</tr>
<tr>
<td>30-39 years</td>
<td>86</td>
</tr>
<tr>
<td>40+ years</td>
<td>64</td>
</tr>
</tbody>
</table>

**Contraceptive Female Clients by AGE:**

- 12-17 years: 180
- 18-19 years: 135
- 20-24 years: 275
- 25-29 years: 103
- 30-39 years: 86
- 40+ years: 64

**IMPLANON insertions** were added in May, 2010. There were 30 Implanon kits implanted in 2010.

227 Pregnancy tests were performed in 2010.

**Reproductive Health Clinic (RHC):**
The Reproductive Health Clinic employs a part-time nurse practitioner (NP) that sees clients one day per week. The NP does comprehensive reproductive health exams, abnormal pap follow-up, cancer screenings, problem visits, clinical breast exams and referrals to appropriate programs. Men are now eligible to apply for the WI Medicaid Family Planning Only Services program starting on July 1, 2010. At the beginning of this year, male medical history forms and sexually transmitted infection (STI) screening tools were developed by the NP to capture health histories and risk factors. The OCHD-RHC also has a full time health educator and account clerk. The Reproductive Health Clinic nurse is full time and is also assigned the STI reporting and epidemiology duties for the Health Department. During the summer of 2010, the RHC staff wrote for and received another five year grant from the WI DPH for continued family planning services in Oneida County. The RH nurse and health educator alternate Thursday afternoons to travel to Minocqua to see clients with appointments in their satellite clinic at the Nicolet College Center.

Over 461 sexually transmitted tests were performed at the Reproductive Health Clinic. (437 STD tests were performed in 2009). Chlamydia is still the most common sexually transmitted disease in Oneida County. In April and May 2010, the OCHD-RHC staff participated in a “universal screening” study by the State Laboratory of Hygiene to review the selective screening criteria for Chlamydia testing.

**Outreach**
The Reproductive Health staff continues to be available for community and school presentations on health topics. This year four community presentations were provided throughout the year at the Koinonia AODA treatment center and one 8th grade
presentation was done at the Nativity of Our Lord Catholic Elementary school on March 22nd. The Rhinelander Junior High Health teacher continues to use our educational materials and supplies for demonstrations every year. The Rhinelander High School and Minocqua High School nurses will contact us periodically for information on services and refer students to us. Three Lakes High School requested two presentations to the Family & Consumer Education classes to a total of 44 students on October 20th. On May 28th, the health educator gave a Reproductive Health presentation to 7 pre-med AHEC students. The RHC staff was invited to the annual Nicolet College health fair on March 24th to provide Sexual Responsibility messages and supplies.

The Reproductive Health Clinic staff continues to refer clients to community services such as, WIC, Immunizations, Medicaid and Prenatal Care Coordination. The RHC staff updates their newsletter quarterly and it can be found on the Oneida County website at: http://www.oneidacountypublichealth.org

### 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. The Oneida County Health Department continues to partner with local agencies in order to promote healthy birth outcomes.

<table>
<thead>
<tr>
<th>Prenatal Care Coordination Participation</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referrals Enrolled in Program</td>
<td>48</td>
<td>42</td>
<td>51</td>
<td>72</td>
<td>48</td>
<td>30</td>
</tr>
<tr>
<td>Sources of referrals:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• WIC</td>
<td>48</td>
<td>32</td>
<td>49</td>
<td>67</td>
<td>42</td>
<td>14</td>
</tr>
<tr>
<td>• Clinic</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>• Other (School District, etc)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>5</td>
</tr>
</tbody>
</table>

The graph indicates the number of birth outcomes from 2005-2010. 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.
**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. The health department received 336 birth referrals in 2010.

**Infant Massage**

June 21-24, 2010 Jill Blake and Dawn Van Den Heuvel, two public health nurses from Oneida County Health Department attended Infant Massage training in Wisconsin Rapids, WI. The training was taught by Donna Anderson-Certified International Trainer. On November 15, 2010 Jill and Dawn obtained their certification from the International Association of Infant Massage.

As part of the requirements for obtaining certification, group and individualized classes were held at Oneida County Health Department and in an individual’s home. Jill and Dawn each taught 5 parent/caregiver-infant units infant massage. As part of the certification an extensive exam was completed. The certification obtained by Jill Blake and Dawn Van Den Heuvel entitle Jill and Dawn to conduct parent/caregiver-baby classes on infant massage and to give presentations on infant massage. Presentations were made at the local hospital and with the local pediatricians in 2010.

By definition, the International Association of Infant Massage is from newborn up to the age of one year. Jill and Dawn do not massage babies; they teach parents/caregivers how to massage their babies. The purpose of the instruction provided by Jill and Dawn is to promote nurturing touch and communication to the parent/caregiver-infant unit.

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).

**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. Follow-up is provided to determine the outcome of the referrals. Services were provided to 8 families in 2010.

**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. Approximately 7 people were screened in this program in 2010.

**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>
</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>
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<tr>
<td>Well-Child</td>
<td>361</td>
<td>259</td>
<td>150</td>
<td>156</td>
<td>401</td>
<td>213</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>
</tr>
<tr>
<td>Adult Health</td>
<td>429</td>
<td>426</td>
<td>236</td>
<td>147</td>
<td>237</td>
<td>147</td>
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<tr>
<td>Health Risk Appraisal</td>
<td>52</td>
<td>61</td>
<td>53</td>
<td>72</td>
<td>48</td>
<td>75</td>
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<tr>
<td>TB Skin Tests</td>
<td>418</td>
<td>529</td>
<td>836</td>
<td>520</td>
<td>451</td>
<td>411</td>
</tr>
<tr>
<td>Paternity Testing</td>
<td>95</td>
<td>68</td>
<td>40</td>
<td>58</td>
<td>108</td>
<td>58</td>
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<tr>
<td>Drug Testing (Oneida County Social Services)</td>
<td>68</td>
<td>75</td>
<td>50</td>
<td>44</td>
<td>39</td>
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<td>Other</td>
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<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>6355</td>
<td>6512</td>
<td>7267</td>
<td>7053</td>
<td>9906</td>
<td>6515</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. Approximately 125 media releases were done in 2010.

**Dental Care 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. Forty-two children in various rural communities of the County received prescribed fluoride supplements in 2010. Of the water samples tested for fluoride, all were below the recommended level and in need of fluoride supplementation. 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.

**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 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.

Untreated tooth decay in children can lead to pain, poor school performance and low self-esteem as well as affect a child’s general health and well-being. Oral health prevention programs for poor, underserved and uninsured children are essential to decreasing oral health treatment needs, as well as promoting positive oral health in Forest, Oneida and Vilas Counties. By bringing preventive programs to area schools, treatment needs will be decreased for those with no means or resources to obtain dental access.

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

<table>
<thead>
<tr>
<th>2009/2010</th>
<th>Healthy Smiles - Fluoride Varnish</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>27 Head Start Centers or Schools (min. 3 site visits per school)</td>
</tr>
<tr>
<td></td>
<td>526 Children participating</td>
</tr>
<tr>
<td></td>
<td>42 Children referred for dental needs</td>
</tr>
<tr>
<td></td>
<td>86% of Children in Early Head Start/HeadStart receive BadgerCare</td>
</tr>
<tr>
<td></td>
<td>67% of total children receive BadgerCare</td>
</tr>
<tr>
<td></td>
<td>1875 Fluoride varnish applications</td>
</tr>
</tbody>
</table>
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 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.

