For he who has health has hope; and he who has hope, has everything.

-Owen Arthur
Ten Essential Public Health Services

The Oneida County Health Department (OCHD) uses the 10 Essential Public Health Services as a framework to guide our core functions and better serve the community. These functions are our responsibility to the residents of Oneida County. Throughout this annual report, examples of how we are working to meet those responsibilities and improve the health status of the community are given for each of the 10 Essential Public Health Services.

Table of Contents

Letter from the Health Officer .......................... page 6
Monitor Health Status to Identify & Solve Community Health Problems ........................................ page 7
Diagnose & Investigate Problems & Health Hazards in the Community .................................... page 9
Inform, Educate, & Empower People about Health Issues ..................................................... page 11
Mobilize Community Partnerships & Action to Identify & Solve Health Problems .................... page 13
Develop Policies & Plans that Support Individual & Community Health Efforts ............................ page 16
Enforce Laws & Regulations that Protect Health & Ensure Safety ............................................. page 17
Link People to Needed Personal Health Services & Assure the Provision of Health Care when Otherwise Unavailable .................................................. page 19
Assure Competent Public & Personal Health Care Workforce ................................................ page 22
Evaluate Effectiveness, Accessibility, & Quality of Personal & Population-Based Health Services ................................................................. page 23
Research for New Insights & Innovative Solutions to Health Problems .................................... page 24
Looking to the Future ....................................... page 25
2017 OCHD Operating Budget ........................ page 26
OCHD Programs & Services .............................. page 27
OCHD Staff .................................................. page 28
References .................................................. page 29
Table of Contents Continued: Appendices

Appendix A: Lead Poisoning Prevention Program page 30
Appendix B: Car Seat Safety Program page 31
Appendix C: Safe Sleep Program page 32
Appendix D: Project Positive Youth Development Program page 33
Appendix E: Northwoods LEAN page 35
Appendix F: Northwoods COPE page 37
Appendix G: Northwoods Tobacco-Free Coalition page 39
Appendix H: Public Health Preparedness & Syndromic Surveillance page 42
Appendix I: Quality Improvement page 43
Appendix J: Environmental Health, Inspections, & Water Testing page 45
Appendix K: WI Wins Compliance Checks page 47
Appendix L: Wisconsin Well Woman Program page 49
Appendix M: Fluoride Program page 52
Appendix N: First Breath Program page 52
Appendix O: Reproductive Health Clinic page 53
Appendix P: Prenatal Care Coordination page 55
Appendix Q: Immunization Program page 56
Health care is vital to all of us some of the time, but public health is vital to all of us all of the time.

-C. Everett Koop
Letter from the Health Officer

Dear Colleagues, Partners, & Friends,

In recent years, big events in public health have been focused on global health and what the United States is doing to continue to protect and improve the health of all. Think back to 2014-2016, when the world faced an unprecedented Ebola outbreak, with cases confirmed in 10 countries and a total death count of over 11,000 people. Next, the world faced a massive outbreak of Zika virus, which disproportionally affected pregnant women and infants, causing miscarriage and fetal deformities. During 2017, however, domestic public health threats were not just communicable diseases, but also included the potential loss of funding due to proposed federal budget cuts. Although budget cuts to public health were ultimately not passed, and funding remained, the gauntlet has been thrown and it is now even more important for the community, the state, the nation, and the world to understand the beneficial work that public health is doing every day.

Although many of our efforts can be seen in how we connect with residents and facilitate change through community-based collaboratives, more often than not, the work that we do to prevent disease and promote healthy lifestyles is done behind the scenes. There is an old saying in public health: We are the greatest story NEVER told. Because of this and our role as a publicly funded, government entity, it is our responsibility to the taxpayers and community at large to transparently share our work and be held accountable for the work that we do. Now, more than ever, it is important that our story IS told. This report to the community is intended to do just that. Please continue to read and explore the many facets of public health and our local programming outlined in this annual report. For more information about our programs, please visit our website at oneidacountypublichealth.org and follow us on Facebook.

I would like to extend our sincere appreciation to our Medical Director, Dr. Koepp, our 2017 Reproductive Health Medical Directors, Dr. Bentley and Dr. Richter, our past and present Heath and Aging committee members, our community partners and the staff of the Oneida County Health Department. Their commitment and dedication to improving the community’s health is second to none.

Finally, I am pleased to present the Oneida County Health Department 2017 Report to the Community. This report provides an overview of the Department’s programs and services that protect and promote the health of our residents and visitors. It also highlights the important public health issues and trends, which help to guide the work of the Department to make our community healthier.

Sincerely,

Linda Conlon, MPH, BAN, RN
Oneida County Health Officer
Community Health Assessment & Improvement Plan

Every 5 years the Oneida County Health department conducts and funds a health assessment. The assessment includes a questionnaire that asks Oneida County residents about their health habits, health insurance, healthcare services, and social and environmental factors. The health report helps to answer the question “How healthy is the community?” In 2015, Oneida, Forest, and Vilas county health departments and Ministry Health Care completed a Community Health Assessment (CHA) process with key leaders, partners, and community members. All of the assessments and data helped to identify health priority areas.

In 2016, the Forest, Oneida, and Vilas County Community Health Improvement Plan (CHIP) was completed. The plan, which will be in place for 5 years, outlines the health priorities as well as why these priorities were chosen, how they will be measured, and what the community can do to make a difference.

In order to ensure continuous monitoring of the community’s health, the Collaborative Health Planning Committee (CHPC) was established in 2017. The committee brings together representatives from many different sectors, including school, clergy, social services, human services, tribal services, health care, public health, and the community. Together the team analyzes current community health data, discusses gaps and barriers to community health, and advises on solutions to improve health outcomes.

### Priority Areas

<table>
<thead>
<tr>
<th>Alcohol &amp; Drug Abuse</th>
<th>Mental Health</th>
<th>Chronic Disease Prevention &amp; Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why?</td>
<td>Why?</td>
<td>Why?</td>
</tr>
<tr>
<td>The cost of excessive alcohol use in</td>
<td>1 in 5 residents received some</td>
<td>Only 23% of adults eat enough fruits</td>
</tr>
<tr>
<td>the area averages $1,027 per resident</td>
<td>type of mental health service</td>
<td>and veggies; 1 in 5 are getting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>enough exercise</td>
</tr>
<tr>
<td>How to measure improvement?</td>
<td>How to measure improvement?</td>
<td>How to measure improvement?</td>
</tr>
<tr>
<td>• # of drug use violations</td>
<td>• Access to annual data</td>
<td>• Obesity rate</td>
</tr>
<tr>
<td>• Adult binge drinking rate</td>
<td>sources</td>
<td>• Cancer incidence rate</td>
</tr>
<tr>
<td>• Underage drinking violations</td>
<td>• Suicide rate</td>
<td>• Heart disease mortality rate</td>
</tr>
<tr>
<td>What can you do?</td>
<td>What can you do?</td>
<td>What can you do?</td>
</tr>
<tr>
<td>• Don’t drink and drive</td>
<td>• Encourage children and</td>
<td>• Aim for a healthy weight</td>
</tr>
<tr>
<td>• Keep medications in a safe place</td>
<td>youth to participate in</td>
<td>through diet and exercise</td>
</tr>
<tr>
<td>• Do not provide alcohol to</td>
<td>extracurricular activities</td>
<td>• Know your numbers (blood pressure,</td>
</tr>
<tr>
<td>under age children</td>
<td>• Become more involved in</td>
<td>cholesterol, blood sugar)</td>
</tr>
<tr>
<td></td>
<td>your community</td>
<td></td>
</tr>
</tbody>
</table>
488

Total deaths during 2017

Top Causes of Death
1. Cancer (122 deaths)
2. Heart Disease (113 deaths)
3. Lower Respiratory Disease (36 deaths)
4. Cerebrovascular Disease (16 deaths)
5. Accidents (15 deaths)

- 86.1 FAST FOOD RESTAURANTS per 100,000 population (state average of 63)
- 21.3% of mothers who reported SMOKING at some point during their pregnancy (state average of 12.5%)
- 136.8 new cases of BREAST CANCER per 100,000 population (state average of 127.9)
- 16.8% of older adults living with DEPRESSION (state average 17%)

1. 2017 Annual Report
2. Sources
3. Sources
Diagnose and Investigate Problems and Health Hazards in the Community

Communicable Disease Control

By law, certain diseases must be reported to local health departments. These diseases pose a public health concern because of their severity and/or their potential for epidemic spread. OCHD staff regularly receive and investigate these communicable diseases.

