



Winnebago County Health Department

2015 Annual Report



PublicHealth
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Winnebago County
Health Department

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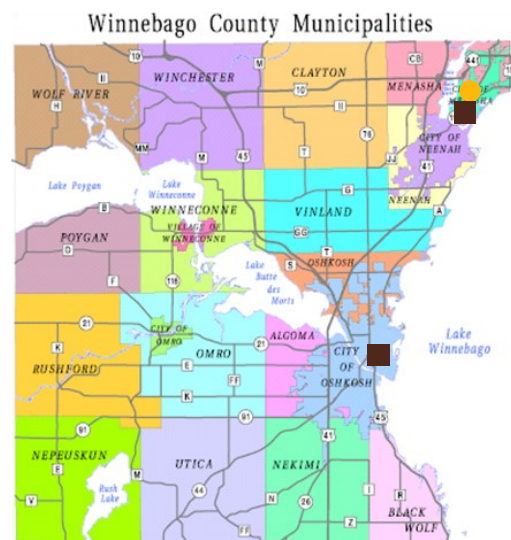
Winnebago County Public Health Department

Serving over 150,000 residents in the City of Oshkosh, City of Neenah, City of Omro, Village of Winneconne and surrounding Townships of Winnebago County

The Winnebago County Health Department (WCHD) is 1 of 87 local public health departments in the state and one of two in Winnebago County. WCHD is located on the 2nd floor of the County Administration Building in downtown Oshkosh and 2nd floor of the County Human Services Building in Neenah. It provides public health services to all sixteen townships, the Cities of Neenah, Omro, and Oshkosh, 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 and Support
- Community Health Promotion and Prevention
- Environmental 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 (whatispublichealth.org).



Winnebago County Health Department Site Locations ■

Oshkosh Office: 112 Otter Avenue, 2nd floor
(920) 232-3000
(920) 232-3350 (WIC)

Neenah Office: 211 N. Commercial Street, 2nd floor
(920) 729-2945

Additional Health Department in Winnebago County ●
Menasha Health Department,
316 Racine St. Menasha, WI 54952

Winnebago County Board of Health

The Winnebago County Board of Health is a nine 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.

Board Members

Name	Position/Title	Term Expires	Name	Position/Title	Term Expires
Dr. Shiloh Ramos	Chairman and County Board Supervisor	7/1/16	Thomas Ellis	County Board Supervisor	7/1/16
Dr. Sam Hofman	Vice-Chairman, Community Member	7/1/16	Mike Norton	County Board Supervisor	7/1/16
Rachel Youngquist	Secretary, County Board Supervisor	7/1/16	Ann W Marshall	Community Member	7/1/16
Dr. Jan Edelstein	Community Member	7/1/16	Paula McNiel	Community Member	7/1/17
Thomas Egan	County Board Supervisor	7/1/16			

2015 Highlights

Consolidating the WCHD Offices in Neenah

With the consolidation of the Oshkosh, Neenah and Winnebago County Health Departments in 2012 the new County Health Department was in operation in three separate locations, two of which were only a half mile apart in the City of Neenah. These locations were the former Neenah Health Department location at Neenah City Hall and the County Health Department WIC location at the County Human Services Building on Commercial Street. The 2012 consolidation agreement included a three year lease of Neenah City Hall that allowed time for the selection and transition of services to a single location that would provide both WIC and public health services. After review of multiple options, it was determined an expansion of the current office space at the Neenah Human Service Building would be of lowest cost and ease of access to other county services. The move was completed in late May and additionally resulted in support staff efficiencies that allowed 1.0 FTE reduction in staffing.

Department Re-Organization Update

In 2015 WCHD continued to make adjustments to staffing structure to better reflect service adjustments and opportunities presented by the 2012 consolidation of the Oshkosh, Neenah and County Health Departments. A new Communicable Disease unit was established to focus fewer staff with greater expertise on communicable diseases, immunizations, and refugee health. Denise Krueger, a former City of Oshkosh Health Department employee was promoted to Public Health Supervisor and two new communicable disease staff, Jena McNeil and Amy Winninghoff, were welcomed to the team. Plans were made for a new Public Health Supervisor focusing on chronic disease prevention and community engagement to be filled in 2016 and Nurse Supervisor Cindy Draws was reassigned as Public Health Supervisor for Older Adult, Maternal Child Health, Wisconsin Well Woman and health care access functions. Additional plans have been made to bring on a Communications Specialist and to transition Public Health Preparedness from a contracted service to a new position for 2016.