Community Coalition to Address Access to Care in Oneida County

Healthy People Healthy Oneida County-Access to Care

Healthy People Healthy Oneida County (HPHOC), spearheaded by Oneida County Health Department, is a group of community partners dedicated to improving the health of residents and visitors in Oneida County. In 2006, HPHOC identified and created a five year county health improvement plan focusing on four identified health priorities:

1. Access to Care (Primary, Dental, & Mental Health)
2. Alcohol & Other Substance Abuse Use & Addiction
3. Physical Activity/Nutrition
4. Tobacco Use & Exposure
In 2010 Access to Health Care Accomplished the Following:

- Gaps & Trends completed the 2010 Community Survey for Oneida County in the spring of 2010. The survey information will enable the committee to identify gaps and trends in access to care by Oneida County residents. This information will be used in the Oneida County community needs assessment.
- Marshfield Clinic announced that it will be building a dental health clinic in Rhinelander.
Adequate and Appropriate Nutrition

Women, Infants and Children Program (WIC)
The WIC program provides nutritious foods, nutrition education and community referrals to low-income families throughout Oneida County. Positive food and lifestyle choices during these critical times in life can lead to improved birth outcomes as well as improved body and brain development. At WIC we try to provide a safe place for families to come to learn how these positive choices can be incorporated into their daily lives. Here are some statistics from this past year:

- Oneida County WIC program served 1051 participants throughout 2010. These participants include 91 pregnant women, 65 breastfeeding women, 170 non-breastfeeding women, 216 infants, and 510 children.

- $534,519 worth of WIC checks were cashed in Oneida County in 2010. That is $22,099 more than last year.

- The Wisconsin WIC program served 205,988 participants in 2010.

- Wisconsin WIC serves nearly one of every two infants and one of every four children.

The breastfeeding peer counselor program continues to be a service that is provided to our WIC clients. This year our peer counselor counseled:
- 80 pregnant women
- 40 postpartum breastfeeding women
- 124 pregnant women received breastfeeding education in clinic
- 5 breastfeeding mothers received a home visit
- 1 breastfeeding mother received a hospital visit

Below are breastfeeding statistics for 2008-2010.

<table>
<thead>
<tr>
<th>WIC Program Outcome Measures</th>
<th>Oneida County Statistics</th>
<th>State Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2008</td>
<td>2009</td>
</tr>
<tr>
<td>Breastfeeding Incidence</td>
<td>58%</td>
<td>69.5%</td>
</tr>
<tr>
<td>Breastfeeding Incidence (Mom on WIC Prenatally)</td>
<td>58%</td>
<td>69.6%</td>
</tr>
<tr>
<td>Breastfed infants nursed 1+ months</td>
<td>51%</td>
<td>61.5%</td>
</tr>
<tr>
<td>All infants breastfeeding 6+ months</td>
<td>24%</td>
<td>19.7%</td>
</tr>
<tr>
<td>Exclusively Breastfed 3 months</td>
<td>19%</td>
<td>23%</td>
</tr>
<tr>
<td>Exclusively Breastfed 6 months</td>
<td>7%</td>
<td>9.3%</td>
</tr>
</tbody>
</table>

The WIC program improves the dietary intake of pregnant and postpartum women. Participation in WIC lowers the rate of anemia among children ages 6 months to 5 years.
and significantly improves children’s dietary intake of vitamins and nutrients such as iron, vitamin C, vitamin A, thiamine, protein, niacin and vitamin B6.

**WIC Farmer’s Market Nutrition Program (FMNP)**

WIC participants get an extra bonus during the summer months to increase their access to fresh, locally grown fruits and vegetables with Farmers Market Checks. Each family received $15 to spend at Wisconsin Farmers Markets. This not only helps out the WIC families but also helps local farmers sell their produce.

In 2010 a total of 363 families received a $15 voucher to use at Wisconsin Farmers markets for a total value of $5,445. Of the $5,445 available to the WIC clients, $1,971 were redeemed at local farmers markets or farm stands (36% redemption rate).

**Participant Spotlight**

**Local Mother & Daughter Donate Human Milk for Health of Others**

When you have an infant of your own, as a mother, freezing and storing your child-specific-human milk becomes a daily task, to ensure that the child will receive the appropriate nutrients throughout at minimum, their first year of life. In most cases, establishing and creating a great milk-supply becomes a reward to the mother, and a gift to her child.

But what happens if medical circumstances remove the opportunity for establishing a milk supply? What happens when a mother is too ill to human-milk-feed her child who is in dire need of nutrients only found in human milk? Evidence has shown and proved that human milk entails a combination of over 1000 different nutrients including antibodies, growth hormones and factors, anti-viruses, anti-parasites, and enzymes, with formula containing few. Though human-milk is child-specific, it still contains more protective factors for a new baby, even if the milk wasn’t originally produced for them.

Autumn Hein and her mother, Nicole Scherr, worked as a mother-daughter team to establish their milk-supply from the beginning; persevering through demanding growth spurts, family events, etc. Because they worked together during those first crucial 8 weeks, Nicole was able to establish an incredible milk-supply, pumping, and freezing her milk for Miss Autumn’s growing needs. When Nicole realized that she had literally stashed gallons of human-milk, she began to wonder if there was a way to pass her milk on to other babies in need. Through the assistance of Abbey Dall, CLS, she was able to come in contact with the Mothers Milk Bank of North Texas, and become a donor.
Human-milk-banks are gradually being established nationwide with the first being
established in Boston in 1910. Mothers like Nicole, first make the decision to share their
milk, as human-milk banks strictly work upon donations, and then begin the process of
becoming a donor. Upon establishing a relationship with a milk-bank, donors are
screened in a variety of ways to ensure their current health and safety of the milk. When
Nicole called the Mothers Milk Bank of North Texas, and passed her initial telephone
screening that indicated that she was in good health and free from smoking, illegal drug
use and regular alcohol use, she began the next step. When she confirmed that Autumn
was in excellent health and thriving, a packet of information regarding donation was sent
by mail with a request to fill out a health screening, and obtain blood work to rule out
communicable diseases and viruses such as HIV, HTLV, Hepatitis B or C, & Syphilis.
When test results confirmed safety, Nicole was requested to ship her donated milk of at
minimum a 100 ounces of frozen human milk to the milk bank. Nicole shared just under
1000 ounces of human milk, equivalent to just under 7.8 US gallons of human milk.

Upon the milk bank’s receipt of her donated milk, the milk was tested, pasteurized, and
stored in freezers with others’ milk to be used for a variety of medical based matters.
Physicians commonly prescribe human milk for infants who are failure to thrive, pre-
term, critically ill, or experiencing difficulties within consuming artificial products.
Human milk is also used within many other capacities such as research and future
experimental treatments of those who are unable to digest any other food source.

“Donor milk has been used to successfully treat a number of medical conditions in infants
such as velocardiofacial syndrome, very-low-birth weight, and failure to thrive. Donor
milk is often used to ensure optimal outcomes in full term or preterm infants until their
own mother’s milk volume is sufficient to meet their needs. Human milk may also be a
lifesaving therapy for infants and young children with unusual medical conditions.” J
Hum Lact. 20(1):75-77.

The Mothers Milk Bank of North Texas indicates, “Current research clearly indicates that
breastmilk is the optimal feeding choice for all babies and provides complete nutrition
and immunological protection. The benefits of breastmilk are of particular value to the
preterm infant.” According to Dall, “This exemplifies the fact that we should all consider
human milk as normal milk for our children. Evidence indicates that it has many life-
saving capabilities; breastfeeding families, like Nicole & Autumn, are an excellent
example of why we should consider the gift of human-milk to our children and others if
able.”

Reference


Human Lactation; Pages 17:210-215.
**Alcohol and Other Substance Abuse and Addiction**

**Community Committees**

**Healthy People Healthy Oneida County - Alcohol and Other Substance Abuse Use & Addiction**

**2010 END OF YEAR REVIEW:**

1.) **Mentoring Grant/GLIT**
   The Great Lakes Inter-Tribal (GLIT) Mentoring grant received permission to continue it’s funding for an additional 3 months. Carry-over money can be used for educational speakers.
   In January 2010, the Community Perception Survey was put on the UW Extension website and the Oneida County website. Personnel time for this survey to be completed was paid by the GLIT Mentoring Grant. GLIT also used our AODA Coalition member’s time and travel as “in-kind” for their grant requirement.