Top Communicable Diseases

Oneida County

1. Pertussis (Whooping Cough) (100 cases)
2. Lyme Disease (75 cases)
3. Chlamydia Infection (70 cases)
4. Ehrlichiosis/Anaplasmosis (32 cases)
5. Giardiasis (20 cases)

Outbreak Investigation

An outbreak is when multiple people are sick with the same disease and are somehow connected to each other. It is important to control these outbreaks as quickly as possible. OCHD works with long-term care facilities, schools, restaurants, and others to help investigate and prevent outbreaks.

Total outbreaks investigated during 2017

Pertussis (Whooping Cough)

In late November of 2016, OCHD began to notice an increase of pertussis cases in the Oneida County area. By late December, the increase resulted in a full-blown community outbreak, reaching 14 schools in Oneida and surrounding counties. This 2016-2017 outbreak of pertussis ended up being the largest outbreak OCHD has been involved in to date, with over 350 cases investigated.
Radon is an odorless, radioactive gas that is dangerous if it accumulates to high concentrations within buildings and homes. Radon test kits are made available through OCHD in cooperation with the Northcentral Wisconsin Radon Information Center. Test results are mailed directly to participants and referrals are made to the Northcentral Radon Information Center when radon remediation assistance is needed.

During 2016, OCHD began a QI project, which offered postage paid radon test kits in an effort to increase completion rates. The goal of the project was to increase completion rates by 30% by the end of the first quarter in 2017. The project resulted in increasing completion rate by 13%, and revealed some documentation inconsistencies that will be addressed in a future QI project in 2018.

### Rabies and Animal Bite Investigation

Animal bites are reported to the health department to assure that measures are taken to prevent potential rabies transmissions.

**Total animal bites investigated during 2017**

58

### Lead Poisoning Prevention

OCHD works with Women Infant and Children (WIC) office and private medical providers to screen children under the age of five for blood lead levels. The program provides education on prevention of lead exposure to families of children with elevated blood lead levels and offers an in-home assessment to help determine the source of the lead poisoning.

For more information about the 2017 Lead Poisoning Prevention Program, see Appendix A.

### Radon Testing

Radon is an odorless, radioactive gas that is dangerous if it accumulates to high concentrations within buildings and homes. Radon test kits are made available through OCHD in cooperation with the Northcentral Wisconsin Radon Information Center. Test results are mailed directly to participants and referrals are made to the Northcentral Radon Information Center when radon remediation assistance is needed.

### Human Health Hazard Investigation

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

### Top Health Hazards Complaints
Inform, Educate, and Empower People about Health Issues

Car Seat Safety Program

OCHD has two public health nurses who are certified as car seat technicians and offers free child car seat safety checks to instruct caregivers on installation, provide education, and inspect car seats. The safest child car seat is the seat that fits the child, fits the vehicle, and is used correctly every single time.

For more information about the 2017 Car Seat Safety Program, see Appendix B.

Parents/caregivers RECEIVED instruction and were assisted with installation of child safety seats

Parents/caregivers have 92% of parents/caregivers able to PROPERLY INSTALL child safety seat after instruction by OCHD certified car seat technician

Infant Safe Sleep Program

OCHD provides information for a safe sleep environment to assure caregivers of newborns in Oneida County have the necessary tools to provide a safe sleep environment for their infant and reduce the risk of sudden, unexpected infant death.

For more information about the 2017 Infant Safe Sleep Program, see Appendix C.

Parents/caregivers were PROVIDED with safe sleep information

Pack n' Plays Given to Income Eligible Families

- 2013: 13
- 2014: 11
- 2015: 17
- 2016: 20
- 2017: 15

Oneida County Health Department | 2017 Annual Report
Project Positive Youth Development (PPYD)

PPYD is a pro-social approach that engages youth within their communities, schools, organizations, peer groups, and families in a manner that is constructive, enhances youths’ strengths, and promotes positive outcomes, support, leadership, and positive relationships. OCHD facilitates two PPYD programs, Strengthening Families and Street Smarts, in Rhinelander and plans to expand to other parts of the county in 2018.

For more information about the 2017 Project Positive Youth Development Programs, see Appendix D.

Strengthening Families

Strengthening Families is a family skills training program designed to:
- Enhance parenting skills
- Build decision-making skills in youth
- Strengthen family bonds

Street Smarts

Street Smarts is a skills-building program to improve youths’ social skills and assertiveness to help them practice safer sexual behaviors and reduce substance use.

Students from Rhinelander High School COMPLETED the Street Smarts curriculum

Health Education

OCHD communicates with the community and partners on health education topics in a variety of ways. This includes presentations, trainings, educational seminars, press releases, social media, and the OCHD website.

Popular Topics of 2017

- Cancer Prevention & Disease
- Reproductive Health
- Immunization
- Communicable Disease
- Environmental Health
- Tobacco
- Injury Prevention
- Mental Health
- Flu
Mobilize Community Partnerships and Action to Identify and Solve Health Problems

Northwoods LEAN

In 2012, Northwoods LEAN was formed to address chronic disease prevention and management in Oneida and Vilas Counties. The coalition focuses on environmental, policy, and program changes to positively affect the health of Northwoods residents. LEAN currently maintains a highly functioning partnership with UW-Stout Applied Research Center for data analysis and evaluation of all program outputs and has an academic partner through the University of Wisconsin Pediatric Fitness Clinic. OCHD also works closely with Vilas County Public Health Department to implement activities within Vilas County as well.

For more information about 2017 Northwoods LEAN activities, see Appendix E.

Northwoods COPE

In 2016, the Mental Health Inter-Agency Council and the AODA coalition combined to form Northwoods COPE (Community, Outreach, Prevention, and Education). The coalition is a tri-county coalition, made up of people from Oneida, Forest, and Vilas counties. It is the mission of Northwoods COPE to serve and support all people affected by mental health and substance abuse through education, intervention, and prevention.

For more information about 2017 Northwoods COPE activities, see Appendix E.

Wisconsin High School Student Suicides and Suicidal Ideation

<table>
<thead>
<tr>
<th>Year</th>
<th>Considered</th>
<th>Planned</th>
<th>Attempted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>7.3%</td>
<td>10.3%</td>
<td>15.0%</td>
</tr>
<tr>
<td>2009</td>
<td>5.8%</td>
<td>11.0%</td>
<td>13.2%</td>
</tr>
<tr>
<td>2011</td>
<td>6.7%</td>
<td>11.5%</td>
<td>13.5%</td>
</tr>
<tr>
<td>2013</td>
<td>6.0%</td>
<td>12.1%</td>
<td>13.2%</td>
</tr>
<tr>
<td>2017</td>
<td>7.8%</td>
<td>15.0%</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

Individuals who suffer from a mental health disorder are more likely to experience an alcohol or substance use disorder also.
Northwoods Tobacco-Free Coalition (NWTFC)

Starting in 2017, the NWTFC expanded to seven counties, including Marinette County in the already six county coalition of Oneida, Florence, Forest, Lincoln, Price, and Vilas. In 2017, NWTFC members met with three state legislators and five local leaders. During these meetings, NWTFC members shared information about the work that the group does, tobacco legislation, electronic cigarette dangers, and the results of tobacco compliance sale results. The NWTFC has spent many years working with state leaders to encourage the continuation of tobacco prevention efforts in Wisconsin. Moving into 2018, NWTFC will be continuing their advocacy on the state level but also focusing more on local policy. Local efforts to work with community leaders will hopefully have an even greater impact on the tobacco prevention efforts of NWTFC.

For more information about 2017 NWTFC activities, see Appendix G.

Age Adjusted Percent of Adult Population Currently Smoking Cigarettes

Northwoods Breastfeeding Coalition

As breastfeeding advocates, the coalition represents childbearing women and their families. The coalition works to provide a strong, unified voice in the protection, promotion, and support of breastfeeding in Oneida, Vilas, Forest, and Price Counties.

Child Death Review (CDR) Team

The Oneida County CDR team is a multidisciplinary team with the goal to help better understand why children in Oneida County die and to help identify how those deaths can be prevented.

Syndromic Surveillance

OCHD co-facilitates a Syndromic Surveillance group made up of Northern Wisconsin health partners. The group works to ensure that critical community partners are presented with emergency health information in a timely manner, including best practices and current events.

For more information about 2017 Public Health Preparedness & Syndromic Surveillance activities, see Appendix H.
An ounce of prevention is worth a pound of cure.

