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**Health Department**



# Winnebago County Health Department 2011 Annual Report

*Mission: To protect and promote the health of the residents of Winnebago County.*

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# Winnebago County Health Department



WCHD staff moved into our new location, 112 Otter Avenue, in downtown Oshkosh in February. Staff moved a lot of boxes.



The Breastfeeding Alliance of Northeast WI (BFAN) held a community event in November featuring Laura Hawk as the guest speaker.

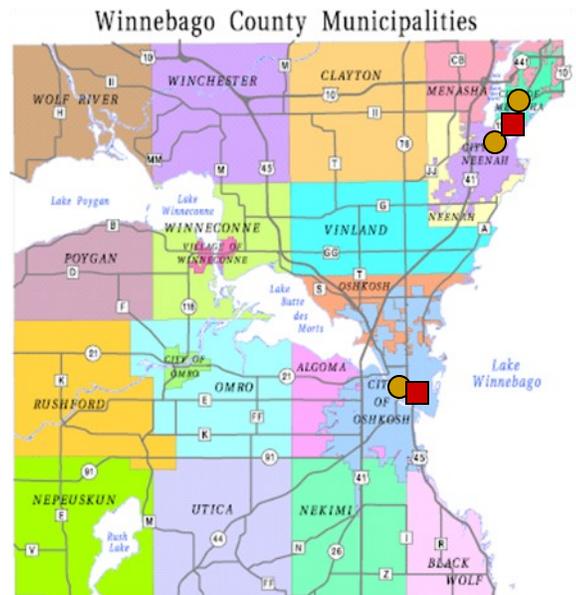


re:THiNK and WCHD educated festival goes at RockUSA in July. It was a new experience and was very successful.

The Winnebago County Health Department (WCHD) is 1 of 92 local public health departments in the state and 1 of 4 in Winnebago County. WCHD is located on the 2nd floor of the County Administration Building in downtown Oshkosh. It provides public health services to all sixteen townships, the City of Omro, and the Village of Winneconne. WCHD's services focus on the promotion of wellness, prevention of disease, and assurance of a healthful environment. General program areas include:

- Administration
- Environmental Health
- General Public Health
- Public Health Nursing
- Public Health Preparedness
- WIC (Women, Infants, and Children)

Public Health is the science and art of protecting and improving the health of communities through education, promotion of healthy lifestyles, and research for prevention. It aids in the improvement of the health and well-being of individuals in communities across our nation and helps those less fortunate to obtain a healthier lifestyle (*from [whatispublichealth.org](http://whatispublichealth.org)*).



## Winnebago County Health Department Site Locations

Winnebago County Health Department and WIC  
112 Otter Avenue  
Oshkosh, WI 54901  
(920) 232-3000

Neenah WIC Center  
211 N. Commercial Street  
Neenah, WI 54956  
(920) 729-2945

## Additional Health Department Sites in Winnebago County

Menasha Health Department  
316 Racine St.  
Menasha, WI 54952  
(920) 967-3520

Neenah Health Department  
211 Walnut Street  
Neenah, WI 54956  
(920) 866-6155

Oshkosh Health Services Division  
215 Church Avenue  
Oshkosh, WI 54901  
(920) 236-5030

# Winnebago County Board of Health

The Winnebago County Board of Health is an eight member board, appointed by the County Executive, with County Board and citizen representation. The Board advises and advocates for the provision of reasonable and necessary public health services and provides leadership that fosters local involvement and commitment. This board's leadership emphasizes public health needs and advocates for equitable distribution of public health resources and complementary private activities commensurate with public health needs. Positions were held for 2011 due to consolidation discussions.

## Board Members

- **Dr. Shiloh Ramos**, Chairman and County Board Supervisor: re-appointed in May of 2010; term expires 4/17/2012.
- **Joanne Sievert**, Vice Chairman and County Board Supervisor; re-appointed in May of 2010; term expires 4/17/2012.
- **Dr. Joseph Bachman**, Retired Medical Doctor, citizen appointment: Reappointed in August of 2009; term expires 7/31/2011.
- **Jill Collier**, DNSc, PHCNS, FNP, Assistant Professor, UWO college of Nursing, citizen appointment: Appointed in August of 2009; term expires 7/31/2011.
- **Thomas Egan**, County Board Supervisor: appointed in May of 2010; term expires 4/17/2012.
- **Thomas Ellis**, County Board Supervisor: appointed in May of 2010; term expires 4/17/2012.
- **Margaret Larson**, Superintendent, Winneconne School District, citizen appointment: appointed in August of 2009; term expires 7/31/2011.
- **Kenneth Neubauer**, County Board Supervisor: appointed in May of 2010; term expires 4/17/2012.

## Winnebago County Demographic Statistics 2010

Population	WCHD Jurisdiction #	City of Menasha#	City of Neenah	City of Oshkosh	Winnebago County Total	WI Total
<b>Population Total</b>	60,266	15,144	25,501	66,083	166,994	5,686,986
<b>Age</b>						
Birth to 19 years	19509 (32.4%)	3643 (24.1%)	6371 (25.0%)	12292 (18.6%)	41815 (25.0%)	1,339,492 (23.6%)
20-34 years	5157 (8.6%)	3699 (24.4%)	5378 (21.1%)	21873 (33.1%)	36107 (21.6%)	1,270,950 (22.3%)
35 - 49 years	13456 (22.3%)	3085 (20.4%)	5357 (21.0%)	12527 (19.0%)	34425 (20.6%)	1,163,293 (20.5%)
50-64 years	13738 (22.8%)	2849 (18.8%)	4854 (19.0%)	10870 (16.4%)	32311 (19.3%)	1,135,937 (20.0%)
65+ years	8706 (14.4%)	1868 (12.3%)	3241 (12.7%)	8521 (12.9%)	22336 (13.4%)	777,314 (13.7%)
<b>Race/Ethnicity</b>						
White	54977 (91.2%)	13700 (90.5%)	23899 (93.7%)	59812 (90.5%)	154,445 (92.5%)	4,902,067 (86.2%)
African American	390 (0.6%)	192 (1.3%)	323 (1.3%)	2051 (3.1%)	2975 (1.8%)	359,148 (6.3%)
Native American	146 (0.2%)	121 (0.8%)	183 (0.7%)	510 (0.8%)	1036 (0.6%)	54,526 (1.0%)
Asian	539 (0.9%)	312 (2.1%)	367 (1.4%)	2113 (3.2%)	3822 (2.3%)	129,234 (2.3%)
Two Races/Other	1173 (1.9%)	389 (2.6%)	729 (2.9%)	1597 (2.4%)	4716 (2.8%)	242,011 (4.3%)

Source: U.S. Census Bureau, 2010 Census

#Data includes population from City of Appleton located in Winnebago County and from City of Menasha located in Calumet County.

## Social & Economic Characteristics

	Winnebago County	Wisconsin
Family Households	60.9%	65%
Married Couple Family Household	48.7%	51%
Families Below Poverty Level	6%	7.7%
English Only Spoken in Home	94.2%	91.6%
Average Household Size	2.33	2.41
Average Family Size	2.91	2.96
Unemployed (civilian labor force)	6%	6.7%
Age 25 or more with High School Diploma	89.8%	89.4%

Source: U.S. Census Bureau 2006-2010 American Community Survey

# Winnebago County Health Department Program Areas

The WCHD is organized into six primary program areas. Together, these programs focus on the promotion of wellness, prevention of disease, and provision of a healthful environment.





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# New in 2011 for WCHD



## New Downtown Oshkosh Location

After more than 20 years of providing public health services from the lower level of the old Parkview Nursing Home Pavilion Building, the Health Department relocated to the second floor of the new County Administration Building in February 2011. In March 2011 we co-located the Oshkosh WIC offices from the Oshkosh Human Services Building to the new location to better serve WIC clients with public health services including immunizations, testing for lead poisoning and prenatal care coordination (PNCC). With the new space we are now on a bus route, able to offer more client privacy, a larger waiting area and room to expand if we consolidate with area health departments.



## AmeriCorps

WCHD began a new partnership with The Wisconsin HealthCorps in late 2010. The WI Public Health Association and the WI Primary Care Association manage HealthCorps and place service workers at various health-related sites throughout Wisconsin. Laura Wilner served as Youth Coordinator from December 2010 through September 2011. Matt Madsen served as CHIP/Coalition Coordinator from November 2010 through July 2011. Evan Groth, serving as Coalition and Project Support, and Brenna Root, serving as Youth Coordinator, will be with WCHD until August 2012. Our AmeriCorps members have become an invaluable addition to re:TH!NK and WCHD.



## Strong Bones

WCHD, the Aging & Disability Resource Center of Winnebago County, the Neenah Menasha YMCA and the Oshkosh United Way partnered to offer the Strong Bones program, a national, research-based, strength training program for middle-aged and older women and men. Research shows that a program of strength training not only improves bone density but reduces falls, improves arthritis symptoms, and increases flexibility and strength. Individuals completing the classes showed marked improvement in strength, endurance, and flexibility.



## Healthy WI Leadership Institute: STD Taskforce

This year WCHD along with other community members developed a Sexually Transmitted Disease Reduction Taskforce. The Taskforce was selected as one of seven teams from across Wisconsin to participate in a leadership training program that is helping to prepare them to address one of their communities' most pressing health concerns: sexually transmitted infections. The Taskforce is developing a community-wide strategic plan to reduce cases of sexually transmitted infections among youth ages 15-24 in Winnebago County. Through the HWLI project, health care systems, local clinics, schools and public health partners are creating a coordinated approach to reducing our community's sexually transmitted infection rates.



## CHIP merger with re:THINK

As implementation of the Winnebago/Oshkosh Community Health Improvement Plan continued to gain momentum in early 2011 both health departments agreed to merge the CHIP-related committees with the existing re:THINK committees to form one Healthy Living Partnership. re:THINK's newly expanded leadership established a new mission that included all of its priorities: Through effective community collaboration, we create an environment that enables healthy lifestyle choices and deters substance abuse in order to improve the quality of life for all Winnebago County residents.