2.) **Joint Coalition (PAC/OC-AODA)**
   The Joint Coalition (Vilas and Oneida Counties) meets in St. Germain every month. Erica Brewster designed, compiled and disseminated the data for the Oneida and Vilas County’s community perception survey called, “It’s the Norm”. She also worked on the community mapping sub-committee for local statistics and data on alcohol and drug use in our two counties.
   The Joint Coalition was involved in a Regional Planning Conference with Law Enforcement on March 8th. On April 16th, they held a “Build a Healthier Community” event in Lac du Flambeau to create a shared community vision. They currently are reviewing the federal Substance Abuse and Mental Health Services Administration (SAMHSA) “drug free community” grant due in 2011.

3.) **SCHOOL & YOUTH Prevention Activities**
   The Rhinelander Junior High and High School, the Three Lakes High School and the Eagle River High School have all completed the Youth Risk Behavior Survey (YRBS) and they signed a Memorandum of Understanding (MOU) for these schools to share results to aggregate their data for local findings. In April, Lynn Verage reviewed the results of the 2009 YRBS and found out that in Oneida and Vilas Counties there is an increase in marijuana use and binge drinking in teens.
   Youth Prevention activities include the continuation of the TEEN Court, now in three school systems. They are looking for sanction programs to enroll offenders. Some of these programs include the LAST CHANCE project by Ann Meyers that looks at shoplifting behavior & the Teen Tobacco Cessation program by Nikki Kostrova at the Oneida County Health Department. Jaye Bessa at the Rhinelander school district is writing for a mental health grant which includes AODA & substance abuse issues.
The Oneida County AODA Coalition purchased *Substance Abuse & Brain Development* videos to create a lending library for Coalition members in 2010.

4.) **Under Age Drinking (UAD)/ Parents Who Host (PWH)**

The Oneida County AODA Coalition was successful in their efforts to engage the Law Enforcement officers in the PWH campaign this year. Jeremy McClain offered the Oneida County Sheriff’s department extra funds to employ additional surveillance in the Three Lakes and Rhinelander areas during graduation times and Memorial Day events. The Minocqua police department provided “party patrols” during the Lakeland Union High School prom and graduation activities. Jim Winkler and Jim St. Charles provided press releases for the Parents Who Host campaign. Melissa Werner again, distributed posters and banners in the Three Lakes area. The Oneida County District Attorney sent a letter to all parents who had children graduating from Rhinelander High School to be aware of the legal consequences of providing alcohol to minors.

5.) **Prescription Drug Abuse**

The Oneida County AODA Coalition participated in the promotion of the Sept. 25 DROP OFF event at the Rhinelander Police Department. On October 18th, Yvette Hittle represented the AODA Coalition at the 35th Assembly Candidate Forum that discussed concerns for the increase of youth access to alcohol and other drugs. In November two concerned parents attended the Oneida County AODA Coalition meeting to discuss their concerns of the “new synthetic marijuana”, or K2, they found a student on a bus in Hazelhurst was offering to other students. Because of their concerns, John Potters was able to take a resolution to the Oneida County Board to encourage townships and cities to create ordinances to prohibit the sale of K2 in Oneida County. Many townships did just that, including Rhinelander with the help of Police Chief Mike Steffes. It is expected that this issue will become a state legislative bill in 2011. Marshfield Clinic is creating a TASKFORCE to look at Rx Drug Abuse in 2011.

6.) **RECOVERY**

Adolescent Treatment Coordinator at the Bureau of Prevention WDHS presented a *Parents Advocacy Dinner* on January 19th to discuss ways parents can become involved in alcohol and drug prevention activities. Providing alcohol free events in the community is one way to show support to people in recovery.

On February 6th, the Koinonia Treatment Alumni put on the *Frozen Freak Leap* event at Hodag Park. This group also helped distribute PWH materials in the community. They are also printing a weekly newspaper column in the North Star Journal called, “Recovery Works”. On Sept. 18th they also held their annual picnic at Pioneer Park in Rhinelander and raised money for the homeless shelter.

Yvette Hittle is conducting the new *Youth NA Recovery Program* for youth ages 15-21 now available at the Riverside Clinic. Jeff Knudson is coordinating the *Truancy Taskforce* that is looking at prevention activities for at-risk youth.
On October 15th the Alliance for Recovery Advocates (ARA) addressed the issue of the lack of alternative housing for recovering addicts.

7.) Northwoods Coalition/ SPF SIG / Marshfield
Oneida County AODA coalition representatives attended many of the Northwoods Coalition Strategic Planning activities. A logic model was designed to establish a Parent Network in three communities in Oneida County. The Northwoods Coalition provided training opportunities at Ft. McCoy on March 25 & 26th and in Antigo on November 18th. The Coalition is now dividing the northern groups into “regions” with the Northern Region being: Oneida, Langlade, Forest, Vilas, Iron and Shawano Counties including the Native American tribes in that region. Minocqua is looking at hiring three Americorp volunteers to write the next drug free community grant. The OCHD-AODA coalition members were also able to attend the National Leadership Forum in Washington DC on February 8-12th, 2010. Also in February, we received $500.00 SAMSHA funds to provide Town Hall meetings with to increase awareness of teenage alcohol use.
Environmental and Occupational Health Hazards

Sanitarian Program

The Sanitarian Program is part of the Environmental and Occupational Health Hazards section of the health department. In 2010, the program had over 1,112 licensed facilities in its jurisdiction that varied from special-events to food service operations in private and public schools.

Program Highlights

Achievement Awards. The award program was created in 2007 to recognize the superior work of establishments that serve the public in areas regarding health and safety issues. In this third year of the awards program, there were four recipients of this award: Special Recognition Award: Jake’s Tat-2-ing, and the Initiative Awards went to Crescent Lake Bible Camp (Rec-Ed Camp), Nativity of Our Lord Catholic School South (food service), Moondance Bar and Grill (food service).

Presentations. The department gave two food-safety presentations to the Nicolet College Culinary Arts Program students, and to the employees of Paul Bunyon’s Cook Shanty restaurant in Minocqua. Approximately 30 employees attended the presentation. Four presentations are planned for 2011, including a presentation on bed bugs to area lodging operators.

Committees. Staff sanitarians provided monthly updates to the Board of Health. The focus of the updates was on monthly complaints, and other important issues, such as the future of on line inspection reporting.

2010 Sanitarian Program-Summary Data

Full-time staff in the sanitarian program included two state-registered sanitarians and one sanitarian technician that inspect and administer programs in seven areas, for four different State agencies:

1. Food Safety (restaurants, grocery stores, schools, special events)
2. Water Quality (water sources serving dozens of people per day)
3. Children and Youth Camps (including campgrounds)
4. Lodging (hotels, motels, tourist rooming houses, bed and breakfasts)
5. Water Attractions (public swimming pools, hot tubs, water slides)
6. Body Art (tattoo and body piercing)
7. Manufactured Home Communities (mobile home parks)

Food Safety

The food safety program involves restaurants and retail food. Like other programs administered by the department, the number of licensed facilities is constantly changing as establishments open and close. However, at the end of 2010 there were 100 licensed retail food establishments and 284 licensed restaurants.
The high priority food facilities are the large retail stores (Trig's), Youth Camps, and school food programs. Each school food program is inspected two times per year. School inspections are done at the request of the Department of Public Instruction (DPI). The State of Wisconsin is considered to be one of the more progressive states for inspecting school food programs.

Food Safety Activity

The department continues to inspect a large number of temporary food facilities at special events such as the Hodag Country Festival, Oneida County Fair, Nokomis Fall Ride, Three Lakes Block Party, and Minocqua's Beef-A-Rama.

establishments and telephone contacts to ensure proper deposition of recalled food.

Water Quality

Oneida County is an agent for the Department of Natural Resources Transient, Non-Community (TN) water system program. Oneida County annually collects water samples from approximately 300 TN facilities. A TN facility has the potential to serve 25 or more people per day for at least 60 days in a 12-month period. Examples of TN systems are campgrounds, restaurants, and youth camps that have private wells.