-Benjamin Franklin
Develop Policies and Plans that Support Individual and Community Health Efforts

Strategic Plan

OCHD’s Strategic Plan outlines the mission, vision, and core values of the department. It also contains strategic priorities, goals, and objectives that represent OCHD’s firm commitment to assuring a healthy community for all residents. The plan sets forth what the agency intends to achieve, how it will achieve it, and how to measure the achievements. By the end of 2017, a majority of the planned action steps for the year were completed.

Quality Improvement (QI)

Quality improvement refers to a continuous and ongoing effort to achieve measureable improvements in the efficiency, effectiveness, performance, accountability, outcomes, and other indicators of quality services or processes, thereby improving health. The current Quality Improvement Plan, which was finalized in 2015, leads the quality improvement program in maximizing agency and staff efficiency and effectiveness, and building the culture of quality within the agency.

For more information about 2017 QI activities, see Appendix I.

Performance Management (PM)

The current Performance Management Plan, which was finalized in 2014, outlines how OCHD’s performance standards are selected and carried out. Progress measures are reported on quarterly, and monitored for potential quality improvement projects.

Public Health Preparedness

The Public Health Preparedness Program requires that the preparedness plan is updated annually, ensuring that it adheres to national standards. The plan is organized as an all hazards approach, with 15 capabilities. OCHD staff and community partners participate in annual trainings assuring the highest level of preparedness for the county.

For more information about 2017 Public Health Preparedness & Syndromic Surveillance activities, see Appendix H.

7
QI Projects Started in 2017

5
QI Projects Improved Work Processes

1
QI Project Improved Health Equity
Enforce Laws and Regulations that Protect Health and Ensure Safety

Health Inspections

In 2017, OCHD Environmental Health staff conducted 879 total inspections on 787 licensed facilities, including school food facilities, restaurants, retail food locations, lodging facilities, campgrounds, youth camps, public pools, body art facilities, vending, and manufactured home communities. Inspections are conducted to ensure safe food and protection of public safety.

For more information about 2017 Environmental Health, Inspections, & Water Testing activities, see Appendix J.

Food Inspections

OCHD assess CDC Risk Factor data from violations of food establishments. CDC Risk Factors are activities that are likely to increase the risk of people getting sick, they include inadequate cooking, unsafe sources, improper holding, cross contamination, personal hygiene, and others.

In 2017, OCHD Environmental Health Staff completed a multi-year quality improvement project to reduce the number of overdue food inspections. The goal of the project is to have less than 8% of food inspections overdue. The overdue inspection rate for food establishments has been as high as 23% during certain times of the year. At the end of 2017, the goal was met; an 8% overdue inspection rate was achieved. In 2018, the OCHD Environmental Health Staff will continue to strategies implemented during this project.

255

CDC Risk Factor (Food) Violations Issued in 2017
DNR Well Water Program

OCHD is responsible for inspecting and testing approximately 302 transient non-community (TN) wells in Oneida County. A TN well is one that serves 25 or more people at least 60 days out of year. Bacteria and nitrate drinking water samples are collected annually. Additionally, the wells and water distribution systems are inspected to ensure all system components meet plumbing code requirements.

<table>
<thead>
<tr>
<th>302</th>
<th>5</th>
<th>102</th>
</tr>
</thead>
<tbody>
<tr>
<td>TN Wells Tested for Bacteria and Nitrates</td>
<td>TN Wells with Unsafe Bacteria Levels</td>
<td>Follow Up Samples Collected to Ensure Well Disinfection</td>
</tr>
</tbody>
</table>

Wisconsin Wins Compliance Checks

The Wisconsin Wins campaign is a state level initiative designed to decrease youth access to tobacco products. The campaign was launched to assure compliance with the Federal Synar regulation, which requires states to maintain a youth access rate of less than 20% and is part of a comprehensive approach to prevent youth retail access to tobacco.

In 2016, OCHD staff began a 3-year quality improvement project to decrease the rates of illegal tobacco sales to minors.

- In 2016, at least 50% of retailers who illegally sold were rechecked within the year.
- In 2017, all Oneida County retailers who illegally sold tobacco received two fines (one for the clerk that sold and one for the owner). Also in 2017, new education materials were created and shared with retailers and a plan to track and update correct contact information for retailers was implemented.
- In 2018, the team will continue to focus on educating tobacco retailers about reading Wisconsin state IDs.

For more information about the 2017 Wisconsin Wins Compliance Checks Program, see Appendix K.
Wisconsin Well Woman Program (WWWP)

The goals of the WWWP are to improve access to preventive health services and eliminate preventable death and disability from breast and cervical cancer. OCHD provides uninsured women, ages 45-64, with preventive screening services. The WWWP pays for mammograms, Pap tests, and multiple sclerosis testing for eligible women.

OCHD coordinates WWWP services for nine counties in Northern Wisconsin, managing over 100 clients in 2017. In order to continue to enhance access to care, a performance goal for the program during 2017 and continuing into 2018 is to increase program enrollment by 20%.

For more information about the 2017 Wisconsin Well Woman Program, see Appendix L.

Fluoride Program

According to WI DHS, only 21% of Oneida County residents have access to optimally fluoridated water. OCHD offers a Fluoride Supplement Program to address the needs of children ages 6 months to 16 years in such circumstances.

For more information about the 2017 Fluoride Program, see Appendix M.

Northwoods Dental Project

The Northwoods Dental Project is a public-private partnership that provides children in Florence, Forest, Oneida, and Vilas Counties access to preventive oral health care. The Northwoods Dental Project works to ensure that everyone has access to essential dental services, no matter where they live, or what their economic status is.
First Breath and My Baby & Me

First Breath and My Baby & Me are evidenced-based programs that help pregnant women to reduce or quit smoking and alcohol use. Women receive one-on-one counseling support, self-help and educational materials, as well as follow-up support after delivery.

For more information about the 2017 First Breath Program, see Appendix N.

Women Infants and Children (WIC)

The WIC program is a federal assistance program for supplemental healthcare and nutrition of low-income pregnant women, breastfeeding women, infants, and children under the age of five. WIC provides nutritious foods, nutrition education, and community referrals to low-income families throughout Oneida County.

Reproductive Health Clinic

Since 1982, OCHD has been able to provide reproductive health services to those people who are not insured or under-insured so they can access affordable and confidential health care and contraceptive supplies. In an attempt to allow comfortable access to clinic services for diverse Oneida County residents, the reproductive health clinic offers late hours one day per week and is exploring ways to better use technology for ease of client communication.

In 2017, the reproductive health clinic was enhanced to better convey an inclusive atmosphere for teens and the LGBTQ community. Staff also attended meetings to learn more about adolescent reproductive health needs and concerns and learn more ways to be client focused.

2017 also marked the launch of a texting protocol for reproductive health clinic clients. This new initiative will make it easier to communicate appointments and other information to ensure continuity of care.

For more information about 2017 Reproductive Health Clinic activities, see Appendix O.

Oneida County taxpayer dollars SAVED in 2017 because of preventive services provided by the reproductive health clinic: $616,390
Prenatal Care Coordination (PNCC)

The purpose of the Medicaid PNCC Program is to provide access to medical, social, educational, and other services to pregnant women who are considered high risk for adverse pregnancy outcomes. PNCC assists women on Medicaid and BadgerCare to get the support they need to have a healthy baby. OCHD provides assessment, care plan development, ongoing care coordination, referrals, and health education to PNCC women. The personalized plan of care is developed for a healthy pregnancy, birth, and beyond.

For more information about the 2017 Prenatal Care Coordination Program, see Appendix P.

29 Women ENROLLED in PNCC in 2017

Immunization Program

OCHD works to improve and sustain immunization coverage, offering vaccinations and information about the safety and importance of timely immunizations. The immunization program promotes and provides adult and childhood immunizations throughout the county to assure that community members have access to this essential preventive health service.

Based on numbers collected for 2016, a quality improvement project focusing on improving the rate of childhood immunizations was initiated in 2017 and will continue into 2018.

For more information about the 2017 Immunization Program, see Appendix Q.

Water Analysis Lab

Since 2014 OCHD has been home to a Wisconsin Department of Agriculture, Trade, and Consumer Protection certified water analysis lab, offering services to both public and private wells. Bacteriological tests can be done in the lab, and through a partnership with UW-Oshkosh Environmental Research and Innovation Center, additional water testing options, such as nitrates, nitrites, and arsenic, can be offered.

For more information about 2017 Environmental Health, Inspections, & Water Testing activities, see Appendix J.
Assure Competent Public & Personal Health Care Workforce

Workforce Development

In order to assure a competent public and personal health care workforce, OCHD has a Workforce Development Plan in place. In order to achieve the goals of the plan OCHD incorporates nationally recognized organizational and professional competencies, assures annual staff assessments, and provides an opportunity for individualized training planning for OCHD staff to shape and customize their public health career path.