## AHEC Interns

WCHD accepted two AHEC interns for summer experience. One project focused on increasing the redemption of WIC Farmers' Market checks and increase fruit and vegetable intake and the other project was creating a Food Map of locations in the county that sell fresh fruits and vegetables year-round. Sarah Heidorf outreached to daycare students about the eating fruits and vegetables, reminded WIC participants about specific produce that was available throughout the season and recruiting a farm stand to operate at Oshkosh WIC on check distribution days. Josue Flores used free online tools to create the Food Map that is on the re:THINK website.



## Breastfeeding Alliance of Northeast WI (BFAN)

BFAN continued its implementation of collaborative breastfeeding promotion and support outreach. The Alliance had success creating breastfeeding friendly cultures in waiting areas of local hospitals and clinics and created educational powerpoints for Worksite Lactation Support Programs. BFAN also established a relationship with Laura Hawk, wife of Green Bay Packer AJ Hawk, and with that the ability to outreach to a much larger audience. Laura was one of the guest speakers at BFAN's community event held on November 15 in Neenah. Pictured are Melissa Pecor PhD, Mrs. Laura Hawk, Janet Reilly DNP, and Cindy Brylski RN, IBCLC.



## Omro's Safe Routes To School National Award

Each year, the National Center for Safe Routes to School (SRTS) recognizes one SRTS program in the country for outstanding achievement in promoting safe walking and bicycling. Omro Middle School received this national honor in 2011! Omro Middle School currently has a bicycle fleet that is maintained by "young mechanics" (high school and middle school students) in a fully tooled Bike Shoppe. The WCHD has been partners with the City of Omro, Omro Middle School and the East Central Regional Planning Commission on this initiative for several years.



## Winnebago County Falls Prevention Coalition

Winnebago County Health Department was instrumental in organizing a county-wide Fall Prevention Coalition. The coalition is made up of interested community members and health professionals that have on-going concern over the high rate of falls in Wisconsin and in our local community. Members are engaged in disseminating information about proven falls prevention programs and educating older adults about how they can reduce their risk of falling. The coalition is recruiting new partners to work on local falls prevention activities.



## HealthWatch Wisconsin



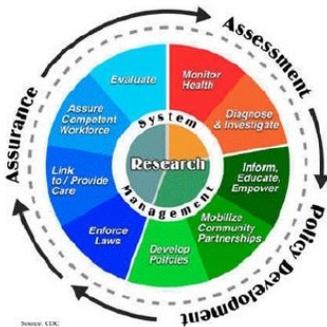
In 2011 WCHD received a grant from Health Watch Wisconsin to further develop the recently established Tri-County (Winnebago, Outagamie and Calumet) Health Watch Coalition. This coalition, made up of health departments, area health care systems and other interested parties from the three counties aims to ensure that all residents have access to affordable and appropriate health care services. Regular coalition meetings provide a forum for discussing health care access concerns, better understanding our regional health care system access and service delivery and identifying opportunities for improvement.

## LIFE Study and BRFSS Report



In partnership with Aurora, Affinity and ThedaCare health care systems, the health departments of Winnebago, Oshkosh, Outagamie and Calumet, and St. Norbert's College a regional Behavioral Risk Factor System Survey was conducted to identify health related behaviors of area residents. The results of this survey were incorporated into the Southern Winnebago County LIFE Study. The results of the survey and LIFE report are available from the WCHD website. This survey will be conducted about every three years and be used to help identify areas of need in public health programming and opportunities for collaboration with area health care providers.

## Accreditation Preparation



The Public Health Accreditation Board (PHAB) is offering for the first time in 2011, a process for voluntary National Accreditation of Local Public Health Departments. The accreditation criteria are based on the National Association of City and County Health Officials (NACCHO) Operational Definition of Local Public Health Department. WCHD has applied for grant funding to help prepare for applying for national accreditation and will be developing a strategic plan and start putting the documentation together to support an application for accreditation in the next year or two. Accreditation assures communities that their public health agency is meeting minimum recommended competencies and will likely be tied to future funding proposals.

## Wisconsin Well Woman Program



In December 2011 the counties of Winnebago, Outagamie, Fond du Lac and Sheboygan learned that the State would no longer contract with Planned Parenthood of Wisconsin (PPWI) to provide the coordination of WI Well Woman Program (WWWP) Services that PPWI has been providing since the inception of the program in 1995. After unsuccessfully attempting to encourage the State to reverse its decision, WCHD agreed to take over coordination for the four county area. The WWWP provides cervical and breast cancer screening coordination for low income women aged 45 to 64 and staff will start working out of the Neenah Human Services Building in the Public Health WIC offices starting in March of 2012.

## Consolidation

The Winnebago County Health Department continues to work cooperatively with the City of Oshkosh and City of Neenah in the development of a interagency agreement to consolidate public health services. In 2011, Baker Tilly consultants conducted a study that demonstrated sustainment or improvement in current levels of public health service with both staffing and fiscal efficiencies with consolidation. Estimated savings are about \$350K/year with elimination of positions that are vacant and no loss of existing regular staff from any of the agencies. It is likely that the consolidation interagency agreement will be voted on in early 2012.



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# Administration



*Staff provides clerical support to all WCHD Programs from A to Z, Monday through Friday from 8am-4pm.*



*The lobby at WCHD accommodates residents seeking services and information whether for the WIC Program or various Public Health Services.*



*You can find us in our new office at 112 Otter Ave in Oshkosh. Look for the blue awning above the Otter Ave entrance.*

## Administration

An Administrative Management Team provides leadership, and programmatic oversight to the whole department under the supervision of the Health Department Director. They are responsible for enforcements, actions, assessments, and policies, community partnerships, funding and planning. This team supervises Public Health staff, whether Nurses, Sanitarians, Educators, Nutritionists, Grant Administrators or support staff for all our programs. They also assist in the research and application of community, state, and federal grants and participate in various community advisory boards, coalitions, and alliances.

**Budget/Grant Management/Billing:** The Health Department depends on grant funding as well as tax payer support. Clerical staff ensures all grants, contracts, and agreements are signed and current. Billing of grants is the responsibility of the Account clerk who also handles all our purchases. Various tasks from data entry to clinic booking and staffing are also part of support staff function.

**Education/Planning:** Education has become paramount for the delivery of Public Health initiatives. Meetings with staff and community partners are frequent. Note taking, scheduling, and preparation of material are a function of the support staff.

**Program Support:** Support staff assists with communication, data entry, forms and mailing. Our Public Health Aide assists with clients and clinics. Day to day activity from all staff is recorded and entered into the CHAMPS data system which enables the generation of reports essential to grant and program administration.

**Public Service:** The main phone line to the Health department is the responsibility of the Clerk Typist, who also handles general requests at the reception window and scheduling of appointments. While other WCHD staff is active in the community, the clerical support staff maintains the office Monday-Friday from 8am-4pm for the public's convenience. Support Staff also plays a role in Public Health Preparedness and has been trained in the Incident Command System.

**WCHD serves the Towns, the Village of Winneconne, and the City of Omro, a combined population of 60,266 residents.**



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# Environmental Health



*Surface water quality is monitored as part of the Recreational Water Monitoring program.*



*EH staff work with licensed Recreational Facilities to assure a safe summer for area residents and visitors.*



*EH Sanitarians assure a well-trained and knowledgeable food services workforce by consulting with business & academia.*

## Food Safety and Recreational Licensing Program



**Inspection and Licensing:** The Environmental Health (EH) section of WCHD licenses and inspects all restaurants, retail food operations, lodging facilities, mobile home parks, public swimming pools/ spas, campgrounds, tattoo/piercing establishments, vending machines, and recreational camps that operate within the jurisdiction. The goal of the program is to prevent food & water-borne illnesses from affecting County residents and visitors. In 2011, WCHD EH staff issued licenses to 239 permanent establishments, and conducted over 320 inspections. In addition, EH staff conducted inspections at numerous temporary events, including Quarry Quest, EAA, Rock USA, and Country USA, and issued 36 temporary food licenses, one temporary tattoo/piercing license, and 18 temporary campground licenses.

## Environmental Health Hazards Program

### **Water Quality:**

**Drinking Water Testing:** WCHD provides fee-exempt water sample bottles and promotes well water testing through prenatal care home visits, other in-home services, and as requested by residents. Water samples may be analyzed for bacteria, nitrates, arsenic, fluoride, and metals. EH Sanitarians consult with home owners, clients, and other staff members to assure safe water supplies for all jurisdictional residents. EH staff also works closely with local governments to investigate known water quality problems, to organize local testing projects, and to provide educational sessions for officials and residents. Through 2011, WCHD has maintained results from **520** well samples. Of those sampled, 16% were bacteriologically unsafe, 14% had Arsenic levels over the health standard of 10.0 parts per billion (ppb), and 5% were over the health standard of 10.0 parts per million (ppm) for Nitrates.



**WCHD sanitarians conducted over 320 inspections in 2011**

*Winnebago County Health Department data, 2011*

**Transient Non-Community Water Supplies:** The EH section of WCHD contracts with the Wisconsin Dept. of Natural Resources to provide the sampling and inspection of transient, non-community water systems (TNCs). A TNC is defined as a well water system that serves at least 25 people per day for at least 60 days per year. Rural churches, restaurants, taverns, motels, convenience stores, and campgrounds are examples of TNCs. Under this contract, EH staff are responsible to sample the water from each facility every year for nitrates and bacteria. Currently, there are 112 TNCs in the county. In addition, EH staff must inspect the wells and distribution systems of at least 20% of the total each year, so that each TNC has a physical well inspection at least every 5 years. Corrective action orders must be issued and followed-up when necessary. In 2011, EH staff completed **22** TNC well and distribution system inspections. Under this program, laboratory services are provided through a contract with the University of WI Oshkosh Environmental Research and Innovations Center (ERIC) Lab.