Water quality test results for bacteria and nitrates that exceed DNR standards require the department to collect additional samples, suggest corrective actions and issue enforcement letters and notices.

Campgrounds

The campground program is divided into three sections consisting of recreational/educational (youth) camps, special-event campgrounds and campgrounds.

Thoroughly inspecting recreational/educational camps is one of the department’s top priorities during the summer months, due to the large number of youths that attend the 16 camps. No other county in Wisconsin has a greater land area
devoted to recreational/educational camps than Oneida County. Oneida County's 16 camps are second only to the 24 camps in Walworth County. In 2010, approximately 22 inspections (includes pre-inspections, re-inspections and consults) and 6 special event campgrounds were inspected.

**Lodging**

Oneida County had 292 lodging facilities at the end of 2010, which are classified as hotels, motels, tourist rooming houses or bed and breakfasts. Of the 292 lodging facilities, there are approximately 161 tourist rooming houses. A tourist rooming house is typically a house on a lake that rents to tourists. It is estimated there are at least double that number of unlicensed TRH’s. The health department does not have the resources available to research these facilities, except when a complaint is received.

![Lodging Inspections Graph](image)

**Water attractions**

In 2010, there were 42 licensed water attractions, such as swimming pools, wading pools, whirlpools, water slides and therapy pools.

By July 1, 2011, all public pool facilities must comply with the Federal Virginia Graeme Baker Act (VGB Act). Facilities that do not comply with the VGB Act will be closed by the Department. The Department has worked closely with the pool operators to ensure all necessary final compliance documents have been received. In 2010, approximately 52 water attractions were inspected.

**Body Art**

The body art program consisted of five permanent facilities and several at special events. Body art facilities engage in tattooing, body-piercing, and permanent make-up. In 2010, approximately 77 inspections were done, 2 of which were done at temporary events. 2 complaints were received and 2 enforcement actions were taken.

**Manufactured Home Communities**

There were 24 licensed, manufactured home communities in Oneida County in 2010. Manufactured home communities were formerly referred to as mobile home parks. Oneida County is an agent for the Wisconsin Department of Commerce for this program. In 2010, 22 inspections of manufactured home communities were completed.
**Lead Program**

There is no safe level of lead in the human body; even very low levels of lead exposure can cause permanent brain damage and negatively affect health throughout the child’s life, especially those between 6 months and 6 years of age. Lead poisoning often occurs with no obvious symptoms and it frequently goes unrecognized until it is too late and damage has been done. Most symptoms such as speech, language, behavioral problems, and learning disabilities would not be recognized until school age and at that point the damage may be irreversible. Many lead hazards still exist in homes and the environment, including paint, vinyl mini-blinds, chalk, candlewicks and others. Lead hazards are commonly present during painting and remodeling of pre-1978 housing.

The only way to know if a child is lead poisoned is to have the child tested. Lead testing can be done at the Oneida County Health Department or at the child’s local provider’s office. Those children who are enrolled in the supplemental food program for Women, Infants and Children (WIC) at Oneida County Health Department are tested at age one, two and three to five years of age if not previously tested. (WIC only services children to the age of five).

The Centers for Disease Control and Prevention defines lead poisoning as a venous blood lead level of 10 or greater. In Oneida County, children with a lead level of 10 or greater are provided with follow-up and consultation by a Public Health Nurse. Follow-up may include phone calls, home visits, consultation with the primary health care provider and a home lead risk assessment by the State of Wisconsin Environmental Health Specialist. The ultimate goal is to reduce environmental lead exposure and lead poisoning. Two children were lead poisoned in Oneida County in 2010.

**Wisconsin’s new Lead-Safe Renovation Rule, DHS 163**

The law went into effect April 22, 2010. The law requires that contractors performing renovations, repair & painting projects that disturb more than six square feet of paint in a dwelling built prior to 1978 must be certified and trained to follow specific work practices to prevent lead contamination.

For more information contact your local health department or go on the DHS website and click on lead information.
Radon Testing Program

Radon is the number one cause of lung cancer among non-smokers, according to EPA estimates. Overall, radon is the second leading cause of lung cancer. Radon is responsible for about 21,000 lung cancer deaths every year. About 2,900 of these deaths occur among people who have never smoked.

Radon test kits are made available through Oneida County Health Department in cooperation with the NorthCentral Wisconsin Radon Information Center at Marathon County Health Department. Test results are mailed directly to participants. The Radon Testing Program promotes radon testing and provides kits for home testing. The Oneida County Health Department follows up on all tests that measure >4.0 pCu/L. Referrals are made to NorthCentral Radon Information Center when radon remediation assistance is needed. In 2010, approximately 82 kits radon test kits were sold or given away. Of these tests, approximately 55 were submitted for testing and 28 had results >4.0pCu/L. 2010 was the first time in several years that Oneida County was not awarded a grant for Radon testing, hence the drastic decrease in the number of tests distributed in Oneida County.

Health Hazard Complaints Program

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.

<table>
<thead>
<tr>
<th>Health Hazard Investigations</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Quality</td>
<td>1</td>
<td>8</td>
<td>0</td>
<td>2</td>
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</tr>
<tr>
<td>Mold</td>
<td>8</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>7</td>
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<td>Hazardous Material</td>
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<tr>
<td>Lead Hazards</td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Air Quality</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>7</td>
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<tr>
<td>Sewage</td>
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<td>Solid Waste/Garbage</td>
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<td>9</td>
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<td>Dilapidated Structure</td>
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<td>Junkyard</td>
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<td>1</td>
<td>1</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>36</strong></td>
<td><strong>32</strong></td>
<td><strong>32</strong></td>
<td><strong>23</strong></td>
<td><strong>33</strong></td>
</tr>
</tbody>
</table>
If an owner does not comply with removal of the hazard, a citation may be issued. In 2010, approximately 33 health hazard complaints were investigated.

**Water Testing Program**
The Oneida County Health Department promotes annual well water testing for all homeowners and renters. Well water testing is made available free to families with pregnant women and infants who are low-income. Well water test kits and information from several laboratories are available for families that do not qualify for low-income assistance. There are many options—dependent on which particulates they wish to test. Prices vary accordingly. In addition to private homeowners and renters, realtors frequently purchase well-water test kits for Real Estate transactions and Group Homes to comply with State regulations.

When unsafe water test results are reported they are referred to the DNR office where their staff assist people in decontaminating their well if needed. The DNR provides investigation of groundwater problems. In 2010, a total of 166 water testing kits were distributed to clients. Approximately 72 of the kits were returned for testing.

**Rabies Prevention Program**
The Rabies Prevention Program provides surveillance of rabies, education regarding rabies prevention, follow-up on reported animal bites, quarantine orders and referral for treatment. Specimen collection and testing is also coordinated through this program.

<table>
<thead>
<tr>
<th>Animal</th>
<th>2005</th>
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<th>2009</th>
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<td>11</td>
<td>31</td>
<td>8</td>
<td>24</td>
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<td>Cats</td>
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<td>1</td>
<td>4</td>
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<tr>
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<td>1</td>
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</tr>
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<td><strong>13</strong></td>
<td><strong>46</strong></td>
<td><strong>13</strong></td>
<td><strong>37</strong></td>
<td><strong>69</strong></td>
</tr>
</tbody>
</table>
Communicable Disease Follow-Up in Oneida County

**Tuberculosis Control Program**

From 1997-2009, the Wisconsin caseload for active Tuberculosis (TB) disease has decreased from 130 to less than 100 cases. However, these cases have proven very difficult to treat due to a variety of factors that includes the treatment of multiple-drug resistant TB disease. Unfortunately and contrary to public awareness, neither tuberculosis infection nor disease has been eliminated in Oneida County. Since 2003, there has been an average of one active case every other year in Oneida County. While most TB infections don’t progress to the communicable disease, or active state, the risk exists for such progression when an infected person’s immune system becomes weak either due to another health condition or to aging.