The employees that left the department in 2015 include:

Name	Title/Role	Of Service
Mary Jo Turner	Public Health Nurse Supervisor	33 years
Jamie Orr	Health Educator	3 years
Karen Cantrell	Public Health Aide	11 years
Kathleen Sheridan	Public Health Nurse	8 years
Zachary Telfer	Environmental Health Intern	1 year
Sarah Burmeister	Registered Sanitarian	2.5 years

Employees hired by the department in 2015:

Name	Title/Role	Date of Hire
Allison Koller	Environmental Health	08/26/15
Jena McNeil	Public Health Nurse	09/14/15
Rachael Nerios	Public Health Aide	09/14/15
Amy Winninghoff	Public Health Nurse	11/02/15

Blastomycosis Outbreak 2015



Tubing down the Little Wolf River is a popular summer-time activity for residents and tourists.

Blastomycosis is an uncommon fungal disease caused by *Blastomyces dermatitidis*. Infection develops after breathing in spores from the environment. Blastomycosis primarily affects the lungs, and signs and symptoms of illness may develop 2-15 weeks after exposure. On July 31, the Wisconsin Division of Public Health (WDPH) was informed of a cluster of blastomycosis cases among persons who tubed on the Little Wolf River during June, 2015. An outbreak investigation was started by WDPH along with local health departments to examine the extent of the outbreak and release risk information to those exposed. Statewide there have been 51 confirmed and 39 probable cases identified. The Winnebago County Health Department investigated 24 cases that were associated with this outbreak, accounting for a quarter of the cases. Outbreaks or clusters of cases are rare. To date, this blastomycosis outbreak is the largest in Wisconsin's history. Previously, in 2010 a blastomycosis outbreak in Marathon County associated with 55 cases was the largest.



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2015 Highlights (cont.)

Community Health Improvement Plan (CHIP) Implementation Complete; Reports and Summary of Process Created

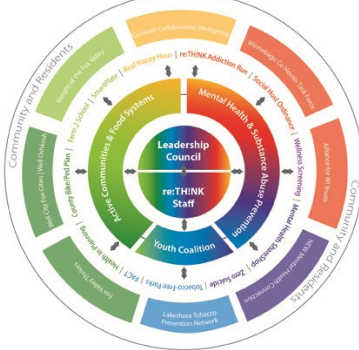


The 2010-2014 CHIP implementation efforts were documented in a series of reports created by Ameri-Corps member Lynnsey Erickson, with assistance from Health Educator Emily Dieringer. The reports highlighted some of the major accomplishments of the CHIP implementation in the priority areas of Healthy Lifestyles, Nutrition, Obesity and Type II Diabetes, Physical Activity and Healthy Recreation Opportunities, as well as lessons learned and next steps for the Health Department and community partners.

A more detailed report was created to document the process the Health Department, re:TH!NK, and its community partners went through to implement the strategies and activities outlined in the CHIP. This report was shared with other health departments regionally and across the state to assist in other community's CHIP implementation efforts. All reports can be found in the "Administration–Community Health Data" section on WCHD's website: www.winnebagopublichealth.org

re:TH!NK's New Coalition Structure and Leadership Council

re:TH!NK STRUCTURE



Our community-led healthy living partnership, re:TH!NK, went through a bit of makeover in 2015, regarding its decision-making body and structure. Committees (now called Teams) were consolidated into three main areas, Mental Health & Substance Abuse Prevention, Active Communities & Nutrition and Healthy Food Systems, and the re:TH!NK Youth Coalition. This will help align efforts and capitalize on community assets and partnerships.

The Leadership Council (LC) also saw some new faces and new roles and responsibilities. Members of the LC were carefully selected to represent a broad cross-section of connected community leaders who were able to "see the big picture" and help integrate re:TH!NK's work into existing or emerging initiatives. New members will assist WCHD staff in determining if the new structure will serve the needs of the coalition into the future.

eWIC Roll Out



Example of an eWIC benefit card participants use to purchase healthy foods for their families.

In 2015, the Wisconsin WIC Program converted from paper checks to an electronic benefit called eWIC. The food benefit is loaded into an online account that is accessed at the store via an assigned card and PIN. WIC families are provided with a shopping list of items in their account and the store provides a receipt so families can track the remaining items in the account throughout the month.