**Recreational Water Monitoring:** The Lake Winnebago lake system is monitored throughout the summer months to assure safe recreational waters for boaters, swimmers, and other recreational uses. Specimens are collected from the 10 public access points on Lakes Poygan, Butte des Morts, and Winnebago every week, and are analyzed at the UW Oshkosh ERIC Lab for *E. coli*. Sample results are posted on the Winnebago County Health Department's website. In 2011, there were **130** recreational water samples collected and analyzed. Fourteen of the samples (11%) were over the health standard of 235 colony forming units of coliform bacteria per 100 ml of water. Unsafe sample results are highlighted in red on the website, and follow-up samples are collected the next day.

**Inland Water Sampling**

Most Recent Date Sampled	Most Recent E. coli Results	Location Name
2011-08-29	1	Asylum Point Park and Boat Landing
2011-08-29	3	Black Wolf Boat Landing
2011-08-29	3	Boom Bay Boat Landing
2011-08-29	1	Grundman Park Boat Landing
2011-08-29	2	Lake Butte des Morts Boat Landing
2011-08-29	3.1	Lake Poygan Bay Lane Boat Landing
2011-08-29	3	Lake Poygan Boat Landing
2011-08-29	7.4	Menominee Park
2011-08-29	1	Village of Butte des Morts Boat Landing
2011-08-29	12.2	Village of Winneconne Park Swim Area

Oshkosh ERIC Lab for *E. coli*. Sample results are posted on the Winnebago County Health Department's website. In 2011, there were **130** recreational water samples collected and analyzed. Fourteen of the samples (11%) were over the health standard of 235 colony forming units of coliform bacteria per 100 ml of water. Unsafe sample results are highlighted in red on the website, and follow-up samples are collected the next day.

**Human Health Hazards:** The Environmental Health Sanitarians attempt to minimize negative human health impacts by controlling environmental hazards. The EH Sanitarians get involved with investigating complaints and issuing abatement or clean-up orders to residents maintaining a human health hazard or public nuisance. Examples of environmental hazards include: indoor air quality, open burning, solid waste, mold and moisture problems, unsanitary or unsafe housing, and toxic chemical releases. During 2011, the EH Sanitarians responded to **48** human health hazard complaints.

**Radon:** WCHD has been offering radon test kits as part of a grant from WI DHS since 2002. The grant, which is shared with the Town of Menasha, is used to purchase test kits, to provide outreach to the community, and to offer consultation to residents who are deciding to mitigate high levels of radon. To date, this program has provided test kits at a reduced cost to 3155 households, and has received results from 1974 of those homes. The average radon level of all homes tested in Winnebago County is 6.8 picocuries per liter of air (pCi/l). The EPA health standard for radon is 4.0 pCi/l.



**WARNING** E. coli results greater than or equal to 235 poses an increased risk of swimmer-related illness.

View of the WCHD Beach/Lake Monitoring Website with an online, interactive map.

62.5% of the homes tested in Winnebago County are over the health standard for radon. The health risk for radon is an elevated chance of lung cancer to a person exposed to radon caused by radioactive decay within the lungs. Radon is the second leading cause of lung cancer in the US, behind only tobacco smoke.

**Rabies Control/Animal Control:** The EH staff works cooperatively with the PH Nursing staff, local veterinarians, local law enforcement officials, the WI Department of Health Services (DHS), and the Wisconsin State Lab of Hygiene to ensure that all potential human cases of rabies are investigated. In consult with local physicians and veterinarians, WCHD staff provide guidance on the treatment of persons and animals that may have been exposed to rabies or other animal-related exposure. In cooperation with the Winnebago County Sheriff's Office, animal bites to humans, pets, or livestock are investigated, and determinations are made on whether to quarantine the offending animal or to submit the animal to the state lab for analysis. During 2011, there were 38 incidents reported to the WCHD. Animals involved included bats (9), cats (14), dogs (9), muskrat (1), horse (1), opossums (2) and raccoons (2). All specimens were negative for rabies.



### **Vector-borne Diseases:**

**Lyme Disease:** Lyme disease is an illness caused by a bacterium, *Borrelia burgdorferi*, transmitted to humans by a tiny tick named *Ixodes scapularis* (commonly called the deer tick). Lyme disease may cause signs and symptoms affecting the skin (often a red bulls-eye rash), nervous system, heart, or joints of an infected person. More than 20,000 cases of the disease have been reported in Wisconsin residents since surveillance for Lyme disease began in 1980. EH sanitarians work with PH Nursing staff to identify travel history. This is done to assist the Wisconsin DHS and CDC to assess the demographic, geographic, and seasonal distribution of Lyme disease to target prevention and control measures.



**West Nile Virus:** WNV is spread to people by the bite of a mosquito infected with the virus. 80% of those infected with WNV do not become ill, 29% experience mild illness (fever, headache, eye pain, muscle aches, joint pain, a rash on the trunk, swollen lymph nodes, nausea and vomiting), and 1% can develop severe illness (extreme muscle weakness, encephalitis, paralysis, coma, and even death). Mosquitoes become infected with WNV by feeding on infected birds. Once infected, a mosquito will transmit the virus to other animals, such as cows and horses, or birds when they take another blood meal. Anyone can contract WNV, and the elderly are particularly susceptible. There is no evidence that infected horses, humans, or other animals are able to transmit the virus to other animals, people, or mosquitoes. Prevention of mosquito bites is the best defense against WNV. The best way to control mosquitoes is to eliminate shallow pools of standing water, a common breeding ground for mosquitoes. WCHD participates in the collection of birds for testing in the US Fish and Wildlife Service's WNV surveillance program. If a County has two positive bird species (crows, ravens, and blue jays) identified in one year, then they are considered positive for WNV, and no further bird testing is conducted. Winnebago County had no positive bird specimens in 2011.



62.5% of the homes in Winnebago County have elevated Radon levels...Have you tested your home? WCHD Data 2002-2011



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# re:TH!NK, Winnebago's Healthy Living Partnership



*re:TH!NK expanded their locally produced cable TV show that now extends to Neenah Menasha, County Townships and Oshkosh*



*Partnerships with youth and young adults provides increased visibility among county residents of all ages.*



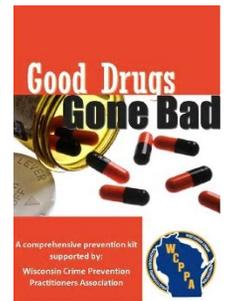
*Chefs from local restaurants joined re:TH!NK in hosting a healthy cooking demo at an Oshkosh middle school as part of FoodDay.*

## re:TH!NK, Winnebago's Healthy Living Partnership



**Coalition Organization:** re:TH!NK made huge strides in 2011 with increased partnerships and community visibility among various populations. The efforts were expanded to include healthy lifestyle promotion like physical activity and nutrition, while still striving toward youth substance prevention. Community leaders serve as chairs and co-chairs of re:TH!NK's committees and assist re:TH!NK coordinators with strategies and activities.

**Good Drugs Gone Bad campaign:** re:TH!NK sponsored a 10-week public service announcement campaign at the Oshkosh Cinema with a viewership of an estimated 8,500 teens and families each week. Good Drugs Gone Bad toolkits underwent an evaluation resulting in a modified and easier to use product. Educators **trained over 2,500 community members** on ways to monitor pills and reduce drug addiction.

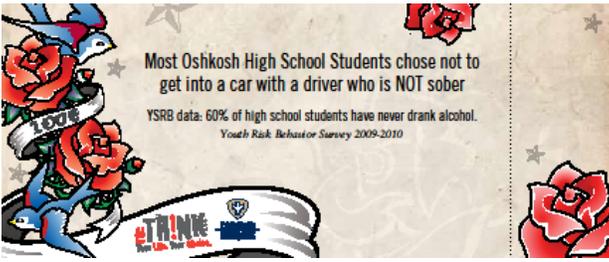


**Medication Disposal:** The permanent Drug Drop Box located inside the Oshkosh Police Dept has been open for 18 months. In May, the Neenah Police Dept added a second Drug Drop Box. This provide a permanent location to dispose of unwanted/expired medications and is always open. In 2011, quarterly drug sorts were held to separate controlled substances from prescription drugs, empty out pill bottles and recycle packaging. Pharmacists from Pick 'n' Save in Oshkosh volunteered at the sorts. Residents using the two Drug Drop boxes prevented unwanted medications from being flushed into Lake Winnebago, our drinking water and out of the hands of potential abusers! By providing a way to dispose of medications properly, re:TH!NK, WCHD and our partners in the community helped to improve our water quality, protect children and pets from accidental poisoning and reduce drug abuse and related crime.

**Safely dispose of unwanted or expired medications.**

**Oshkosh Police Department | Neenah Police Department**  
Safe and Secure - Convenient and Anonymous - Open 24 Hours a Day - Everyday  
[www.co.winnebago.wi.us/health/drug-drop](http://www.co.winnebago.wi.us/health/drug-drop)

re:TH!NK collected a total of **2,125 lbs** of medications that were disposed of at the Winnebago County Drug Drop boxes. *WCHD data, 2011*



**Prom Awareness to Reduce Underage Drinking:** Social norms campaigns were kicked off during Prom season at Oshkosh North, Oshkosh West, Omro and Winneconne High Schools with assistance from the coalition. re:TH!NK designed the backs of prom tickets with alcohol-free reminders that most don't engage in risky behaviors. Data from the 2009-2010 Youth Risk Behavior Survey was used. Parents also were supported with safety tips on monitoring youth. Local businesses partnered with re:TH!NK to join the team for a drug and alcohol free prom/graduation season. This initiative reached close to 1,000 high school youth and their parents.

**Policy Development:** re:TH!NK's Advocacy Committee enjoyed routine participation, doubling its membership in 2011. Legislators, treatment specialists, coroners, tavern owners, judges, police administrators representatives from the League of Women's Voters and more are at the table to discuss needed policy changes in Winnebago County regarding access and acceptability of alcohol/drug use, and healthier living. They handled delicate issues and surveyed the Oshkosh Tavern League on their interest of specific alcohol control policies. The passage of the 24/7 Mandated Sobriety program was piloted in 2011 to reduce OWI recidivism and change the consequences of those who have more than one violation for driving while intoxicated. Participants now have to demonstrate sobriety by blowing into a PBT or wearing a scam bracelet.