In 2010, the Oneida County Health Department gave 411 TB skin tests. Of these, two measured greater than 5mm. The individuals with positive skin tests were referred to their primary health care providers for evaluation and treatment if medically indicated.

Early detection of tuberculosis infection and public education to reduce risks of becoming infected are the two main public health tools utilized. TB skin tests are used to screen individuals in certain targeted groups to determine if further testing is indicated to identify and treat infection. Treatment of such infection to prevent disease is important not only to the person with infection, but to the public health of the community in which he/she lives.

Working with the individual’s health care provider and the client, the Health Department can obtain the prescribed medication from the Wisconsin Tuberculosis program at no direct cost to the patient or to the Health Department. This service includes a public health nurse providing on-going education and health monitoring of the client throughout the nine month course of therapy. It is available for anyone in Oneida County regardless of where their initial skin test was done. Three people were on the TB drug program in Oneida County in 2010.

**Communicable Disease**

Communicable diseases are tracked through a channel of communications at the local, state and regional levels between public health, private physicians, hospitals, and labs. This communication channel allows for prompt investigation of possible outbreaks and unusual situations, and to implement control measures to minimize further transmission of disease to others.

In 2010, the health department went “paperless” and started using the state WEDDS reporting system for communicable diseases. The health department worked to get many local infection control providers on board with the new system of reporting as well.
In 2010, Oneida County Health Department received 376 reports of communicable diseases. All reports receive follow-up from a public health nurse to protect the health of Oneida County residents. (See chart for disease specific information).

In September of 2010, Oneida County experienced an outbreak of Pertussis (whooping cough). The health department was first notified of the illness when a healthcare provider tested positive for the disease. Through contact investigation the outbreak was traced back to a soccer tournament in the Southern part of Wisconsin.

This outbreak involved notifying contacts of the healthcare worker and contacts of school age children who were also confirmed cases. Approximately 228 contacts of the healthcare worker were notified of exposure and approximately 191 contacts of school age children were notified of exposure.

Of those notified, approximately 94 had symptoms. Testing, treatment, and isolation were recommended until antibiotics had been taken for 5 days. Approximately 114 of those notified had no symptoms and due to their close contact it was recommended that they only receive antibiotics prophylactically.

The best way to prevent Pertussis infection is to make sure your children are up-to-date on their vaccinations. Children should get 5 doses of DTap before they go to Kindergarten and a booster dose of Tdap is required per school immunization law at age 12. Adults who have not had the Tdap booster should contact their healthcare provider or local health department.
In December of 2010, there was an outbreak of Norovirus at a local food establishment. Approximately 5 people became ill. Through stool sampling Norovirus was identified as the pathogen.

**Blood Borne Pathogen Training**

Education on blood borne pathogens is our most frequently requested education topic by area businesses. Employees are instructed on the importance of hand washing and personal protective measures during emergency situations. Approximately four trainings were done by public health nurses at area business sites.

**Immunization Program**

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

The Immunization Program promotes and provides adult and childhood vaccinations, promotes childhood immunization tracking systems in primary care settings, and assures that immunizations are a part of health promotion services in primary care systems. In addition to administering vaccines in the office, immunization services are offered monthly in Minocqua and Three Lakes.

In September the Oneida County Health Department cosponsored a local Immunization Update with speakers from the CDC in Atlanta, University of Wisconsin Medical School and the Wisconsin Immunization Program. The program was attended by about 100 nurses, physicians and medical assistants.

<table>
<thead>
<tr>
<th>Vaccine</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>DTP/DtAP</td>
<td>71</td>
<td>76</td>
<td>61</td>
<td>53</td>
<td>48</td>
</tr>
<tr>
<td>IPV</td>
<td>66</td>
<td>66</td>
<td>66</td>
<td>33</td>
<td>36</td>
</tr>
<tr>
<td>Tetanus</td>
<td>62</td>
<td>17</td>
<td>9</td>
<td>9</td>
<td>18</td>
</tr>
<tr>
<td>MMR</td>
<td>87</td>
<td>89</td>
<td>97</td>
<td>77</td>
<td>90</td>
</tr>
<tr>
<td>Hepatitis A (Adult)</td>
<td>37</td>
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<tr>
<td>Hepatitis A (Pediatric)</td>
<td>19</td>
<td>34</td>
<td>45</td>
<td>48</td>
<td>39</td>
</tr>
<tr>
<td>Hep B-IPV-DtA (Pediari)</td>
<td>36</td>
<td>45</td>
<td>37</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>DTap, Hib, IPV (Pentacel)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>23</td>
<td>22</td>
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<tr>
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<td>48</td>
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<tr>
<td>Hepatitis B (Pediatric)</td>
<td>17</td>
<td>13</td>
<td>19</td>
<td>21</td>
<td>34</td>
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<tr>
<td>Hepatitis B (Adult)</td>
<td>81</td>
<td>123</td>
<td>96</td>
<td>83</td>
<td>50</td>
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<tr>
<td>Varicella</td>
<td>50</td>
<td>186</td>
<td>320</td>
<td>279</td>
<td>241</td>
</tr>
<tr>
<td>Prevnar</td>
<td>60</td>
<td>61</td>
<td>59</td>
<td>53</td>
<td>77</td>
</tr>
<tr>
<td>Influenza</td>
<td>3981</td>
<td>5102</td>
<td>3908</td>
<td>4057</td>
<td>3525</td>
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<tr>
<td>Influenza A H1N1</td>
<td>104</td>
<td>98</td>
<td>102</td>
<td>3015</td>
<td>833</td>
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<tr>
<td>Pneumonia</td>
<td>95</td>
<td>155</td>
<td>93</td>
<td>18</td>
<td>13</td>
</tr>
<tr>
<td>Tetanus-Diphtheria-Acellular Pertussis (Tdap)</td>
<td>138</td>
<td>186</td>
<td>491</td>
<td>457</td>
<td>417</td>
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<tr>
<td>Menactra</td>
<td>60</td>
<td>148</td>
<td>217</td>
<td>102</td>
<td>111</td>
</tr>
<tr>
<td>Rotavirus</td>
<td>2</td>
<td>19</td>
<td>17</td>
<td>21</td>
<td>11</td>
</tr>
<tr>
<td>Gardasil</td>
<td>-</td>
<td>161</td>
<td>285</td>
<td>138</td>
<td>86</td>
</tr>
<tr>
<td>Zostavax</td>
<td>-</td>
<td>-</td>
<td>55</td>
<td>59</td>
<td>45</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>5014</td>
<td>6657</td>
<td>6038</td>
<td>8612</td>
<td>5759</td>
</tr>
</tbody>
</table>
The health department is seeing a troubling trend of parents refusing to vaccinate their children, and is concerned about the risk of infections this poses to their children and to our whole community. The Health Department collaborates with local providers to educate the public on the risks of inadequate vaccine coverage.

**Immunization Outreach**

Oneida County Health Department tracks and recalls children who are behind with immunizations; coordinates services with other agencies that provide immunizations; establishes partnerships with public and private providers to encourage the use of the Wisconsin Immunization Registry (WIR); provides in-service training on immunizations, and assesses the immunization histories of children receiving immunizations from the Oneida County Health Department.

The Health Department uses the Wisconsin Immunization Registry to track and remind clients of their immunization status. There is excellent coordination between the WIC program and other providers to ensure that immunization records are kept current.

**School Services**

Oneida County nurses provide immunization assessment, health promotion and screening services as requested for schools in Oneida County.

The Wisconsin Student Immunization Law requires adolescent doses of Tdap and Varicella. Oneida County staff worked with schools throughout the county to provide in-school immunizations to approximately 250 students.

During the summer the Oneida County Health Department partnered with local clinics in Rhinelander and Minocqua to provide immunizations to 65 students during their WIAA physicals. This was also an excellent opportunity to meet with parents and review their child’s immunization status. Oneida County public health nurses provide immunization assessment, health promotion and screening services as requested for schools in Oneida County.