The plan includes strategies to

- Recruit and hire quality staff
- Engage and nurture existing staff
- Develop leadership internally
- Plan for succession
- Provide for a smooth transition due to resignations or retirements to assure OCHD has considered the employee lifecycle and the continued building of a culture of continuous quality improvement.

In 2017, OCHD launched a more standardized training plan for new staff, limited term employees, and student interns. The plan assures that consistent information provided to all while allowing for tailored trainings based on positions, projects, tasks, and roles.

Linkages with Academia

Equally as important to assuring a strong existing public health workforce is to train, motivate, and mentor the future public health workforce. OCHD has strong linkages with numerous institutions of higher learning and serves as a site for student placement, observation, practicum experience, and internships. OCHD’s comprehensive internship experience thoroughly prepares students to be successful in their future endeavors.

4 Students hosted at OCHD during 2017
Evaluate Effectiveness, Accessibility, & Quality of Personal & Population-Based Health Services

Community Health Improvement Plan (CHIP)

The OCHD CHIP is an action plan. For any action that the community partners or OCHD takes, we must evaluate to see if the program was successful. Evaluation measures include process evaluation, output evaluation, and outcome evaluation, including performance measures and health outcome measures.

Customer Satisfaction Surveys & Program Evaluation

Part of program evaluation may include client or customer feedback. In 2017, two programs that conducted customer satisfaction surveys were the Reproductive Health Clinic, and the PPYD programs. Questions generally focused on quality and accessibility of services and provided an opportunity for participants to express any additional comments or suggestions for improvement. PPYD program surveys also ask participants what they learned and their confidence in using newly acquired skills.

Performance Management & Quality Improvement

The OCHD Performance Management and Quality Improvement plans support program and service evaluation and continuous quality improvement. The plans and measures are reviewed and updated as needed to prevent status quo work. Quality improvement projects are often the result of performance measurement.

For more information about 2017 QI activities, see Appendix I.
Research for New Insights & Innovative Solutions to Health Problems

Community Health Assessment

OCHD’s current Community Health Assessment, completed in 2015, utilized a community-wide survey to help determine program and service needs. The survey was developed and conducted in partnership with the University of Wisconsin-Stout, Applied Research Center to ensure valid and reliable results.

Other Research Involvement

OCHD participated in several research surveys in 2017. These surveys assisted in research for local health department finances, programs, accreditation readiness, staff development training efforts, public health workforce competencies, and various pilot programs.

Future Opportunities

OCHD prides itself on being a forward thinking, progressive health department. As part of this mission, OCHD continually works to secure funding for innovative approaches to address community health needs. In 2018, OCHD plans to write for grants that will support work with community partnerships, address access to care, and social determinants of health.
Looking to the Future

Maintaining PHAB Accreditation: Always Moving Forward

Being a nationally accredited public health department since 2013, the OCHD is expected to perform at a level of nationally recognized standards and measures using evidence-based practices outlined by PHAB (Public Health Accreditation Board). Nationally, PHAB accreditation status is given to health departments for a 5-year period. During those 5 years, health departments are required to demonstrate improvements and continual compliance with PHAB standards. To maintain accreditation status, OCHD uses Quality Improvement practices and tools to achieve measurable improvements that contribute to the vision and goal of a healthy community for all. As one of the first 31 nationally accredited public health departments, OCHD will reapply for accreditation in 2019.

Applying a Health Equity Lens

Zip code, income, race, and other social factors should not predict a person’s health outcomes. In 2017, OCHD continued and enhanced long-term work to remove barriers to good health, so that everyone has equal opportunities to be healthy wherever they live, learn, work, and play.

OCHD programs or coalitions that worked to develop, complete, or implement health equity plans in 2017

Working for You

In 2018, OCHD will continue to work for the health of the community. OCHD recognizes that surroundings must support healthy behavior, decisions determine these surroundings, and goals and strong community advocates guide these decisions. OCHD will continue to advocate for health in all policies, access to safe, healthy foods, green spaces, fresh air, and safe environments.
2017 OCHD Operating Budget

In order to maintain an adequate operating budget OCHD works hard to identify and apply for additional grant funding on an ongoing basis.

Grant funding sources for 2017 include the State of Wisconsin; federal funding such as the CDC and USDA; and other private funding sources. In 2017, OCHD had at least 19 different grants that helped to support the following programs:

- Family Planning
- Lead Poisoning Prevention
- Tobacco Compliance Checks
- Northwoods Tobacco-Free Coalition
- Public Health Preparedness
- Maternal Child Health-Injury Prevention
- Strengthening Families
- Street Smarts
- Fit Families
- Fluoride Supplementation Program
- Wisconsin Well Woman Program
- Immunization Program
- Chronic Disease Coalition-LEAN
- WIC
- Breastfeeding Support

In addition to grant funding, OCHD staff are encouraged to seek out scholarships for trainings as another way to maintain a high level of quality service to the community without increasing costs. In 2017, at least 12 OCHD staff trainings were paid for through scholarships from the host, organizer, or other entity.
OCHD Programs and Services

**Adolescent Programming**
Strengthening Families
Street Smarts

**Animals**
Rabies prevention
Corvid bird testing

**Communicable Disease**
Disease prevention & control
Communicable disease follow up
TB skin testing

**Dental Health**
Northwoods Dental Project
Fluoride supplement program

**Emergency Preparedness**
Emergency preparedness planning

**Environmental Health**
Water test kits
Lead screening
Radon test kits

**Food/Lodging Inspections & Licensing**
Food and restaurant inspections
Lodging and pool inspections
Camp and temporary event inspections

**Health Hazards**
Health hazard investigation

**Immunization**
Community immunization clinics
In office immunization appointments

**Influenza**
Community flu shot clinics
Annual flu shots

**Injury Prevention**
Car seat installation & information

**Reproductive Health**
Pap & pelvic exams
STD screening & treatment
Pregnancy testing
Birth control supplies
Emergency contraception (Plan B)
Sexual health education
Family planning advice
Communicable disease follow up, education, & partner notification

**WIC**
Breastfeeding support & resources
Nutrition education
Supplemental foods
Referrals to health & community support

**Women's Health**
Prenatal Care Coordination (PNCC)
Home visits to moms & newborns
Postpartum support
First Breath and My Baby & Me
Wisconsin Well Woman Program (WWWP)

**Coalitions**
Chronic Disease-LEAN
Immunization Coalition
Mental Health & AODA-COPE
Northwoods Breastfeeding Coalition
Northwoods Tobacco Free Coalition
Biking and Walking Trails Council
OCHD Staff

Health Department Staff

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

**Assistant Director**
Marta Koelling, MPH, MS, CHES

**Public Health**
Jen Bates, RN, BSN, Public Health Nurse
Jenny Chiamulera, Community Health Specialist
Dawn Klink, RN, BSN, Public Health Nurse
Rebecca Lohagen, RN, BSN, Public Health Nurse
Maria Otterholt, Community Health Specialist
Nicole Peplinski, RN, BSN, Public Health Nurse
Kyla Waksmonski, Community Health Specialist
Corie Zelazoski, Community Health Specialist

**Reproductive Health**
Anne Cirilli, CHES, Community Health Specialist
Linda Jerzak, NP, Nurse Practitioner
Beth Stamper, Account Clerk
Liz Whalen, RN, BSN, Reproductive Health Nurse

**WIC**
Julie Brink, WIC Clerk
Brenda Husing, RD, CD, CLS, WIC Dietician
Andrea Johnson, Breastfeeding Peer Counselor
Terri Kolb, WIC Director

**Support Staff**
Kerri Ison, Administrative Support
Megan Mode, Receptionist
Pattie Soder, Account Clerk
Phyllis Wendler, Receptionist

**Environmental Health**
Jody McKinney, RS, Environmental Health Specialist
Teri Schwab, Environmental Health Technician
Todd Troskey, RS, Environmental Health Specialist

**Board of Health**
Bob Mott, Chair, County Board Supervisor
Jackie Cody, Vice-Chair, Citizen Member, Appointed
Bill Freudenberg, County Board Supervisor
Tom Kelly, County Board Supervisor
Anne Ovsak, RN, Citizen Member, Appointed
Carol Pederson, County Board Supervisor
Amy Slette, MD, Citizen Member, Appointed
References


Appendix A: Lead Poisoning Prevention Program

Who is tested for lead?