The Advocacy Committee also kept re:TH!NK partners updated on statewide legislation regarding prescription drug misuse. The group will eventually expand its efforts, as needed, into advocating for policies that promote physical activity opportunities, safe pedestrian mobility and access to nutritious foods.



*At RockUSA this year, re:TH!NK hosted a "Sex, Drugs, and Rock n Roll"-themed booth to bring awareness to "soft drug" paraphernalia.*



*Qualifying elementary school children in Omro and Winneconne now are able to receive free dental screenings.*



*re:TH!NK's efforts expanded in 2011 for the Parents Who Host Lose the Most campaign.*

**Summer Festival Outreach:** re:TH!NK members were highly visible at community events, expos and fairs with prevention and healthy lifestyle promotional efforts. At RockUSA, partners in law enforcement trained hundreds of concession's staff on responsible alcohol sale practices with tools and flip guides provided by the coalition. re:TH!NK also worked with WCHD nurses to educate festival goers about sexually transmitted diseases and sexual responsibility.

**Enhanced Programs:** With the help of members of the Healthy Lifestyles Committee, Tri-County Community Focus on Children (FoC) Dental Program expanded to include the Omro and Winneconne School Districts. All school districts in Winnebago County now participate in the FoC ensuring all students on free and reduced lunch program have access to preventative dental screenings.

The Winnebago County Health Department WIC program and re:TH!NK's Nutrition, Obesity, Diabetes Committee helped pilot and promote Electronic Bank Transfer (EBT) at the Oshkosh Farmers Market in 2011. EBT allows residents that receive FoodShare to utilize some of those dollars at the Market to purchase locally grown fruits and vegetables. There were 99 customers that took advantage of EBT for a total of **1569 tokens redeemed**. re:TH!NK plans to assist with the EBT program at the Oshkosh Market again for the 2012 season.

**Expanded Partnerships:** One of re:TH!NK's priorities is to increase access to active recreation opportunities. In 2011, re:TH!NK partnered with the Oshkosh Parks Dept and the UWO Xpeditions Program to develop a snowshoe trail at Lakeshore Golf Course in Oshkosh. The trail will be marked annually by UWO students and maintained by the Oshkosh Parks Department.

The Healthy Lifestyles Committee identified a need in the community regarding mental health. The committee gathered local stakeholders and decided to coordinate monthly Mental Health "Share Shops" for area non-profits, service providers and partners. The workgroup began meeting in late 2011 and decided to focus on two priority areas: reducing the stigma of mental health and addressing access to mental health treatment and services. These community partners will continue to meet in 2012.



The coalition built a partnership with Countywide Crimestoppers to reduce a barrier to reporting criminal activity. re:TH!NK made the texting capability possible by funding and redesigned the logo with related campaigns. **27 text tips** were received in 2011 and dispatchers were able to interact with reporters for increased detection of crimes because of this new tool.

In an effort to reduce childhood obesity, partners from the YMCA, East Central Regional Planning Commission, the City of Oshkosh, the Physical Activity Committee and Oshkosh Area School District met to explore the feasibility of an Active Schools Pilot Project. Less than 50% of children in Winnebago County get 60 minutes of physical activity each day. Three strategies designed to increase the amount of activity children receive were chosen as the project's focus: Active Classrooms, Active Recess and Safe Routes to School. Two Oshkosh elementary schools, Oakwood and Oaklawn, will serve as the pilot sites. The goal is to begin implementation of the strategies in spring of 2012.

#### **Resources and Tools Created:**

**active RECREATION**  
guide

In 2011, the Physical Activity & Healthy Recreational Opportunities Committee created an online, searchable database called the Winnebago County Active Recreation Guide (ARG). The ARG is an inventory of locations, trails, parks, facilities, clubs, organizations and equipment rental providers in Winnebago County that provide an opportunity for active recreation. Users can search by location or by activity type. Over 300 unique visitors accessed the ARG from July-December.



re:TH!NK also launched the Winnebago County "Food Map" in 2011. The online map displays grocery stores, food pantries and convenient stores that sell fresh fruit and vegetables. This map was created to reduce barriers by showing residents where they can purchase healthier foods.



*Winneconne and Omro elementary schools participated in the Walk to Win program and had increased participation.*



*Lakeshore Golf Course in Oshkosh is now the home to a new snowshoe trail, thanks to the efforts of re:TH!NK partners.*



*Mental health service providers and advocates are focusing on the stigma of mental health and access to care.*

**67% of Winnebago County adults are considered to be either overweight (35%) or obese (32%)** *2011 Winnebago County Behavioral Risk Surveillance Survey*

**Tobacco Education Program:** The Tobacco Education Program (TEP) is a tobacco-diversion class and alternative to conviction program that serves Outagamie and Winnebago Counties. Participants in the TEP are usually issued a citation and/or summons or been referred to juvenile court for possession of a tobacco product, use of a tobacco product and/or falsely representing his/her age to purchase a tobacco product. By successfully completing the TEP, the citation/summons is dismissed. In 2011, **43 youth** participated in the program. AmeriCorps members and re:TH!NK staff facilitate the course.

**re:TH!NK's Online Presence:** After the launch of re:TH!NK's website, Facebook page and Twitter feed in 2010, re:TH!NK began promoting these tools as additional ways to communicate with partners and the community. Tracking tools allow re:TH!NK to analyze web traffic, interactions and reach of individual efforts. The coalition has become known throughout the state as being very technologically advanced and assists other coalitions with their social and online media efforts.



re:TH!NK's Social Media Presence 2011		
<b>Facebook</b>	331 "Likes" (132 new in 2011)	218 posts (78,621 post views)
<b>Twitter</b>	130 Followers (since using Twitter)	448 tweets (since using Twitter)
<b>Blog</b>	118 posts (total)	21 posts (in 2011)
<b>Website</b>	914 Visitors (July 1-Dec 31, 2011)	1,366 visits (July 1-Dec 31, 2011)

### re:TH!NK's Additional 2011 Accomplishments

- Awarded "Most Outstanding Prevention Coalition" by the Wisconsin Clearinghouse for Prevention Resources
- Recognized for "Special Achievement of a Public Health Partnership" by WPHA (Wisconsin Public Health Association)
- Coordinated and mobilized community leaders resulting in the K2 Ban de-legalizing synthetic marijuana
- Developed and produced "re:TH!NK," a local cable access TV show
- School partnerships resulted in 5 campus-wide environmental strategies conducted for high school ATODA prevention
- Commuted over 2000 miles in the Get Up and Ride bike-to-work challenge
- Educated 5 councils/boards about re:TH!NK's priorities
- Gathered 19 re:TH!NK partners to participate in the Fox Cities Festival of Races
- Coordinated 3 events to celebrate Food Day including a school kitchen tour, cooking demonstration at Perry Tipler Middle School and Celebrity Chef night at Becket's.



Through re:TH!NK's Advocacy Committee's efforts, two policies were passed to reduce underage drinking and driving while intoxicated.



FACT youth handed out nearly 500 "Call Out Candies" at Country USA as part of their efforts to expose the tobacco industry's "Manipulicious" products and marketing techniques.



At a hearing in Neenah, AmeriCorps members Laura Wilner and Matt Madsen educated the State Legislature's Joint Finance Committee on the importance of health and prevention funding.



## re:THINK, the Lakeshore Tobacco Prevention Network

**Multi-Jurisdictional Coalition (MJC):** re:THINK, the Lakeshore Tobacco Prevention Network, includes the counties of Door, Kewaunee, Manitowoc, Sheboygan and Winnebago. MJs were created after a significant funding cut to the State Tobacco Prevention and Control Program two year ago. Two staff coordinate activities in the five counties; one at the WCHD, and the other at the Area Health Education Center (AHEC) in Manitowoc. The MJC worked to create new partnerships with local agencies and individuals to sustain our tobacco prevention efforts.



**Smoke-Free Air:** 2011 marked the one-year anniversary of Wisconsin's indoor smoke-free air law that went into effect on July 5, 2010. re:THINK held two celebration events, one in Menasha and one in Kewaunee. The events garnered attention from TV, radio and print media. MJC coordinators also worked with local law enforcement to follow up on SFA violation reports.



**Other Tobacco Products (OTP):** Wisconsin's youth are being targeted by the tobacco industry through aggressive marketing and new non-cigarette products flavored and packaged like candy. Coalition members educated community members and groups and local and state decision-makers about these products and what could be done to reduce youth access to them. The coalition also Country USA opening the eyes of festival goers to these deceptive products.



**Youth Advocacy (FACT):** Winnebago County youth participated in the FACT movement (Fighting Against Corporate Tobacco) through activism designed to empower youth to expose the truth about the tobacco industry. The new campaign is called "Manipulicious." Over **100** youth were actively involved in FACTivisms in 2011.



**Tobacco Compliance Checks:** Tobacco sales to minors were low again in 2011. Only 4.3% of retailers sold to minors during tobacco compliance checks, part of the WI WINS program. There were 115 investigations conducted. Barb Wolf, PH nurse with WCHD, served as adult supervisor for the WI WINS program that works with youth investigators and local law enforcement to conduct the compliance checks.

Tobacco is the #1 cause of preventable death and chronic disease in the United States. *CDC, 2011*



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# General Public Health



PH Nurses inform and educate the public about important prevention measures regarding communicable diseases.



Public Health nurses give immunizations at no cost to any child under the age of 18.



WCHD purchased a new, larger vaccine storage refrigerator for its new downtown location. It is temperature monitored 24/7.

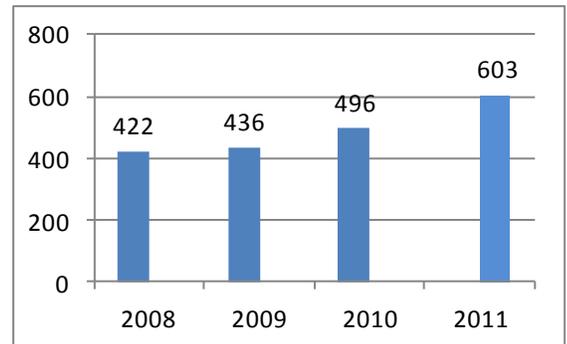
## Communicable Disease

**CD Surveillance:** Three rural schools share their student absentee information with the health department as part of disease surveillance to increase the ability to detect outbreaks in a timely way and to enhance understanding of communicable diseases circulating among school-aged children. A sample report is shown below.