In 2010, the compliance rate for the five Oneida County schools was almost 96.5%. The State goal is 100%.
Public Health Preparedness

Oneida County is prepared to respond to all emergencies with a detailed plan of action and a system of communication with community responders. This response includes detecting disease outbreaks; investigating to determine what the risks are to the public and who may have been exposed; informing the public and professionals of the specific disease threats and how to protect themselves and others; managing infected persons; isolating or quarantining affected individuals as appropriate; providing medications or vaccinations to people at risk in the population.

2010 Accomplishments:

Since 2001, Local Public Health Agencies have received Public Health Emergency Preparedness (PHEP) grant funding to prepare agencies and communities for public health emergencies. In 2010 agencies also received Public Health Emergency Response (PHER) funding to respond to the Novel Influenza A H1N1 Pandemic.

Planning

- Completed SNS TAR Assessment
- Updated the “Reportable Diseases and Conditions Notice”
- Continued school surveillance program
- Updates included:
  - Updated list of public health statutes and administrative rules and federal laws
  - Updated ICS forms
  - New health care provider alert template
  - Updated Hepatitis A Manual
  - Updated Wisconsin State Lab of Hygiene Manual
  - Updated language in the mass clinic plan to meet the CDC requirements in the SNS-TAR tool
  - Translated fact sheets
  - Updated mass clinic signs (based on H1N1 clinics)
  - Medication information for screeners (based on exercise feedback)
  - Updated Environmental Health Protocol
  - Updated satellite telephone list

Exercising/Real Event

- After Action Report (AAR) template for H1N1 Mass Clinic
- Conducted a debriefing of H1N1 response and created a regional After Action Report
- Developed the Incident Action Plan (IAP) component of the performance measures drill
- Exercised 14 Performance Measures
- Accreditation review

Competency/Training

- Competency assessment and training plan for all staff
- Trainings provided by the Northwoods Consortia:
  - Developed and distributed train-the-trainer materials for Public Health Legal Authority (Basic level)
  - Overview of AVR
At-Risk Populations

- Met with local partners and developed at-risk plan for Oneida County
**HIV/AIDS Testing Program**

The HIV/AIDS Testing Program provides confidential and anonymous testing and counseling. The Oneida County Health Department is one of six anonymous HIV testing sites in northern Wisconsin. The Health Department also provides HIV/AIDS education and testing to high-risk populations (e.g. Koinonia Residential Treatment Center). If an anonymous client tests positive to the HIV antibody, the client would be encouraged to have a confidential name-associated test, so proper medical follow-up and care is assured. Testing is offered through the Reproductive Health Clinic to anyone requesting a test.

Confidential testing numbers continue to increase. When the HIV testing program began, individuals were hesitant to have their names associated with a test. Historically, the majority of our clients requested anonymous testing. HIV awareness is now more widespread and people are more comfortable being tested with a name associated test. In 2010, the Oneida County Health Department began offering Rapid HIV testing. Rapid HIV testing involves a finger stick to collect a blood sample and within 20 minutes a result can be obtained.

**Sexually Transmitted Disease Program**

State statutes mandate county health departments to provide sexually transmitted disease follow-up, to assure that contacts receive screening and treatment, and to collaborate with area health care providers on surveillance and follow-up.

In 2010, the Oneida County Reproductive Clinic participated in a Chlamydia study to determine effective screening criteria. Due to this study approximately 24 of the 51 cases of Chlamydia were detected through the screening process of the Reproductive Health Clinic.

<table>
<thead>
<tr>
<th>Disease</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gonorrhea</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Chlamydia</td>
<td>56</td>
<td>32</td>
<td>29</td>
<td>37</td>
<td>60</td>
<td>51</td>
</tr>
<tr>
<td>Genital Herpes</td>
<td>25</td>
<td>17</td>
<td>17</td>
<td>6*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>HIV</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Syphilis</td>
<td>1</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>82</td>
<td>55</td>
<td>48</td>
<td>46</td>
<td>60</td>
<td>52</td>
</tr>
</tbody>
</table>

*First outbreak of genital herpes no longer reportable in 2008.
Intentional and Unintentional Injuries and Violence

Child Injury Prevention
Four out of five children are not properly restrained in appropriate child safety seats or safety belt systems. Dawn Van Den Heuvel, RN and Charlotte Ahrens, RN are the only certified Child Passenger Safety Technicians in Oneida County. They instruct parents and caregivers on the proper use of child safety seats and check for correct installation. Last year 35 caregivers were instructed on proper car seat installation at Oneida County Health Department. Two car seat events were held in Rhinelander at Aspirus Rhinelander Clinic. One event was held on Wednesday July 14, 2010, and a second car seat check event was held September 20, 2010. At these two car seat events 36 car seats were checked by car seat technicians from Oneida, Forest and Langlade counties and 12 booster seats were given away through the Safe Kids organization out of Wausau. A donation from the Rhinelander Kiwanis allowed us to provide a partial rebate to 7 low income children in need of car seats. An appointment is required for a car seat inspection and instruction on proper installation.

<table>
<thead>
<tr>
<th>Child Safety Instruction</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspection &amp; demonstration</td>
<td>53</td>
<td>48</td>
<td>85</td>
<td>40</td>
<td>25</td>
<td>35</td>
</tr>
</tbody>
</table>

Crib Safety
To reduce the risk of SIDS and accidental suffocation, the American Academy of Pediatrics, and the Consumer Products Safety Commission recommend that infants sleep on their backs on a firm mattress in a safety-approved crib, with no soft bedding or comforters, with no exposure to cigarette smoke, and with a room temperature that is comfortable to adults. Unfortunately, not all Oneida County families can afford to provide a safe place for their infant to sleep. In 2008 the Health Department used money donated by the Rhinelander Kiwanis to purchase combination bassinettes/play pen (called a Pack and Play) that provide a safe sleep bed for infants. Policies and procedures were developed to provide the necessary information to families. Six cribs were given out in 2010.
Community Options Program
The Community Options Program (COP) is a statewide program in which eligible persons who are unable to independently meet all of their own needs receive some financial assistance. This assistance is used to pay for services they need in order to continue to live in the community rather than in institutional care facilities. The Oneida County Social Services Department is the lead agency for the program. By contractual arrangement with the Health Department, a public health nurse performs the health and safety needs assessment for referred individuals. In 2010, the Oneida County Health Department completed 51 assessments for the community options program.
Community Health Improvement Plan

Healthy People Healthy Oneida County (HPHOC), spearheaded by Oneida County Health Department, is a group of community partners dedicated to improving the health of residents and visitors in Oneida County. In 2006, HPHOC identified and created a five year county health improvement plan focusing on four identified health priorities:

- Access to Care (Primary, Dental & Mental)
- Alcohol & Other Substance Abuse Use & Addiction
- Physical Activity & Nutrition
- Tobacco Use & Exposure

Strategies were developed to address each health priority in Oneida County. Interested community members came forward and committees were formed to address the identified priorities.

Successes in 2010 include:

- Coordinated a mental health public awareness campaign which included: 4 mental health anti-stigma articles written and published in local newspapers (one article by a Three Lakes High School student); support of “Eliminate Mental Illness Stigma (EMIS)” wearable pins and numerous “Through Our Eyes-Lived Experience” presentations by presenter Missy Zoephel and daughter reaching 1060 high school students and senior center participants; completion of the Oneida County Public Health Mental Health resource and information webpages; promoted radio public service announcements on teen mental health issues done by Doug Nelson’s students at Rhinelander High School (RHS) and Dr. Rick Immler; and ongoing support for students interested in mental health anti-stigma/personal support groups at RHS, Northland Pines High School, and Three Lakes High School.

- Ongoing support and attendance at Coordinated Service Team (CST) committee meetings to assure the continued infrastructure needed for wrap-around care for adolescents and their families in the community. Various community agencies, law enforcement, school districts, healthcare providers, and county/regional offices and agencies are involved. Collaborated with Department of Social Services and Family Partners to provide a “Trauma Informed Care” workshop for professionals by Elizabeth Hudson on August 25, 2010.