Children under the age of five are screened for lead exposure
- at WIC. One and two year olds are screened for lead annually during WIC appointments. Three to five year olds are screened only if they have not had a previous lead test done.
- by a private medical provider.
- at the Oneida County Health Department by appointment.

Children in Oneida County had blood lead levels greater than 5mcg/dl

What happens if lead levels are high?

A public health nurse follows up with all elevated lead results in the county. Children with elevated capillary lead levels of 5 mcg/dl or greater are referred to their medical provider for a confirmatory venous blood lead test.

Percent of Oneida County children under the age of five received blood lead screening at WIC appointment

For more information about Lead Poisoning Prevention, check out the Oneida County Health Department website. http://oneidacountypublichealth.org/services/environmental-health/lead-program/
Appendix B: Car Seat Safety Program

Nationally Certified Child Passenger Safety Technicians

OCHD has two public health nurses on staff who are nationally certified Child Passenger Seat (CPS) technicians. They are available by appointment to instruct caregivers on car seat installation, provide education, and inspect car seats.

72 Caregivers received instruction and were assisted with installation of child safety seats in 2017

Car Seat Exchange Grant

In 2017, OCHD wrote for and received a Wisconsin Safety and Enforcement grant, which provided money to purchase convertible car seats. The purchased seats were used for a car seat exchange program for low-income families.

As part of the grant requirements, matching funds were needed to purchase additional car seats. In 2017, the Rhinelander Kiwanis Volunteer Organization graciously donated the matching amount.

40 New car seats were given out to replace unsafe or expired seats in 2017

Annual Car Seat Check Event

On June 26, 2017, OCHD participated in an annual car seat check event at the Rhinelander Fire Department. The event was held in partnership with Ministry/Ascension Medical Group and Safe Kids Coalition.

92 Percent of caregivers were able to properly install car seat after instruction

Recommendations for Car Seat Safety

1. Use rear-facing car safety seats for most infants up to 2 years of age
2. Use forward-facing car safety seats for most children through 4 years of age
3. Use belt-positioning booster seats for most children through 8 years of age
4. Use lap-an-shoulder seat belts for all who have outgrown booster seats
5. All children under the age of 13 should ride in the rear seats of the vehicle

For more information about Car Seat Safety, check out the Oneida County Health Department website, [http://oneidacountypublichealth.org/services/injury-prevention/car-seats/](http://oneidacountypublichealth.org/services/injury-prevention/car-seats/)
Appendix C: Safe Sleep Program

Safe Sleep Education

The Safe Sleep Program educates pregnant women and caregivers of infants about safe sleep environments for infants. The goal of the program is to assure that all infants have a safe place to sleep. OCHD staff work to make sure that caregivers have the information and tools to provide it.

OCHD public health nurses and community health specialists contact all parents of newborns in Oneida County. They educate new parents on safe sleep and assess for a safe sleep environment. If requested, an educational packet, including safe sleep information, is sent out.

Despite the existence of compelling research and statistics about the importance of safe sleep in reducing our nation’s high rate of infant mortality, the number of babies who die in adult beds and other unsafe sleep environments is on the rise. In fact, of the more than 4,500 sudden, unexpected infant deaths each year, statistics show that as many as 80%-90% are the result of unsafe sleep practices.

These are preventable deaths.²⁹

How Often a Baby Sleeps in the Same Bed with You or Anyone Else³⁰

Pack ‘N Play Program

Pack ‘N Plays, along with safe sleep information, are provided to income eligible parents or caregivers to ensure that their infant has a safe place to sleep.

Parents or caregivers provided safe sleep information in 2017

Pack ‘N Plays Distributed

For more information about Safe Sleep, check out the Oneida County Health Department website. http://oneidacountypublichealth.org/services/injury-prevention/safe-sleep/
Appendix D: Project Positive Youth Development Programs

PPYD Grant

In 2016, OCHD was awarded the PPYD grant through the state of Wisconsin. This grant allows the health department to focus on two evidence-based curriculums: Street Smarts and Strengthening Families. Together these programs work to better the community by preventing risky behaviors among youth and creating strong family bonds.

Community members who are interested in positively affecting the lives of youth are encouraged to join the Community Advisory Board (CAB). OCHD welcomes anyone who is interested in having a voice in the community at the bi-annual meetings.

Also, for more information about youth in the state of Wisconsin, please visit http://www.wipatch.org/ and https://dpi.wi.gov/sspwyhrs.

Strengthening Families

Strengthening Families provides families with a chance to spend quality time together. Through fun games and activities, parents and youth enjoy learning new ways to bond as a family, talk to each other, and use family strengths to solve problems together.

In an effort to address potential health equity needs, the Strengthening Families program offered free childcare and gas cards to participating families who may have experienced a hardship.

During 2017, OCHD partnered with many other organizations to successfully implement the Strengthening Families curriculum, including: Oneida County Social Services, UW Extension, Northwoods United Way, Tri-County Council on Sexual Assault and Domestic Violence, Human Service Center, YMCA of the Northwoods, Kids Improving our Neighborhood, and Rhinelander School District.

In 2018, OCHD plans to expand the Strengthening Families program to other parts of the county such as Minocqua or Three Lakes.

Families completed the Strengthening Families program in 2017
Street Smarts

Street Smarts is a down to earth program that teenagers can relate to, giving them the skills and practice they need to confidently make healthy choices as they navigate through their high school years. It is designed to help youth:

- Practice safe sex
- Get in touch with their feelings
- Get rid of thoughts that are self-defeating
- Feel confident about their ability to act safe
- Know where to go when they need help

In 2017, two rounds of Street Smarts were implemented. One at the Oneida County Health Department and one in partnership with the Rhinelander High School freshman health classes.

During 2017, OCHD partnered with many other organizations to successfully implement the Street Smarts curriculum, including: Oneida County Social Services, UW Extension, Northwoods United Way, Tri-County Council on Sexual Assault and Domestic Violence, Human Service Center, YMCA of the Northwoods, Kids Improving our Neighborhood, and Rhinelander School District.

In 2018, OCHD plans to expand the Strengthening Families program to other parts of the county such as Minocqua or Three Lakes.

"Street Smarts is a friendly program that informs you of risks that aren’t always discussed, like safe sex and proper decision making."

116 Students at RHS completed the Street Smarts curriculum

RHS Students Who Used a Condom During Last Sexual Intercourse\(^\text{11}\)

<table>
<thead>
<tr>
<th>Grade</th>
<th>2016 State Average</th>
<th>9th Grade</th>
<th>10th Grade</th>
<th>11th Grade</th>
<th>12th Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>9.5%</td>
<td>15.9%</td>
<td>25.3%</td>
<td>32.5%</td>
</tr>
<tr>
<td></td>
<td>62.8%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Percent of participants said that Street Smarts provided them with the information needed to practice safe sex.

91 Percent of participants said that Street Smarts helped them understand the dangers of drug and alcohol use.

RHS Students Who Ever Drank Alcohol\(^\text{11}\)

<table>
<thead>
<tr>
<th>Grade</th>
<th>2016 State Average</th>
<th>9th Grade</th>
<th>10th Grade</th>
<th>11th Grade</th>
<th>12th Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>51.3%</td>
<td>59.3%</td>
<td>66.9%</td>
<td>74.0%</td>
</tr>
</tbody>
</table>

For more information about the PPYD Programs, check out the Oneida County Health Department website. [http://oneidacountypublichealth.org/services/adolescent-programming/]
Appendix E: Northwoods LEAN

Addressing Community Needs

In 2012, Northwoods LEAN was formed to address chronic disease prevention and management in Oneida and Vilas Counties. The coalition focuses on environmental, policy, and program changes to positively affect the health of Northwoods residents.

From 2014-2017, this coalition was funded by a $400,000 Wisconsin Partnership Program grant in which the Oneida County Health Department is the fiscal agent. LEAN currently maintains a highly functioning partnership with UW-Stout Applied Research Center for data analysis and evaluation of all program outputs and has an academic partner through the University of Wisconsin Pediatric Fitness Clinic. OCHD has a subcontract with the Vilas County Public Health Department to implement activities within Vilas County as well.

Local restaurants implemented point-of-decision prompts in 2017

Point-of-decision prompts were used in three different settings:
- worksites
- grocery stores
- restaurants

Restaurants were highly impactful with more than half of participants indicating the signage influences their decision to order healthy food. Worksites were mildly impactful as a little less than half of participants indicated the signage motivated them to engage in physical activity. Grocery stores had very little impact, as most customers indicated not seeing the signage. This indicates that grocery stores may not be an effective area to utilize PDP methods. Overall, the PDP signage increased the community awareness of healthy choices related to physical activity and healthy foods in restaurants.