Date (Thursdays)	Total enrollment	# of students absent with ILI	% absent with ILI	# of students absent with GI	% absent with GI	# of students absent with OTHER illness	% absent with other	# of students absent WITHOUT illness	Total # absent with illness	% absent with illness (ILI, GI, Other)
12/8/11	645	3	.46%	5	.77%	9	1.4%	15	17	2.6%

**Communication with providers:** The communicable disease report on the next page is an example of the monthly report WCHD sends to local health care providers to keep them informed of the disease trends occurring locally.

**STI Taskforce:** Winnebago County Health Department developed a task force to address the increasing number of sexually transmitted diseases being reported. See the "New in 2011" section of this report for more information.



Total cases of Chlamydia in Winnebago County per year

Sexually transmitted diseases continue to climb.

74% of the cases are in 15-24 year olds. *WCHD Communicable Disease Report, 2011*

# 2011 COMMUNICABLE DISEASE FOR WINNEBAGO COUNTY HEALTH DEPARTMENT

Episode Year					WCHD jurisdiction only 2011		All of Winnebago Co - 2011		Wisconsin	
	2007	2008	2009	2010	Cases	Incidence Rate*	Cases	Rate	Cases	Rate
BLASTOMYCOSIS	1	1	1		2	3	3	2	73	1
CAMPYLOBACTERIOSIS	17	9	15	15	11	19	32	20	1,385	25
CHANCROID			1							
CHLAMYDIA TRACHOMATIS INFECTION	106	143	92	118	130	227	604	374	24,776	442
CRYPTOSPORIDIOSIS	10	12	2	8	5	9	14	9	730	13
E-COLI, (STEC)	1	1	7	3	8	14	9	6	326	6
EHRlichiosis - e.chaf and anaplas	1		2	3	2	3	8	5	732	13
ENCEPHALITIS, VIRAL									2	<1
GIARDIASIS	3	7	3	4	2	3	14	9	563	10
GONORRHEA	22	26	13	10	13	23	76	47	4,853	87
H. INFLUENZAE, INVASIVE					1	2	4	2	89	2
HEPATITIS A			3						8	<1
HEPATITIS B acute & chronic		7	6	2	2	3			510	9
HEPATITIS C	11	16	17	16	23	40	79	49	2,401	43
HISTOPLASMOSIS									27	<1
INFLUENZA-ASSOCIATED HOSP					3	5			870	16
INFLUENZA-ASSOC PED DEATH									4	0
INFLUENZA-NOVEL INFLUENZA A			57						58	1
KAWASAKI							1	1	13	<1
LEGIONELLOSIS									68	1
LISTERIOSIS			1		1	2	1	1	8	<1
LYME DISEASE	3	2	20	17	16	28	43	27	3,545	63
MALARIA									19	<1
MEASLES									2	<1
MENINGITIS, (VIRAL)	1						1	1	3	<1
MENINGITIS, BACT other		2							13	<1
MUMPS	2			1					5	<1
MYCOBACTERIAL (NON-TB)	1	17	17	7	12	21	44	27	1,045	19
N. MENINGITIDIS (Meningococcal)	1	1							19	<1
PARAPERTUSSIS (reportable 2011)					3	5			100	2
PERTUSSIS		6	5	7	22	38	95	59	1,182	21
Q FEVER acute and chronic							1	1	10	<1
ROCKY MOUNTAIN SPOTTED FEVER									10	<1
SALMONELLOSIS	16	7	9	5	2	3	16	10	721	13
SHIGELLOSIS	2		1	1	2	3	3	2	70	1
STREPT , INVASIVE, GRP A	1		3	1	2	3	4	2	162	3
STREPT, INVASIVE, GRP B			5	1	6	10	13	8	374	7
STREPT PNEUMONIAE, INVASIVE	2	5	6	5	5	9	10	6	501	9
SYPHILIS	1	1		1	1	2	2	1	224	4
TETANUS									2	<1
TRANSMISSIBLE SPONGIFORM ENCEPHALOPATHY (TSE)			1						7	<1
TUBERCULOSIS			1				1	1	64	1
TUBERCULOSIS, (LTBI)	5	3	8	3	1	2	13	8	438	8
TULAREMIA									1	<1
TYPHOID FEVER									3	<1
VANCOMYCIN INTERM S. AUREUS									1	<1
VARICELLA (CHICKENPOX)		11	11	5	7	12	15	9	423	8
YERSINIOSIS									8	<1

Winnebago County Jurisdiction only pop	57,225
Winnebago County Pop	161,386
Wisconsin population	5,599,420

\*Incident rate is the number of cases per 100,000 residents



WCHD nurses used a Plinko game help educate youth and young adults about the consequences of having unprotected sex.

Outreach at RockUSA	# of 15-24 year olds reached	# of adults 25+ reached
STI education	<b>371</b>	<b>449</b>
Condoms	<b>160</b>	<b>72</b>

**Outreach and Education:** As part of a larger effort, WCHD partnered with re:THINK to educate youth and their parents about STD disease, transmission, and prevention at RockUSA. Condom packets that included resources for testing and treatment of STDs, instructions on how to use condoms and condoms were distributed.

**HIV Counseling and Testing Services:** In 2011, emphasis was on the rapid testing services available in the new location. Outreach was done throughout the community. Testing of high risk individuals in the jail continued.

**HIV Partner Services:** A primary prevention effort in HIV programs is to identify partners of HIV positive clients and ensure they are brought to testing. Winnebago County serves three counties Marquette, Winnebago and Waushara. Eleven HIV positive clients were located and offered the partner notification service. 2 new HIV cases were identified.



## Immunization

New CDC recommendations in 2011 included:

- a booster dose of meningitis vaccine for teens
- HPV vaccine for all boys starting at age 9 years
- pertussis vaccine for pregnant women and grandparents >65 years who will have close contact with newborns.

The health department is following the CDC guidelines that all close contacts of infants aged <12 months be vaccinated with pertussis containing vaccine called Tdap to reduce the risk for transmission of pertussis (whooping cough) to infants. This initiative is called **Tdap cocooning**. Nurses from the health department promote *Tdap cocooning* at monthly WIC and immunization clinics.

The health department continues to offer all childhood vaccines, influenza vaccine to county employees and hepatitis vaccines to high risk individuals including jail inmates. WIC participants are able to get vaccines from WCHD on check pick-up days. The Wisconsin Immunization Registry (WIR) is used for all vaccine record keeping.



WCHD nurses are active participants in the Northeast Wisconsin Immunization Coalition (NEWIC). Goals of NEWIC are to advocate the use of a statewide immunization registry tracking system, remove barriers to immunizations, educate consumers and coordinate public and private efforts in the Northeast Region with those at the state and national level.

Vaccines Given by WCHD: 2011	
<i>CHILDRENS VACCINES</i>	634
<i>ADULT VACCINES</i>	1313
<b><i>TOTAL OF ALL VACCINES GIVEN</i></b>	<b>1947</b>

1408 adults and children received vaccines from WCHD in 2011.  
25% of those had no insurance or were underinsured.

Wisconsin Immunization Registry Report 2012



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**Health Department**

# Public Health Nursing



*PH home visits include health information to help individuals manage their chronic diseases and access available resources.*



*UWO student nurses educated families about green cleaning at the YMCA's Healthy Kids Day part of asthma prevention outreach.*



*Two WCHD nurses provide services for five low income housing complexes that are part of the Oshkosh/Winnebago Housing Authority.*

## Chronic Disease Management Services

### ***The Housing Authority Story: Need for follow up after hospital discharge***



Mary (46) checked herself into the Behavioral unit at the hospital as she wasn't feeling well and was having suicide thoughts about taking an overdose of pills. Mary was put on some new medications and began feeling better. After 5 days she was discharged back to her apartment. The discharge planner faxed me a list of Mary's medications and said that because they were generic, costs would be only \$4 each. I made a home visit to see Mary to review her medications which she had picked up at the pharmacy. One new medication for mental health cost \$110 so she was not able to purchase that one. She also confessed to me that she had stopped taking her thyroid and cholesterol pills this summer and only had a few strips left to check her blood sugar. One problem uncovered several more. Mary showed me her Medicare card. I asked to see her Medicare Part D card which would cover her medications at a lower cost. She told me she didn't have one. I worked with our social worker at Housing. We went online and discovered that Mary did have a Part D card but never received it. Armed with that information, we were able to order a card and call Mary's pharmacy with the new information. The medication she needed was now affordable, reduced from \$110 to \$2.60! I called her primary doctor and he reordered her thyroid and cholesterol medications along with blood sugar strips. The fact that she stopped taking her thyroid medication months ago was most likely a contributing factor to her mental health decline.

*-Sue Ashton, Housing Authority Nurse*

Preventing disease and injury is the most cost-effective, common-sense way to improve health.

*Robert Wood Johnson Foundation, 2011*

**Other Chronic Disease Management Activities:**

	Nail Care	PH home visits	Medication Set ups	Housing Authority	Housing Authority	Home Fall Assessments	Long Term Support
2009	181	370	115	927	246	n/a	190
2010	136	338	201	865	203	22	99
2011	134	281	132	858	185	5	71

**Housing Authority Nursing:** The Oshkosh/Winnebago County Housing contracts with WCHD to provide one full time nursing position. Two nurses share in this role. Nursing services are provided to 5 low income housing complexes. Both individual home visits and walk-in clinics are offered. The main goal is to assist residents in managing their chronic health problems in order to stay in their apartments as long as possible. The nurses monitor health changes, help set up medications, educate, provide crisis intervention, collaborate with health care providers and refer for services as needed.