- Continued agency collaboration and sponsorship of three gatekeeper trainers in Suicide Prevention or Question, Persuade, Refer (QPR) Training: Tracy Bellman of The Human Service Center, Sue Dervetski of Family Partners, and Jessica Schiek of Ministry Behavioral Health. A total of 106 people have been trained in QPR at various treatment centers and community agencies.
• Worked collaboratively and supported other agency mental health promotions such as: Birth to 8 Council’s “May is Children’s Mental Health Month” calendars and fact sheets, and the upcoming Brain Insights Training on February 14, 2011. Collaborated with the School District of Rhinelander and Doug Nelson’s psychology classes for their Mental Health Fair Day May 11, 2010 by helping support dynamic speaker, Pete Fiegal.
Breastfeeding Program
The goals of the Breastfeeding Program are to increase the number of Oneida County mothers who initiate breastfeeding, and to increase the duration, or length of time they breastfeed their infants. In 2004 a strategic plan was developed for Oneida County. Work continued on the objectives for our breastfeeding strategic plan. (Also see breastfeeding activities under WIC program in the Adequate and Appropriate Nutrition Section.) The WIC program works with the Northwoods Breastfeeding Coalition to increase the number of women on WIC that breastfeed, as well as, increase the number of women in Oneida County that breastfeed.

The County breastfeeding program continues to provide:
- Parents with individual appointments to counsel and support them with breastfeeding
- Community promotion of breastfeeding
- Technical assistance to worksites interested in supporting their breastfeeding employees
- Maintain a lending library of videos and books open to all residents
- Breast pump distribution program

Northwoods Breastfeeding Coalition
The Northwoods Breastfeeding Coalition received a grant in 2010 with the ultimate goal of decreasing obesity by increasing breastfeeding initiation, duration and exclusivity. The main objectives of the grant include:

1. St. Mary’s Hospital and Howard Young Medical Center will adopt their own evidenced-based breastfeeding policy by December 31, 2011.
2. St. Mary’s Hospital and Howard Young Medical Center will have each developed a plan to implement their own evidenced-based breastfeeding policy by December 31, 2011.
3. The Northwoods Breastfeeding Coalition will launch a media advocacy plan by December 31, 2011.

The coalition is working hard to accomplish these goals by the end of 2011.

In 2010, the Northwoods Coalition celebrated along with the State of Wisconsin for the passing of legislation supporting breastfeeding. State Statute 253.16, right to breastfeed in public, was passed in March of 2010:

“A mother may breastfeed her child in any public or private location where the mother and child are otherwise authorized to be. In such a location, no person may prohibit a mother from breastfeeding her child, direct a mother to move to another location to breastfeed her child,
direct a mother to cover her child or breast while breastfeeding, or otherwise restrict a mother from breastfeeding.”

The Patient Protection and Affordable Care Act was passed in March of 2010 which included a requirement for employers to provide reasonable break time and a place other than a bathroom for working mothers to pump breast milk. Members of the Northwoods coalition are working with local businesses in the area to set up their businesses to comply with this law and provide this support for working, breastfeeding mothers and families.

The Northwoods Breastfeeding coalition is very excited about these changes in legislature. Coalition members continue to advocate for breastfeeding moms and families in Oneida, Vilas and Forest counties.

Oneida County Health Department Programs

Biking and Walking Trails Council:

Public health’s role in promoting a healthy community through the Healthy People Healthy Oneida County Initiative continues to be instrumental in the Biking and Walking Trails Council’s continued mission. The accessibility and availability of biking and walking trails, sidewalks, and bike lanes provides opportunity for increased physical activity. Increased physical activity decreases obesity, cardiovascular disease, and hypertension. At least 10 trails are currently available for hiking, biking, skiing, and bird watching.

Current council-supported trails include the Rhinelander Lincoln Street pathway. The construction of this pathway may begin in the spring of 2011. The trails council continues to work with the Rhinelander Area Silent Trails Association (RASTA) to develop additional biking, skiing, hiking, and snowshoe trails at the Washburn trail system. The Washburn Trail warming shelter has been completed. The Washburn Trail system will soon be the preferred destination for skiers and off-road cyclists in Oneida County, and elsewhere. Projects like these provide obvious health benefits, increased tourism, and other economic benefits.
The Health Department works with the trails council on fundraising activities. Last year, the trails council donated two bike racks at the new downtown Rhinelander Green Space. The bike racks were ordered through Bikes-N-Boards, a local bike store, and set in place by Blackwell Job Corps.

Awareness and educational presentations continue to be offered by the trails council to gain support for increasing the accessibility of trails in Oneida County.

Healthy People Healthy Oneida County-Nutrition and Physical Activity
Healthy People Healthy Oneida County (HPHOC), spearheaded by Oneida County Health Department, is a group of community partners dedicated to improving the health of residents and visitors in Oneida County. In 2006, HPHOC identified and created a five year county health improvement plan focusing on four identified health priorities:

5. Access to Care (Primary, Dental, & Mental Health)
6. Alcohol & Other Substance Abuse Use & Addiction
7. Physical Activity/Nutrition
8. Tobacco Use & Exposure

Achievements in 2010:
- The Oneida County 4th Grade Nutrition & Fitness Challenge was completed with approximately 135 student participants. This year all 4th grade homeschoolers were included as well.

- “Get Moving Oneida County”, a detailed list of free or low cost physical activity opportunities in Oneida County, was updated and distributed with the help of the Rhinelander Chamber of Commerce, the Three Lakes Information Bureau and the Minocqua-Arbor Vitae- Woodruff Area Chamber of Commerce.

- Fifth grade students in Oneida County participated in the “Bicycling is fun ..and Healthy Too!” poster contest by Saris Cycling Group.
Social and Economic Factors That Influence Health

Community Health Improvement Plan
In the spring of 2006 a steering committee was identified to look at the health of Oneida County using the framework of the State of Wisconsin’s Health Plan. The group reviewed data focused on 11 Health Priorities that significantly impact health conditions.

The steering committee accumulated local data to add to the priorities and in April, a Community Needs Assessment Team, made up of a wide sector of community members, reviewed the health conditions, identified local strengths and “the needed improvements” of the community. After reviewing that data, the team identified the top four priorities to focus on for the 2007 - 2011 health plan.

These health priorities are:
- Access to Health Care
- Tobacco Use and Exposure
- Alcohol and Other Substance Abuse and Addiction
- Nutrition/Physical Activity

Work groups were formed with a broad representation of Oneida County community members to develop the Healthy People Healthy Oneida County Community Health Plan.

Strategies were developed to address each health priority in Oneida County. Interested community members came forward and committees were formed to address the identified priorities.

To view the entire Healthy People Healthy Oneida County Community Health Improvement Plan for 2007-2011 visit [http://www.oneidacountypublichealth.org](http://www.oneidacountypublichealth.org) or you can request a copy by calling Oneida County Health Department at 369-6111 or email the Health Department at ochd@co.oneida.wi.us.

Successes in 2010 include:

Access to Health Care
- Gaps & Trends completed the 2010 Community Survey for distribution in Oneida County in the spring of 2010. The survey information will enable the committee to identify gaps and trends in access to care by Oneida County residents.
- A Key Informants Survey was developed and distributed to community leaders to gain information for possible trends or gaps in the present access to care in Oneida County.
• Developed and coordinated a mental health public awareness campaign which included: 4 anti-stigma articles written and published in regional newspapers; collaborated with Rhinelander Birth to 8 Council to distribute May Children’s Mental Health Month Calendars and Fact Sheet; funded and supported “Eliminate Mental Illness Stigma (EMIS)” wearable pins and “Through our Eyes- Lived Experience” presentations by Mental Health Inter-Agency Council (MHIAC) presenter Missy Zophonel and daughter- presentations of ½ to 2-plus hours at a conference, 4 schools and 1 Senior Center reaching 1060 people.