Worksite Wellness projects received mini-grants in 2017

Successful worksite wellness summits and workshops were held. Attendees indicated increased understanding of worksite wellness and overall satisfaction with the experience. Nine organizations implemented a worksite wellness program that positively influenced employee’s health and well-being. One challenge in this area was creating a worksite wellness network. This network was intended to provide worksite wellness assistance to organizations and be a resource for training and technical assistance. However, organizations were not very engaged in the initial launch of a Facebook network. The team will continue to look for ways to engage local organizations in an effort to sustain the worksite wellness work that has been completed. The network with Ascension will begin in 2018 as an effort to continue and sustain initiatives.
School Wellness Policies changed because of Bike and Walk to School events in 2017

The Bike and Walk to School events were a major success as student participation increased over each event and kids were excited to participate. A 100-Mile Challenge was created where students across six schools logged over 3,400 miles of activity. Three schools created or modified wellness policies to incorporate daily physical activity for students. The implementation of the Safe Routes to School infrastructure was an area of opportunity. The City of Rhinelander was unable to complete this task due to a busy two years updating streets and sidewalks in the city. The LEAN team will continue to pursue the City in hopes to complete their plan in the near future.

Future Plans

Northwoods LEAN will be restructuring as a three-county collaborative to include Forest, Oneida, and Vilas Counties. The group will now be Northwoods CAN (Coalition for Activity and Nutrition) and will be structured with a three-county leadership team to meet at least bi-annually and county-specific work groups to meet at least quarterly. The Community Health Improvement Plan will serve as a guide in completing work in each community.

For more information about the Northwoods LEAN, check out the Oneida County Health Department website. 
http://oneidacountypublichealth.org/coalitions/chronic-disease-lean/
Appendix F: Northwoods COPE

Our Mission

In 2016, the Mental Health Inter-Agency Council and the AODA coalition combined to form Northwoods COPE (Community, Outreach, Prevention, and Education). The coalition is a tri-county coalition, made up of people from Oneida, Forest, and Vilas counties. It is the mission of Northwoods COPE to serve and support all people affected by mental health and substance abuse through education, intervention, and prevention.

2017: A Year in Review

During 2017, Northwoods COPE worked to educate coalition members and the community, provide support to enhance AODA and mental health protection, increase access to care, and change policies. Some of the work completed includes:

- A co-hosted a community event with the Northwoods Tobacco-Free Coalition to educate the community and leaders about mental health and AODA issues.
- Four presentations for coalition members about emerging trends.
- Community education and media campaign to raise awareness about the Dose of Reality Campaign and prescription abuse and misuse. This included press releases, Facebook posts, and a billboard.
- Assessment to determine programs that are being offered to prevent suicide or decrease mental health stigma.
- Media releases and Facebook posts to educate and provide resources for mental health month.
- Partnership with local school districts to share messaging with students and the community about Suicide Prevention Week.
- Distribution of 50 lock boxes during Drug Take Back Day events.
- Financial support of law enforcement overtime during Drug Take Back Day events.
- Support of the National Alliance on Mental Illness (NAMI) Drop In Center.
- QPR (Question, Persuade, and Refer) Gatekeeper Training for Suicide Prevention to coalitions and organizations throughout the 3-county area.
- Support of law enforcement to attend Advanced Roadside Impaired Driving Enforcement (ARIDE) training.
- Support of law enforcement to attend Drug Recognition and Expert (DRE) training.
- Support of local professionals to attend Drug Impairment Training for Education Professionals (DITEP).

For more information about the Northwoods COPE, check out the Oneida County Health Department website. [http://oneidacountypublichealth.org/coalitions/mental-health-aoda/](http://oneidacountypublichealth.org/coalitions/mental-health-aoda/)

Individuals who suffer from a mental health disorder are more likely to experience an alcohol or substance use disorder also.6
It is health that is real wealth and not pieces of gold and silver.

-Mahatma Gandhi
Appendix G: Northwoods Tobacco-Free Coalition (NWTFC)

Preventing and Reducing Tobacco Use

The NWTFC is a multi-jurisdictional coalition that represents seven counties across the Northwoods, including, Florence, Forest, Lincoln, Oneida, Marinette, Price, and Vilas Counties. The Oneida County Health Department provides technical assistance and organizational support for the coalition.

It is NWTFC’s mission to protect the health of the residents of Florence, Forest, Lincoln, Oneida, Marinette, Price, and Vilas Counties by preventing and reducing the use of tobacco products and nicotine addiction through leadership, public information, community involvement, and policy development.

NWTFC meets bimonthly to discuss emerging trends in tobacco products, discuss the impact tobacco use is having in our community, and strategize how to educate the community about the dangers of tobacco products and nicotine addiction.

In 2017, NWTFC focused on four key areas:
- Coalition building and maintenance
- Policy
- Development and maintenance of the Rhinelander FACT group
- WI Wins program

Education and Outreach

As part of educational outreach, NWTFC meets with local and state leaders across the northern region. This year, NWTFC met with three state legislators and five local leaders to educate them on the dangers of tobacco use. Coalition members discussed the impact tobacco use is having on vulnerable populations and shared the work that the coalition is doing to decrease the negative impacts. To do this effectively, NWTFC collaborated with many organizations across the Northwoods including, local health departments, youth serving organizations, social services, human service centers, and schools. Without these collaborations, local and state leader meetings would not have as big of an impact.

NWTFC also works closely with media in the Northwoods to provide education and awareness to the entire community about the negative effects of tobacco and nicotine use.

10 Presentations about Other Tobacco Products (OTP) and Smoke-Free Multi-Unit Housing were given
FACT

The Rhinelander FACT group is a youth peer-to-peer education group that focuses primarily on tobacco prevention, but also implements other prevention activities related to alcohol and other drug use, bullying, and peer pressure.

The Rhinelander FACT group was previously in the Rhinelander High School, but in fall of 2017, it transitioned into James William Middle School with hopes to have an impact on youth at a younger age.

The FACT group has the opportunity to meet with state and local leaders and in 2017, the youth met with the Rhinelander Mayor and the Oneida County Sheriff. During these meetings, youth were able to educate leaders on the trends they are seeing among their peers related to tobacco and nicotine use. This gives youth leadership experience and a chance to feel engaged with local government.

Youth engagement is critical to the overall success of Wisconsin’s tobacco prevention and control movement. It involves providing the opportunity for young people to gain the ability and authority to make decisions, change social norms, and reduce tobacco initiation and consumption in their communities.12

Future Plans

The NWTFC has spent many years working with state leaders to educate them on the need for tobacco prevention efforts to continue in Wisconsin. In 2018, NWTFC will be continuing work at the state level, but also really focus on local policy. The efforts of the coalition will have the biggest impact at the local level and though working with community leaders right here in Oneida County, great change can be accomplished.

For more information about the NWTFC, FACT, and WI Wins check out the Oneida County Health Department website and Appendix K, http://oneidacountypublichealth.org/coalitions/northwoods-tobacco-free-coalition/
A healthier America begins with you!
Appendix H: Public Health Preparedness & Syndromic Surveillance

Public Health Emergency Preparedness

Whether caused by natural, accidental, or intentional means, public health threats are always present and can lead to the onset of public health incidents. Since 2001, OCHD has been collaborating with local, state, and national partners to prevent, respond to, and rapidly recover from these ever-changing public health threats—protecting the community’s health.

Program requirements include annual updating, training, developing of relationships and procedures to adhere to national standards and provide the highest level of preparedness for the community. Program components are executed by all OCHD staff and spearheaded by the Preparedness Coordinator.

2017: A Year in Review

In 2017, OCHD Public Health Preparedness Program accomplished many things and experienced several changes.

- Change in staffing: Rob Deede, RN, BSN left to pursue a career as new NCW HERC Coordinator; Rebecca Lohagen, RN, BSN was welcomed to OCHD as the new Preparedness Coordinator.
- OCHD held a 90-day functional exercise, with three 30-day exercise periods, which operated as flu clinics for the 2017 fall season. During this exercise, one continuous clinic ran at OCHD, five open point of dispensing location mas clinics were held, and thirty-five satellite clinics were conducted. 2,360 community members were vaccinated by OCHD during this timeframe.
- The Partner Directory was updated to reflect new additions and changes.
- OCHD maintained partnerships with county schools and camps in order to continue to track illnesses.

Syndromic Surveillance

OCHD co-facilitates the Syndromic Surveillance Group with Vilas County. The group includes representatives from Florence, Forest, Oneida, and Vilas Counties. The group works to ensure community partners are presented with pertinent health information via an email Listserv and fax.