**Chronic Disease Prevention Services**

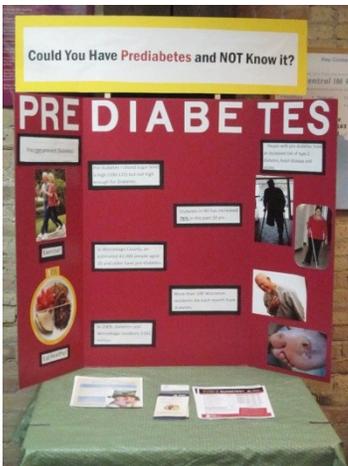
**Pre-diabetes Awareness:** WCHD has begun promoting community educational outreach regarding Pre-diabetes Awareness. According to the American Diabetic Association (ADA) there are 79 million people in the US who have Pre-diabetes, defined as a blood sugar between 100-125. In Wisconsin it's estimated that there are over 1 million people age 20 yrs+ who have Pre-diabetes and don't know it. Health costs are staggering with \$1 out of every \$5 needed to cover costs for a person with diabetes. According to the 2008 Burden of Diabetes in Wisconsin:

**The prevalence Diabetes has increased 76% 1989 to 2008**

Our goal is to raise awareness of Pre-diabetes, increase understanding of the risks and PREVENT progression to diabetes. The majority of people with diabetes die from heart disease and are at risk for blindness, kidney disease and foot/leg amputations.

2011 Pre-diabetes Activities:

- Pre-diabetes Risk Test on intranet and County Public Health website
- PSAs to local radio/TV
- Educational articles in Nov township newsletters and Housing Authority
- Poster display at Wal-Mart
- Table top information placed in County lunchrooms
- Plan to partner with Living Healthy Clinic to do ADA Risk Test/educational information



*Pre-diabetes awareness is a new outreach effort for the WCHD.*

**Strong (Women) Bones:** Strong Bones is a national, research based, strength training program for middle-aged and older women and men. Research shows that a program of strength training not only improves bone density but reduces falls, improves arthritis symptoms, and increases flexibility and strength. 17 women registered for the 12 week Strong Bones classes held in the fall of 2011 at the Menasha Senior Center. Participants completed a series of before and after screenings. Strong Bones classes will continue to be offered in 2012.

**Community Collaboration:** As we work toward increased collaboration with our community the nurses are active participants in these community groups:

Aging and Disabled Resource Center Advisory Committee of Winnebago County	Adult and Elder Adult At Risk Interdisciplinary Team	Winnebago County Transportation Committee	Winnebago County Caregiver Coalition
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**Falls Prevention Awareness:** September is Fall Prevention Awareness month. WCHD was awarded a small grant from the WI Department of Health to do Fall Prevention Awareness activities. An attractive bookmark with Fall Prevention tips was developed and distributed to local libraries, senior centers, Advocap Nutrition program and other places throughout the county. In addition, a tragic local story of the results of a fall in an elderly women was told and printed in the *Oshkosh Northwestern*. It brought much interest to our fall prevention programs with requests to be a part of our coalition and take part in our Strong Bones Program. Community outreach occurred at the Oshkosh and Omro Farmers Market. WCHD staff provided Fall Prevention tips, resources in the community and demonstrated our Strong Bones strength building program.



## WCHD Highlight: Organ Donation

Despite advances in medicine and prevention, the number of people on the organ transplant waiting list continues to grow. Transplant may be the only option for people who experience injuries or suffer from physical defects or chronic diseases. In the U.S., there are over 112,000 people on the organ transplant waiting list. Every 11 minutes a new name is added. Sadly, 20 people die every day waiting for an organ.

On March 29, 2010, the state of Wisconsin initiated the Wisconsin Donor Registry to help decrease the number of people on the transplant waiting list. The Registry provides Donation Professionals with a more efficient way to determine if a person is a Donor. This allows the donation process to start sooner to get organs and tissues to those waiting in a timely manner. It relieves the burden on the family of having to look for the driver's license or make the Donation decision during an already stressful situation. The Registry also ensures a person's wishes to be a Donor are honored; it prohibits family from overriding the person's consent to Donation as has been previously allowed.

If a person has renewed their license since March 29, 2010 and indicate they want to be a donor they are automatically placed on the Donor Registry. Many people will not renew their license for years so to get on the Donor Registry now, they need to go on the secure website [www.yeswillwisconsin.com](http://www.yeswillwisconsin.com) to register their donation wishes.



WCHD recognizes the need for awareness of Donation and the Donor Registry. Working with UWO-SN, two projects with successful outcomes were initiated:

- Presentations to City of Neenah, Menasha and Oshkosh Health Departments. All departments committed to promoting Donation/Registry through use of the provided tool-kit.
- "Recycle Yourself": Promotion of Donation/Registry to the Public (UW-Oshkosh Campus).

### **Results of this effort:**

**306** people signed up on the WI Donor Registry

**1** person can save/enhance the lives of over **50** people = **15,300** potential lives saved/enhanced

Special recognition of project from Program Director for the Organ and Tissue Donation Program, Division of Public Health, WI DHS.

## Maternal Child Health (MCH)



### PARENTS ARE THE KEY

#### ***As you hand your teen the car keys, are you confident or concerned?***

Parents are the Key is a program designed to help parents keep their teen drivers safe. This CDC program encourages parents to set the rules of the road and to enforce those rules with a parent-teen driving agreement. Car crashes are the number 1 killer of teens with driver inexperience as the main cause. Because parents have the greatest influence over their teen's behavior, they play a key role in preventing teen car crashes and deaths.

As a result of findings from the Child Death Review Team, nurses from WCHD along with the Sheriff Office and Dept of Human Services promoted this safe teen driver campaign in schools and the community in 2011. Outreach and promotion of the program was available at the County Fair, Life Fest, Parent/Teacher conferences and parent meetings at all schools in Winnebago County and at monthly immunization clinics held by the county. **240** students enrolled in driver's education classes were provided literature on the campaign. Mass mailings were done for all school 10<sup>th</sup> grade students with **1585** students receiving the brochure and driver agreement. There was also a television interview done on a local Green Bay station about Parents are the Key.

This program hopes to partner with the Department of Transportation, Motor Vehicle division in 2012.

*"At first it was "well I am never going to do anything wrong" but after we talked she started to see that some times peer pressure and spur of the moment ideas don't always work out the best." Patrick Johnson, Neenah*



*Setting rules and following through on consequences is a part of the Parents are the Key parent-teen driving agreement.*



*Parents are the Key focuses on parent involvement when teens are learning how to drive.*

**In the last 5 years, Winnebago County has had 17 teen deaths by car crash.** *Winnebago County Coroner's Office*

## MCH Focus Areas

**A**  
**ALONE**

**on their**

**B**  
**BACKS**

**in a**

**C**  
**CRIB**

**or**  
**bassinette**



*Babies should be placed in a crib or bassinette without any blankets, pillows, bumper pads, stuffed animals or toys.*

**Crib Safety:** The American Academy of Pediatrics recommends that all babies sleep on their back, alone in their crib with no blankets, pillows, bumper pads, stuffed animals or toys. The WCHD began promoting a Safe Sleep campaign in 2011 to reduce the risk of injury and death due to unsafe sleep practices and environments.

7 families in need of a safe sleep environment for their infant received a portable crib from the Health Department.

**Car Seat Safety:** In 2011 recommendations changed that all children up to the age of 2 years should be secured in a rear facing car seat.

85 low income children received a car seat from the Health Department through a grant from the Department of Transportation.



*Children up to age 2 should now be placed in a rear-facing car seat.*

**Community Collaboration:** MCH Nurses worked on an *Early Childhood Community Collaboration* objective by actively participating in the following community organizations:

SAFEKIDS  
FOX VALLEY

FOX VALLEY  
ASTHMA  
COALITION

FOX VALLEY  
POSTPARTUM  
DEPRESSION  
TASK FORCE

HOME VISITING  
CONSORTIUM  
OF THE FOX  
VALLEY

UWO HEADSTART  
HEALTH SERVICES  
ADVISORY  
COMMITTEE



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# The Special Supplemental Nutrition Program for Women, Infants & Children

## WIC



*Infant is weighed at WIC Clinic to monitor adequate gain.*



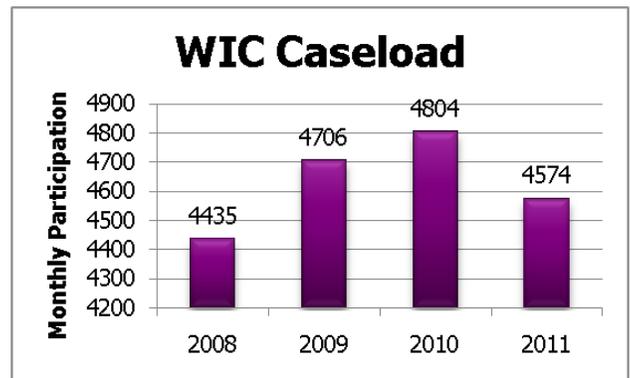
*WIC participants receive coaching to assure breastfeeding success.*



*Family Nutrition Educator Sue from UW-Extension advises a WIC family about how to eat nutritiously on a budget.*

## Women, Infants & Children

**Nutrition Education and Counseling:** The WIC Program is funded through the USDA and operated locally by WCHD. The purpose of the WIC Program is to promote and maintain the health and well-being of nutritionally at-risk pregnant, breastfeeding and postpartum women, infants and children. WIC provides counseling and information about nutrition for mothers and their children, including prenatal breastfeeding education and post-delivery support to participants, breast pumps to eligible women, infant and child feeding practices and recommendations, suggestions about shopping and recipes. WIC works in partnership with the UW-EX Family Nutrition Program to provide education about feeding families nutritiously and economically.



**Food Vouchers:** Participants are issued vouchers to purchase nutritious foods including: milk including soy milk, eggs, iron-fortified cereal, 100% juice, peanut butter and dried beans and peas, whole grain breads, buns and rolls, brown rice, whole wheat or corn tortillas, fruits, vegetables and baby foods were added to the list. Women who fully breastfed their infants also receive cheese and tuna or salmon. Infants who are not breastfed are issued vouchers for iron-fortified formula. During the growing season, an additional set of vouchers are issued to spend at local farmers' markets and stands to purchase locally grown produce.