• Andrea Stefonek spoke to various agencies about the Mental Health Inter-agency Council (MHIAC) and to promote Oneida County Coordinated Service Team (CST) involvement.

• Completion of Oneida County Health Department Mental Health resource and information web pages.

• Collaborated with School District of Rhinelander to help fund presenter, Pete Feigal, for Mental Health Fair Day May 11th, with Doug Nelson’s Psychology Classes at RHS and at Charter School in Rhinelander. Work with Doug Nelson’s class on their school webpage, and WXPR public service announcements, is ongoing.

• Staff orientation training, with Family Partners, offered in: trauma-informed care, interpersonal communication, rights for homeless, Question-Persuade-Refer (QPR) training, milieu management, ethics/boundaries, mental health issues.

• Trained six providers in Suicide Prevention Training or QPR Training with the goal of providing gate keeper training for local groups in our communities.

• Coordinated Systems of care in place: Oneida County Department of Social Services, Family Partners, The Human Service Center, Birth to 3, and Tri-County Women’s Outreach.

• Coordination with Birth to 8 Council and School District of Rhinelander in support of pilot launch of Brain Insights Training and book distribution to parents using community agencies. Speaker/Training tentative for February 2011.

• Supported through CST Committee: “Trauma-Informed Care” workshop August 25, 2010 by Elizabeth Hudson, LCSW, in collaboration with Department of Social Services and Family Partners.

Alcohol and Other Substance Abuse Use & Addiction

• Parents Who Host campaign implemented in three communities in the spring.

• Participation in Hodag Frozen Freak Leap on February 6, 2010.

• Participated in Koinonia Recovery Event September 18, 2010.

• TEEN COURT initiative led by Jim Winkler has been implemented.

• POST PROM Party planned in Three Lakes.

• First local alliance for recovery advocates meeting held October 15, 2010.

• AODA Coalition members attended the Marshfield Clinic Parent Network training on February 11, 2010.


• Purchased DVD “Pharm” Parties.

• Member of Coalition will participate on the Truancy Taskforce.
• Brain Development education and AODA abstinence messages.
• Purchased Brain Scan DVD on the effects of Alcohol.
• Drivers Education programs using With Whom Will End DVD to educate youth and parents about the health and safety risks of serving alcohol to teens.
• Participated in the youth recovery dinner for teen advocates sponsored by Freshlight on January 19, 2010.
• Posted and distributed the results of the Community Perception Survey, “It’s the Norm” to assess future environmental strategies.
• Held a Candidates Forum on October 18, 2010 to determine viewpoints and commitment to AODA prevention prior to the election.
• Participated in the MENTORING Grant from Great-Lakes Inter-Tribal Council (GLITC).

Physical Activity and Healthy Nutrition
• The Oneida County 4th Grade Nutrition & Fitness Challenge was completed with approximately 200 student participants.
• Wellness programs that are being utilized are: onsite YMCA fitness classes, health screenings (including mammograms and flu shots), Weight Watchers and other weight-loss and fitness programs.
• Assisting two worksites in implementing the State worksite wellness plan and incorporating policy changes to improve success of the program.
• YMCA Health Kids Day promoted healthy foods and becoming physically active with your kids.
• Updated the Free and Low Cost Physical Activity Opportunities brochure and posted on website.
• Developing a user friendly web directory of evidenced based wellness sites for the health department website.
The First Breath Program, a Wisconsin Women’s Health Foundation Program, is designed to give non-judgmental support during the tobacco quitting process. It offers one-on-one counseling, self-help material, postpartum telephone support, free incentives, and a gift at delivery. In 2010, 4 Oneida County women signed up to participate in this program.

Northwood’s Tobacco-Free Coalition (NWTFC)

In 2010, the Tobacco Prevention and Control Program funded Oneida County as a lead agency for a multi-jurisdictional coalition (MJC). Single county coalitions are no longer used as the framework for tobacco prevention activities. Multiple counties were combined into area coalitions to work on grant funded activities. Oneida County joined Florence, Forest, Lincoln, Price, and Vilas Counties as one combined MJC called the Northwood’s Tobacco-Free Coalition.

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.

Highlights of 2010 accomplishments include:

Tobacco Cessation

- The Oneida County Health Department assisted with the coordination of the Teen Stop Now Program with Chris Frederickson from Ministry Health Care. The class is offered to Teens 6th - 12th grade who are interested in quitting smoking or tobacco use. The class is also for juveniles with a Possession of Tobacco Products Citation. The class is a 3-day program for a total of 4 hours and costs $25.00
Wisconsin Wins Compliance Checks

For 2010, Oneida County completed Wisconsin Wins compliance checks in Oneida, Lincoln, Florence, Forest, Price, Vilas, and Taylor counties.

Here are the results from this year’s compliance checks:
Oneida County: 80 checks completed, 3 non-compliance (3.75%)
Lincoln County: 44 checks completed, 0 non-compliance (0%)
Florence County: 17 checks completed, 2 non-compliance (12%)
Forest County: 30 checks completed, 2 non-compliance (7%)
Price County: 34 checks completed, 0 non-compliance (0%)
Vilas County: 67 checks completed, 6 non-compliance (9%)
Taylor County: 31 checks completed, 0 non-compliance (0%)

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 500 students with the FACT Tour to Pelican and Crescent schools in Rhinelander and Sugar Camp elementary school.

- FACT completed 14 FACTivisms and earned 3 local media hits on their activities and initiatives.

- JWMS FACT group met with Senator Holperin and Representative Meyer to talk about SevenFive10 and the Smoke-Free Air Law. They also showed him the different activities that they had been working on this year and provided educational information on the New Other Tobacco Products and how the tobacco companies are targeting youth.

- The JWMS FACT group put on a presentation titled "How Big Tobacco Targets Us and our Kids" and it featured a skit, facts about tobacco, pictures of local tobacco ads, and the new tobacco products including dissolvable tobacco, snus, and e-cigarettes, and sampling tents. Students, parents, and teachers were educated about the new products and how the tobacco companies target them.
Smoke-Free Air Implementation

- Coordinated an aggressive media/public outreach campaign with consistent key messages for statewide smoke free air that included: letters to editor, unearned media pieces and press releases, radio and television interviews, and promotion of www.nwtfc.org and www.wibettersmokefree.com. We also were able to provide resources and support to area businesses to assist them with the implementation of the Smoke-Free Air Law.

- Hosted the Support Your Local Establishments Event at Hodag Lanes in support and celebration of the Smoke-Free Air Law on July 5, 2010. Every attendee received an area business coupon book with 75 different coupons to area businesses, and free waterbottles and pens. There was also free appetizers, music and karaoke, 50 cent bowling, and lots of door prizes. Approximately 350-400 people attended to celebrate the new Smoke-Free Air Law.

- Provided education and assistance to local law enforcement and local governments on the Smoke-Free Air Law. As a result we have passed 12 local ordinances adopting the Smoke-Free Air law throughout our six county jurisdiction.

Legislative Candidate Forum

- Coordinated a Community Forum for Assembly District 35 Candidates, Jay Schmelling and Tom Tiffany. The Northwood’s Tobacco-Free Coalition co-sponsored the event with the Oneida County AODA Coalition and the Lincoln County Drug-Free Coalition. The forum was focused on health related questions with Ken Krall from WXPR as the moderator and Niki Kostrova, NWTFC, Yvette Hittle, AODA, and Rich Thwaits, LCDFC as presenters. Approximately 40 community members attended the event and asked health related questions to the candidates.
## Schedule of Nursing Fund Revenues and Expenses
### January 1, 2010 – December 31, 2010

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>1/1/2009 BALANCE</th>
<th>TAX LEVY</th>
<th>REVENUES</th>
<th>GEN FUND TRANSFERS</th>
<th>SP REV FUND TRANSFERS</th>
<th>EXPENSES</th>
<th>ENDING BALANCE</th>
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