Three meetings were held in 2017 to discuss current events, best practice, and evidence-based approaches. Community partners were also invited to attend and learn from state public health employees about pertinent topics.

2017 testing of the Syndromic Surveillance outreach system resulted in 81.8% of partner agencies receiving emails within 24 hours and 40.9% of partner agencies receiving faxes within 24 hours. Based on these results, OCHD will work to update the partner directory in order to ensure maximum outreach, especially by fax.

For more information about Public Health Preparedness & Syndromic Surveillance, check out the Oneida County Health Department website, http://oneidacountypublichealth.org/services/public-health-emergency-preparedness/
Appendix I: Quality Improvement

2017 SUMMARY

Quality improvement refers to a continuous and ongoing effort to achieve measurable improvements in the efficiency, effectiveness, performance, accountability, outcomes, and other indicators of quality services or processes thereby improving health.

Seven quality improvement projects were started in 2017. Two were large projects and five were quickstrike. Four large projects from 2016 were continued in 2017.

357.25

The number of hours OCHD staff logged in 2017 for quality improvement activities.

2014-2017 QI Project Types and Trends

**While 2017 may look like few quality improvement projects were being worked on, it is important to note that four very large projects from 2016 were continuing to be worked on and completed. These included the outbreak, Nightingale Notes time tracking, WI Wins, and environmental health quality improvement projects.**
2017 QI Project Outcomes

- Improved work process (35.71%)
- Supported OCHD goals (7.14%)
- Improved efficiency (35.71%)
- Supported collaborative... (14.29%)
- Improved health equity (7.14%)

*Some projects had multiple outcomes

Success Stories

- Improved QI Team member tracking for improved team member rotation and historical context.
- Improved flu form filing process to greatly reduce staff time spent on related documentation and inventory processes.

QI Work Plan Progress

Sub-Element 6.1: Selecting and Applying QI Methods

<table>
<thead>
<tr>
<th>Year</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>3.25</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>4.5</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>4.5</td>
<td></td>
</tr>
</tbody>
</table>

Sub-Element 6.4: Extracting Lessons Learned

<table>
<thead>
<tr>
<th>Year</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>3.63</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>5.27</td>
<td></td>
</tr>
</tbody>
</table>

Sub-Element 6.5: Sharing and Use of Best Practices

<table>
<thead>
<tr>
<th>Year</th>
<th>Goal</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>3.71</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>3.57</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>4.43</td>
<td></td>
</tr>
</tbody>
</table>

2017 Highlight

Completed a three-year long environmental health food inspection QI project which reduced overdue restaurant inspections from a high of 23% to a low of 3%. Strategies included identifying criteria for prioritizing inspections, reorganizing inspections based on seasonality, and redistributing inspections among EH staff.
Appendix J: Environmental Health, Inspections, & Water Testing

Inspections

In 2017, OCHD Environmental Health Staff conducted 879 total inspections on 787 licensed facilities, including school food facilities, restaurants, retail food locations, lodging facilities, campgrounds, youth camps, public pools, body art facilities, vending, and manufactured home communities. Inspections are conducted to ensure safe food and protection of public safety.

Food Inspections

OCHD assess CDC Risk Factor data from violations of food establishments. CDC Risk Factors are activities that are likely to increase the risk of people getting sick, they include inadequate cooking, unsafe sources, improper holding, cross contamination, personal hygiene, and others. In 2017, there were 255 CDC Risk Factor Violations.

In 2017, OCHD Environmental Health staff completed there over 2-year quality improvement project to reduce the number of overdue food inspections. The overdue inspection rate for food establishments has been as high as 23% during certain times of the year. The overall goal of the project was to have less than 8% overdue rate, or 29 of the 348 license food establishments with an overdue inspection. Staff continues to employ strategies developed during this project.

255

CDC Risk Factor (Food) Violations Issued in 2017
DNR Well Water Program

OCHD is responsible for inspecting and testing approximately 302 transient non-community (TN) wells in Oneida County. A TN well is one that serves 25 or more people at least 60 days out of the year. Bacteria and nitrate drinking water samples are collected annually. Additionally, the wells and water distribution systems are inspected to ensure all system components meet plumbing code requirements.

Water Analysis Lab

Since 2014, OCHD has been home to a Wisconsin Department of Agriculture, Trade, and Consumer Protection certified water analysis lab, offering services to both public and private wells. Bacteriological tests can be done in the lab, and through partnerships with UW-Oshkosh Environmental Research and Innovation Center, additional water testing options, such as nitrates, and arsenic, can be offered.

Water testing is an inexpensive and effective way of assuring a safe and healthy water supply. It is estimated that 20-25% of Wisconsin wells have bacterial contamination. OCHD advises all private well owners to have well water tested for coliform bacteria and nitrates annually, especially if infants under six months of or women of childbearing age are drinking the water, or sooner if changes in taste, odor or appearance are noticed, or there is an unexplained illness.

For more information about Environmental Health, Inspections, & Water Testing check out the Oneida County Health Department website.

http://oneidacountypublichealth.org/services/environmental-health/

http://oneidacountypublichealth.org/services/foodlodging-inspections-licensing/
Appendix K: Wisconsin Wins Compliance Checks Program

Reducing Illegal Tobacco Sales

The Wisconsin Wins (WI Wins) program is a science-based, state-level initiative designed to decrease youth access to tobacco products. WI Wins uses positive reinforcement to reduce illegal tobacco sales to minors. It congratulates local clerks who do not sell tobacco to youth while educating those who do. This approach creates community pride by reducing youth access to tobacco products and providing youth a chance to make a difference in their community. In 2017, NWTFC completed 45 compliance checks in Oneida County, with five of those retailers selling tobacco products to minors. This resulted in a sales rate of 11.1%

Quality Improvement

After reviewing the 2015 WI Wins data for Oneida County, program staff identified the need for a quality improvement project to decrease illegal tobacco sales to minors. The aim of this project is to decrease the illegal sale rate by 1% annually by December 31, 2018.

Through an assessment, three objectives were identified that would be implemented over the three year project.

- By December 31, 2016, at least 50% of retailers who sold will be rechecked within the same year
- By December 31, 2017, implement double citation strategy in which clerks and managers or owners are both cited for sales unless the clerk indicates they were not trained
- By June 1, 2018, develop a system to educate tobacco retailers on new WI state IDs as they are issued

Although the percentage of illegal sales stayed the same in Oneida County for the past two years, program staff are hopeful that these new initiatives will help to continue to decrease the illegal sale of tobacco to minors.

For more information about the NWTFC, FACT, and WI Wins check out the Oneida County Health Department website and Appendix G.

http://oneidacountypublichealth.org/coalitions/northwoods-tobacco-free-coalition/
For every $1 invested in community-based public health activities, a return of $5.60 can be expected.

- APHA
Appendix L: Wisconsin Well Woman Program

Cancer Screenings

The Wisconsin Well Woman Program (WWWP) provides FREE breast and cervical cancer screenings for women ages 45-64 that uninsured or underinsured, due to a copayment or deductible, and meet income guidelines.

To reduce the number of new cancer cases, as well as the illness, disability, and death caused by cancer the WWWW pays for mammograms, Pap tests, and certain other breast and cervical screenings. It also provides multiple sclerosis (MS) testing for women that are at high risk for MS.

The program is administered by the Wisconsin Department of health Services-Division of Public Health, is available in all 72 counties and 11 tribes in Wisconsin, and has been mainly funded by the U.S. Centers for Disease Control and prevention (CDC) and the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) since 1994.

OCHD coordinates WWWW services for nine counties in Northern Wisconsin as one of 13 jurisdictions in the state.

WWWP Enrollment by County

102

Clients were case managed in 2017

2017: A Year in Review

During 2017, local WWWW efforts focused on both enhanced outreach and internal tracking.

- Partnerships with health care entities and WWWW providers were strengthened and utilized to share information about the program with eligible populations.
- A media campaign, including social media, billboards, health fairs, and mailings was completed.
- Implementation of a new internal tracking system was completed because of a QI project.
Breast Only 62%
Breast & Cervical 38%

2017 Cancer Screenings Coordinated

14 Clients were referred for additional testing

4 Clients were diagnosed with breast or cervical cancer

Regular health screenings can prevent breast and cervical cancer or find it at an early stage when it can be treated more successfully.

Data Analysis: New Client Origination

Data indicating how new clients heard about WWWP demonstrates the importance of program communication with provider entities and resource coordinators as 60%-70% of new clients were referred by health care providers and resource coordinators.

Based on this information, it will be important to focus on communication with provider entities in the future, including potential onsite clinic visits by the WWWP coordinator.