**In 2011, \$1,403,554.94** in WIC vouchers were spent at local grocery stores and pharmacies.

**\$12,178.00** in WIC Farmers Market Nutrition Program vouchers were spent at local farmers markets and farm stands, an increase of 7% over 2010.

**74.2% of infants born to women enrolled on WIC during pregnancy breastfed in 2011.** *WCHD data, 2011*

**Breastfeeding Education:** In order to better support breastfeeding all of the professional staff has acquired Certification in Lactation Consulting (CLC) or as a Lactation Specialist (CLS). WIC continues to offer Breastfeeding Peer Counseling. With the help of the CLS and WIC staff,

75% of children enrolled in WIC are weaned from the bottle before 14 months old.

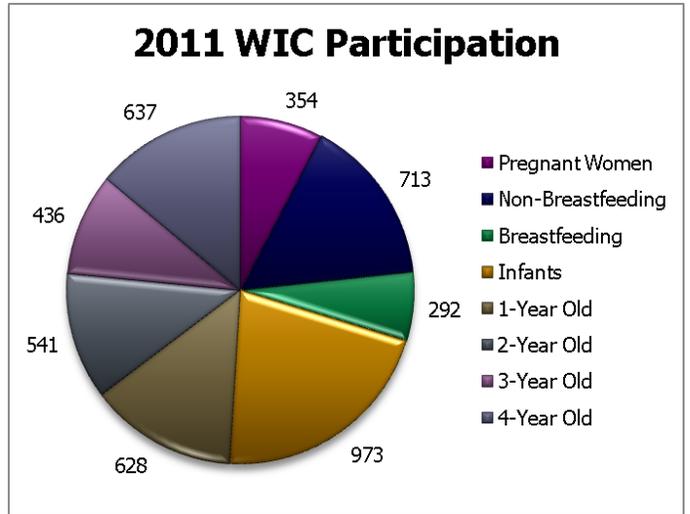
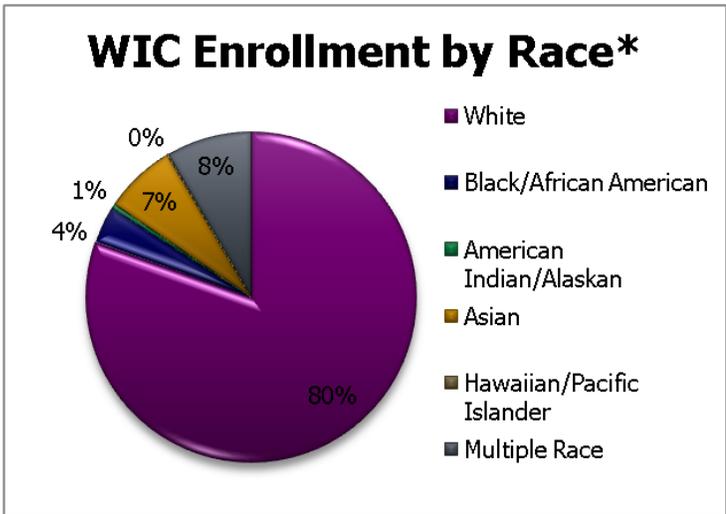
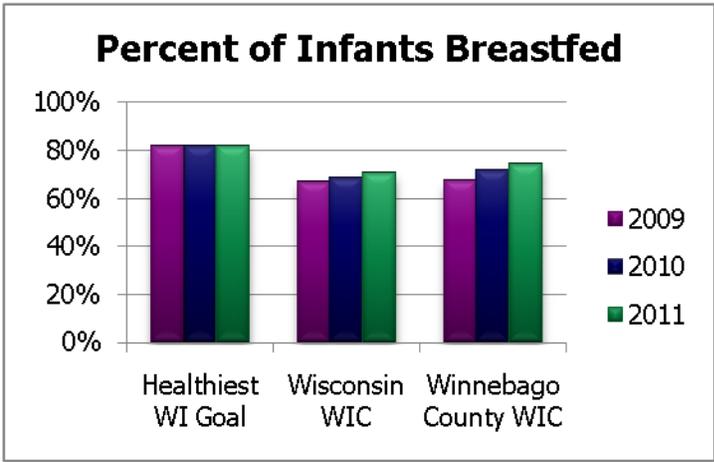
**BFAN-Breastfeeding Alliance of Northeast WI:** This community group promotes and support breastfeeding in the Northeast Region. Successes this year included:

- Collaboration between the two community groups.
- Breastfeeding Friendly culture in waiting areas of hospitals and clinics.
- Educational power points created for Worksite Lactation Support Programs and for professional staff education.
- Establishing a relationship with Laura Hawk and with that the ability to outreach to a much larger audience.

More information can be found in the "New in 2011" section of this Annual Report and at [www.bfanwi.org](http://www.bfanwi.org).

**Referrals & Resources:** WIC staff also provides referral for other community resources including dental, prenatal education and public health. Car seat vouchers are issued to eligible families from grant funding and blood lead tests are done as needed for children.

**Participant Certification:** In order to be enrolled in the WIC Program, applicants must provide proof of income, identification and residence. Each applicant is weighed, measured for length/height and tested for blood iron level (hemoglobin). Applicants/guardians are interviewed regarding health and diet practices. This information is used to assess a health or nutritional risk factor for enrollment, for education/counseling and referral. Certifications are completed during pregnancy, after delivery, and every 6 months up to 5<sup>th</sup> birthday.



\*16% of WIC participants are of Hispanic ethnicity

The majority, 86.5%, of parents with infants enrolled in WIC delay adding solid foods until after infant has turned 4 months old. *WCHD data, 2011*



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# Public Health Preparedness



*WCHD has been working closely with community partners and organizations to assure sheltering needs are met. (ARC photo)*



*Respirator Fit-testing is annually conducted with a core group of emergency response staff and nursing staff.*



*WCHD staff worked with county departments and a local resort/campground operator after April tornadoes caused significant damage.*

## Public Health Emergency Preparedness

**Emergency Planning:** This program area involves community preparedness planning to respond to an influenza pandemic, mass clinic operation, natural disasters, nuclear/biological/chemical accidents, acts of terrorism, and 24/7/365 availability of Health Department staff. WCHD has partnered with many other area city and county health departments, and non-governmental organizations to assure a coordinated planning effort, shared exercises and tabletop discussions, and mutual aid agreements.

In February, WCHD staff participated in a regional training session offered by the American Red Cross to explain the health department's potential roles in a Red Cross operated emergency shelter. Based on this training session, WCHD led an effort to develop and offer a sheltering training session for volunteer agencies and other partners to assure that community volunteers and partners could assist in a disaster shelter event.

On May 4, 2011, WCHD staff, Emergency Management staff, and Red Cross staff presented "Sheltering: Serving People with Disabilities and Functional Needs in a Red Cross Shelter." Attendees included staff members from several area health departments, Advocap volunteer services, Winnebago County Human Services, Winnebago County Emergency Management, and the Lakeland Care District. Attendees learned about their roles in setting up, organizing, operating, and taking down Red Cross-sponsored disaster response shelters.



*Disaster sheltering requires the cooperation of many community partners and agencies. (Photo courtesy of American Red Cross)*

**WCHD partners with many area city and county health departments and non-governmental organizations to assure a coordinated planning effort!**

In 2011, WCHD participated in several emergency planning activities and exercises:

- Participation in a Continuation of Operations/Continuation of Government (COOP/COG) exercise in September. The exercise was coordinated by Emergency Management, and served to identify strengths and weaknesses in the department's plans to relocate and function in a disaster.
- The Mass Clinic Plan was updated based on the Technical Assistance Review (TAR) in September.
- WCHD is a member of the Region 6 WI Hospital Emergency Preparedness Planning work group, and serves as Fiscal Agent. This group continues to update hospital communications, medical coordination, and patient tracking methods.
- WCHD was highly involved in developing and completing a mass clinic planning top exercise in the county's Emergency Operations Center in December. Partners that participating were American Red Cross, Advocap Volunteer Services, Human Services, Lakeland Care District, Sheriffs Dept., Finance Dept., Parks Dept., and Emergency Management.



*WCHD staff at the EOC mass clinic exercise in December 2011.*

**Staff Development and Training:** The Emergency Planning program also works to develop and improve the response capacity of our staff members. WCHD developed a staff improvement plan based on the 2009 employee assessment. In 2011, 10 WCHD staff members completed additional Incident Command System training, and four completed Risk Communications training. The Annual Staff Training Day in 2011 focused on identification of Category A-B-C bioterrorism agents and the use of appropriate personal protective equipment (PPE) for each bioterrorism agent.



*WCHD staff members at the 2011 Staff Training Day.*



*Personal Protective Equipment (PPE) practice at the 2011 Staff Training.*

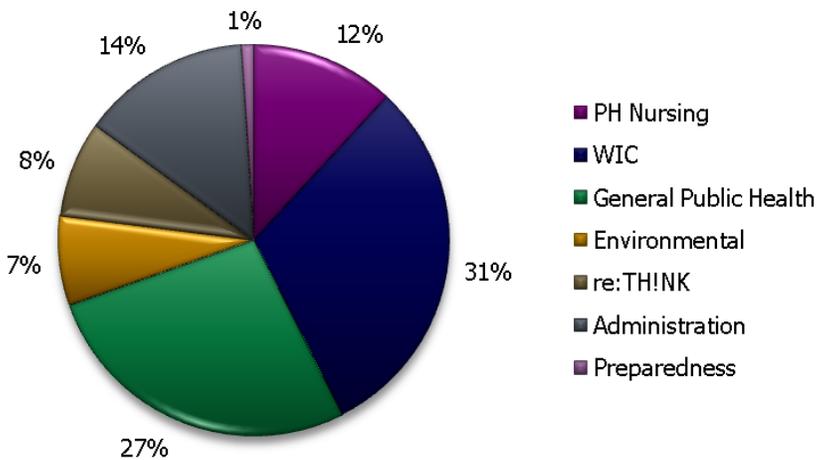
**Local Emergency Planning Committee (LEPC):** The Winnebago County LEPC is charged with identifying businesses and farms in the county that have reportable amounts of hazardous materials onsite, and for preparing emergency response plans for those locations. In addition, the LEPC provides education and outreach to citizens on chemical and hazardous materials emergencies. According to Wisconsin State LEPC protocols, Public Health is a mandated member of a County's LEPC. Since 2008, the Public Health Director has served as the Chair.

**CDC Performance Measures require WCHD to demonstrate the ability to respond to a PH emergency within allotted time frames. WCHD met those requirements 100% of the time.**



# Time Allocation & Financial Measures

**Time Allocation by Program Area 2011**



**FTE by Program Area 2011**

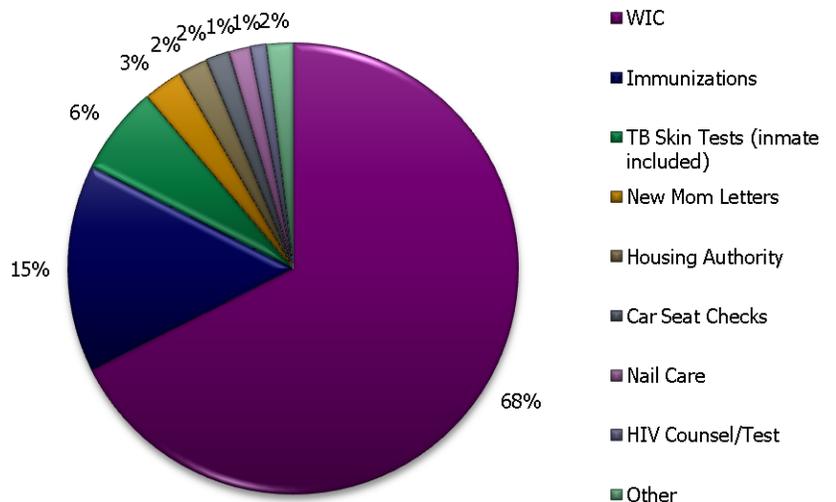
<b>Administration</b>	<b>3.59</b>
<b>Environmental</b>	<b>1.89</b>
<b>General Public Health*</b>	<b>6.92</b>
<b>Public Health Nursing</b>	<b>3.04</b>
<b>re:THINK</b>	<b>2.04</b>
<b>WIC</b>	<b>7.84</b>
<b>Preparedness</b>	<b>.26</b>
<b>TOTAL</b>	<b>25.56</b>

\*General Public Health includes staff time spent on non-grant funded re:THINK programs.

**Clinic Visits in 2011**

Visit Type	No. of Visits
Car Seat Checks	147
Hep A Vaccinations (Adult billable)	28
Hep B Vaccinations (Adult billable)	11
HIV Counseling/Testing	101
Housing Authority	185
Immunization*	1,295
Lead	52
Long Term Needs Assessment	74
Nail Care	134
New Mom Letters	247
TB Inmate	231
TB Skin Tests	320
WIC	5,891
<b>Total Visits</b>	<b>8,716</b>

**Number of Clinic Visits by Program Area 2011**

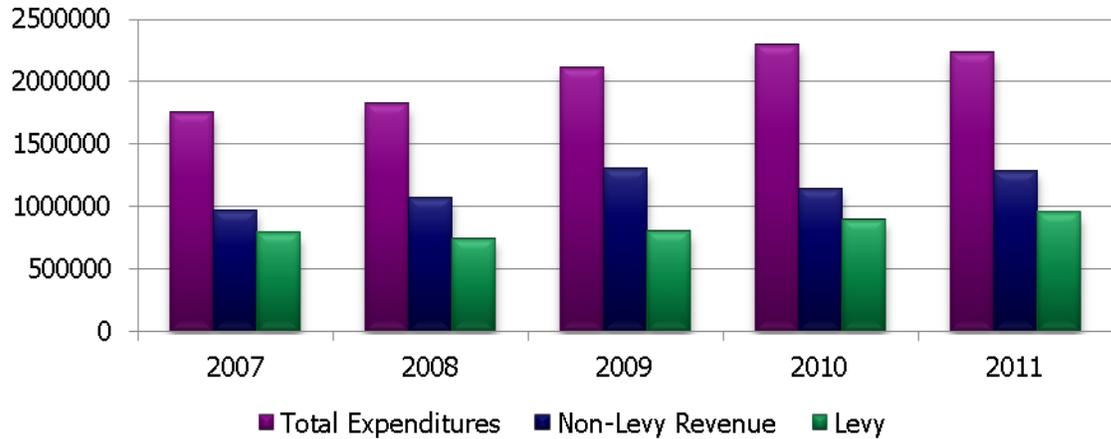


*Red*=Decrease in number of visits of that type over previous year.

*Blue*=Increase in number of visits of that type over previous year.

\*Immunizations in 2010 included H1N1 flu vaccinations.

## Revenue Sources 2007-2011

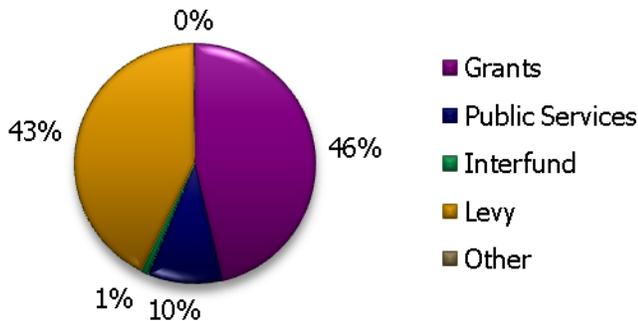


### Revenue Sources by Year

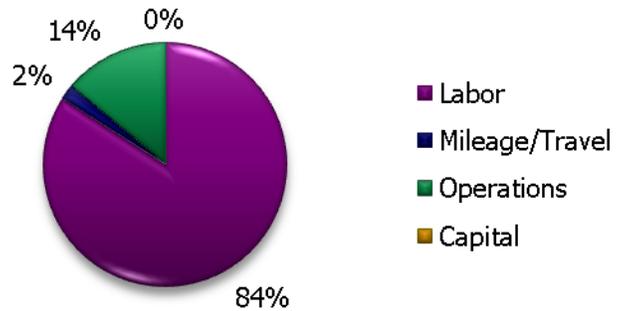
Year	Total Expenditures*	Non-Levy Revenues**	Levy
2007	\$1,753,678	\$963,963	\$789,716
2008	\$1,820,387	\$1,072,420	\$747,967
2009	\$2,107,855	\$1,300,480	\$807,375
2010	\$2,295,371	\$1,144,326	\$900,826
<b>2011</b>	<b>\$2,236,909</b>	<b>\$1,284,112</b>	<b>\$952,797</b>

*\*Expenditures: Labor, Mileage/Travel, Operations, and Capital \*\*Non-Levy Revenues: Grants, Public Service, Interfund, and Non- Operating Income*

### 2011 Revenue



### 2011 Expenditures



Revenues	Dollars
Grants (Intergovernmental)	\$1,036,157
Public Services	\$222,927
Interfund	\$23,528
Levy*	\$952,797
Other	\$1,500
<b>Total Revenues</b>	<b>\$2,236,909</b>

Expenditures	Dollars
Labor	\$1,880,474
Mileage/Travel	\$45,415
Operations	\$311,020
Capital	\$0
<b>Total Expenditures</b>	<b>\$2,236,909</b>

*\*Levy revenue in excess of expenditures was applied to reserves.*



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# 2011 Accomplishments

1. Completed feasibility study to consider consolidation of health departments in Winnebago County
2. Merged community health improvement plan implementation teams into re:TH!NK community coalition structure
3. Moved primary health department offices and Oshkosh WIC offices to new location in downtown Oshkosh
4. Increased availability of public health services including prenatal care coordination and immunizations to Oshkosh area WIC clients
5. Partnered with City of Oshkosh, Outagamie County, Calumet County and the three area health care systems to conduct behavioral risk factor survey to serve as local and area wide community needs assessment
6. Started a countywide falls prevention coalition
7. Enhanced social marketing efforts about health awareness and prevention, and coordinated local community access TV show about re:TH!NK
8. Received two awards for re:TH!NK including Wisconsin Service to Prevention 2011 Outstanding Prevention Coalition
9. Partnered with Winnebago County Sheriff Department to increase availability of car seats for WIC clients via Department of Transportation Grant
10. Partnered with Crime Stoppers to launch texting capacity for anonymous tips to be sent to local law enforcement for underage drinking or any other illegal activity
11. Launched Parents are the Key program to address the number one cause of teen death in our community, car crashes, with grant funds awarded to the health department led Child Death Review Team
12. Partnered with the City of Neenah Police Department to place the county's second DrugDrop box at the Neenah Police Department
13. Incorporated the use of AmeriCorps members to assist the re:TH!NK community coalition efforts and began allocating levy funded staffing to support community engagement efforts
14. Began providing DNA testing for County Paternity Office
15. Expanded Walk to Win programming to include all five school districts in Winnebago County



# 2012 Goals and Objectives

1. If consolidation of health departments is approved, integrate staffing and programming from Oshkosh and Neenah Health Departments into County Health Department structure and facilities
2. Expand provision of county public health services including clinic based prenatal care coordination to all WIC clients served
3. Further integrate population based strategies and interventions into all program areas and staff training
4. Begin agency wide strategic planning process and incorporation of the principles of quality improvement and performance management into program team meetings
5. Continue to prepare for national accreditation of health department
6. Continue to enhance efforts to communicate prevention messaging and visibility and role of local public health
7. Redesign/re-organize the Health Department's website
8. Secure resources (both human and financial) to continue the coalition work of re:TH!NK in the community
9. Expand Safe Sleep education initiatives to daycares and grandparents groups
10. Facilitate pregnancy/childbirth education classes for high risk pregnant women
11. Partner with the Division of Motor Vehicles to promote Parents are the Key messaging