How Did New Clients Hear About WWWP

Future Plans

During 2018, WWWP will continue to focus on community outreach to both the provider entities and public, focusing on the eligible population.

Additional data collection and analysis will also focus on each individual county within the program jurisdiction to better understand breast and cervical health in each area as well as population differences and needs.

For more information about WWWP check out the Oneida County Health Department website. [http://oneidacountypublichealth.org/services/womens-health/well-woman-program/](http://oneidacountypublichealth.org/services/womens-health/well-woman-program/)
Appendix M: Fluoride Program

Access is Important

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.

OCHD Services

OCHD offers a Fluoride Supplement Program to address the fluoride needs of children from 6 months to 16 years of age who do not have access to fluoridated water.

To determine if a fluoride supplement is needed:

- First, the primary drinking water source (often a private well) must be tested to determine the amount of fluoride that is present. Water test kits can be obtained from OCHD with complete instructions about the water sample collection and submission. If the family participates in the Oneida County WIC program, they can get the water test kit at no cost.
- The recommended fluoride level in water is 0.7 parts per million in Wisconsin. If the water tested has a fluoride level below the recommendation a fluoride supplement may be needed.
- Fluoride supplements can be obtained through OCHD or primary care provider.

Quality Improvement

In 2017, OCHD focused on encouraging WIC clients who received water test kits to send in the sample in order to accurately determine the fluoride level in their drinking water.

Of the 66 test kits distributed, 27 were returned for sampling and resulted in 12 children receiving fluoride supplementation from OCHD.

For more information about the Fluoride Program check out the Oneida County Health Department website. [http://oneidacountypublichealth.org/services/dental-health/](http://oneidacountypublichealth.org/services/dental-health/)
Appendix N: First Breath

Tobacco Cessation

OCHD is a First Breath Provider for Oneida County. The Wisconsin Women’s Health Foundation offers this highly effective, evidence-based program throughout the state. Through this program, support and resources are provided to pregnant women who want to quit or cut down on smoking during pregnancy and remain quit after baby is born.

Percent of Mothers Who Reported Smoking at Some Point During Their Pregnancy

<table>
<thead>
<tr>
<th>Year</th>
<th>Smoking Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2014</td>
<td>23.4%</td>
</tr>
<tr>
<td>2012-2015</td>
<td>21.9%</td>
</tr>
<tr>
<td>2013-2016</td>
<td>21.3%</td>
</tr>
</tbody>
</table>

State Average 2013-2016: 12.5%

Risk of Smoking

Smoking during pregnancy can lead to:
- Babies born too early or too small
- Miscarriage or stillbirth
- Sudden Infant Death Syndrome (SIDS)
- Life threatening pregnancy complications

Program Outcomes

The greatest impact from the program at OCHD is that the majority of pregnant women who sign up for First Breath were heavy smokers prior to pregnancy and all but one were able to cut down or quit smoking with program.

Percent of Wisconsin participants abstained, quit, or cut back on tobacco use while pregnant: 84%
Appendix O: Reproductive Health Clinic

Reproductive Health Clinic: A History

OCHD’s Reproductive Health Clinic (RHC) has been providing high quality services for the last 35 years. RHC continues to be a medical provider of high quality reproductive health care for vulnerable populations, such as adolescents, low income, or uninsured people. Services such as contraceptive counseling, FDA approved birth control methods, sexually transmitted disease screening and treatment, pregnancy testing and referrals, helps all couples reach their family planning goals.

Percentage of Clients by Age & Gender

2017 Services: By the Numbers

During 2017, the RHC provided:

- 100 pregnancy tests
- 94 Pap tests
- 22 HPV tests
- 318 Chlamydia screens
- 1,268 assessments for Dual Protection kits (using hormonal contraception methods with barrier methods)
- 212 Depo injections
- 28 Nexplanon system insertions
- 309 NuvaRings
- 14,246 male condoms
- 220 female condoms
- 1,733 cycles of oral contraceptives

When women and their partners have access to a wide range of contraceptive methods, they are better able to plan and space their births. This leads to positive health, social, and economic outcomes for women, families, and society.

Preventive Services

Data shows that by providing preventive services such as contraceptive methods, sexually transmitted disease screening, and regular health exams, the number and cost related to unintended pregnancies, abortions, miscarriages, and other pregnancy complications can be reduced dramatically.

During 2018, RHC plans to continue to promote the preventive services available to young people in the community who are not ready to become parents.

$616,390

Oneida County taxpayer dollars SAVED in 2017 because of preventive services provided by the reproductive health clinic.
Client Focus

During 2017, the RHC continued to work with the University of Michigan Adolescent Champion Model, and worked to enhance the clinic to better convey an inclusive atmosphere for teenagers and people in the LGBTQ community. Changes to the clinic environment included posters and signage which appeal to all genders, a new electronic display in the waiting area which shares relevant information about contraception, STDs, and other services provided, like mental health and breast health information, additional privacy screens were also added around the check in desk to enhance confidentiality. As part of the Adolescent Champion Model, RHC staff also participated in trainings to learn more about how to interact with different types of personalities in an accepting and welcoming environment.

A New Way to Communicate

RHC implemented a new texting reminder system during 2017. The HIPAA compliant program makes it easier for clients to receive information about their next appointment, clinic changes, and their personal RHC services.

Clients have the opportunity to opt in annually to this free service.

RHC Staff Highlights

The RHC full time clinic staff is composed of Health Educator-Anne Cirilli, Registered Nurse-Liz Whalen, and Account Clerk-Beth Stamper. Nurse Practitioner-Linda Jerzak is contracted to provide one clinic day per week.

Not only do RHC staff provide high quality services to local clients, they also frequently are part of statewide committees and initiatives to further enhance reproductive health care on a systems level. Some of this broader involvement includes:

- Liz serving on the State STD Alliance Committee and Quality Improvement Committee for the Department of Public Health (DPH).
- Anne serving as Treasurer and Secretary for the statewide family planning network, WFPHRA.
- Both Anne and Liz participating on the WFRHA Education Committee, and Regional Reproductive Health Leadership workgroup for the DPH MCH grant.

Client Feedback

Annually, the RHC conducts a client satisfaction survey. During 2017, survey results indicated that the clients who receive reproductive health services appreciate the RH staff who provide those services.

“The staff are knowledgeable, kind, and seem to really care”
-RHC Client

For more information about the RHC check out the Oneida County Health Department website, [http://oneidacountypublichealth.org/services/reproductive-health-clinic/](http://oneidacountypublichealth.org/services/reproductive-health-clinic/)
Appendix P: Prenatal Care Coordination (PNCC) Program

Connecting Clients to Services

The PNCC Program helps pregnant women on Medicaid get the support and services they need to have a healthy baby.

A public health nurse at OCHD does an assessment, and together with the woman, develops a plan of care. They meet regularly and clients are provided education and referrals to the appropriate agency or program to meet their needs. The personalized plan of care directs the visits to ensure a healthy pregnancy, birth, and beyond.

29 Women enrolled in the PNCC program in 2017

Statewide Improvements

In 2017, the Northern Region PNCC group collaborated on creating a standardized checklist to ensure a uniform approach to the delivery of PNCC services. The goals of the project were to:

- Assure all Medicaid requirements were fulfilled
- Help prepare for potential audits
- Create a systematic approach to high quality PNCC services
- Assure continuity of PNCC services in all counties

For more information about the PNCC Program check out the Oneida County Health Department website, 
http://oneidacountypublichealth.org/services/womens-health/prenatal-care-coordination/
Appendix Q: Immunization Program

Serving All Ages

OCHD works to improve and sustain immunization coverage, offering vaccinations and information about the safety of and importance of timely immunizations. The immunization program promotes and provides adult and childhood immunizations throughout the county to assure that community members have access to this essential preventive health service.

In 2017, the immunization program continued to focus on childhood immunizations and adult immunizations, including pneumococcal immunizations in eligible adults.

**Adult Immunizations**

In 2017, the immunization program continued to focus on childhood immunizations and adult immunizations, including pneumococcal immunizations in eligible adults.

76

Percent of Oneida County children are up to on immunizations at 24 months old

For more information about the Immunization Program check out the Oneida County Health Department website: https://oneidacountypublichealth.org/services/immunization/
Good health is not something we can buy. However, it can be an extremely valuable savings account.

-Anne Wilson Schaef
Mission
To protect, nurture, and advance the health of our community.

Oneida County Health Department
100 W Keenan St
Rhinelander, WI 54501
715-369-6111
oneidacountypublichealth.org