The process is now more streamlined for cashiers and customers. Many stores allow all purchases to be rung up together and when the eWIC Card is swiped it sorts the foods to charge to the WIC account. WIC customers decide when to redeem the assigned food benefit throughout the month rather than the items being preprinted on checks. The shopping experience is also more discreet for the customer using the WIC benefit.

WIC benefits are reloaded into the account when families return for scheduled appointments and nutrition education contacts.



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Environmental Health

Supervisor: Anne Boyce

Number of FTE: 4.67

Major Areas: Food, Lodging and Recreational Establishment - Inspection and Licensing, Water Quality, Radon Testing and Health Hazards

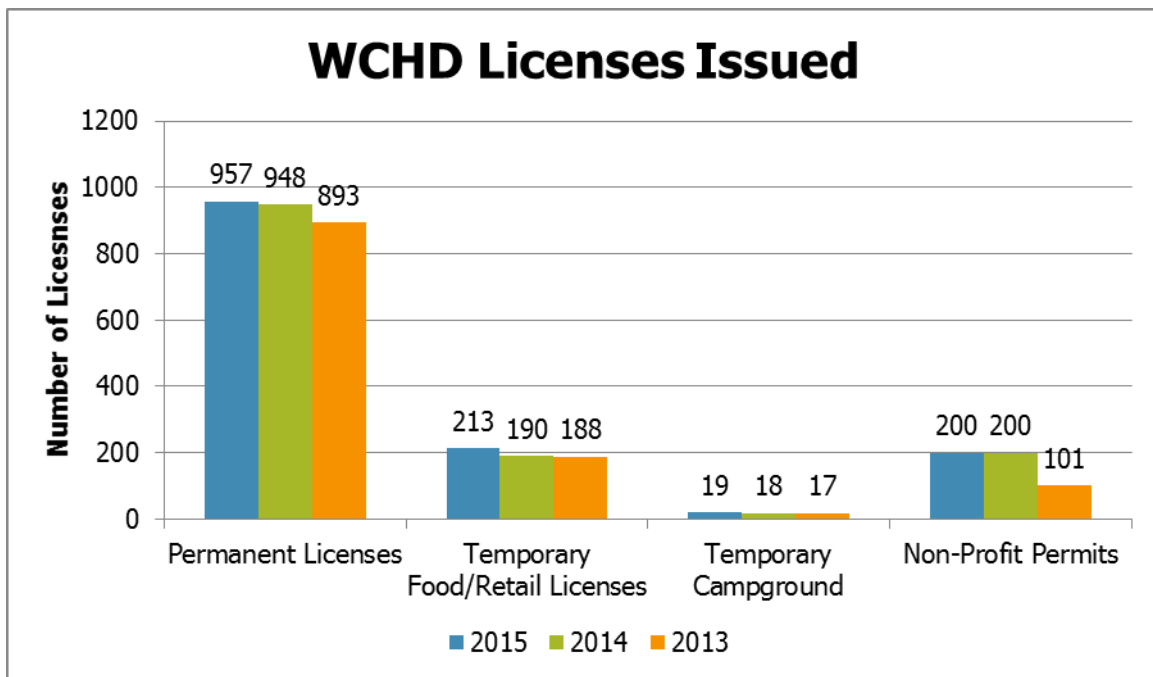


EH staff conducted inspections at numerous temporary events including, EAA (above), Rock USA, Country USA, Sawdust Days, County Fair, Lifest.

Environmental health focuses on the protection and promotion of a healthy environment by preventing, assessing, correcting, and controlling agents in the environment, which could have adverse affects on the health and well-being of individuals and communities of Winnebago County.

Inspections and Licensing

The Environmental Health (EH) section of WCHD licenses and inspects the following: 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 communicable diseases and foodborne illnesses from affecting County residents and visitors.



Water Quality

The EH section of WCHD provides the sampling and inspection of transient, non-community water systems (TNCs) as an agent for the WI Dept of Natural Resources. A TNC is defined as a well water system that serves at least twenty-five people per day for at least sixty days per year: for example, rural churches, restaurants, taverns, convenience stores, motels, and campgrounds. 116 sites were sampled for bacteria and nitrates. 23 systems were inspected for code compliance. Sites must be inspected once every 5 years.

The Lake Winnebago lake system is monitored throughout the summer months to assure safe recreational waters for boaters and swimmers. Of the 175 recreational water samples that were collected (from boat landings and beaches) and analyzed, 20 (11.4%) were over the health standard of 235 colony forming units of coliform bacteria per 100ml of water. Latest results are on our website. Boat launches were also posted with information about Blue Green Algae when it was observed in the area.

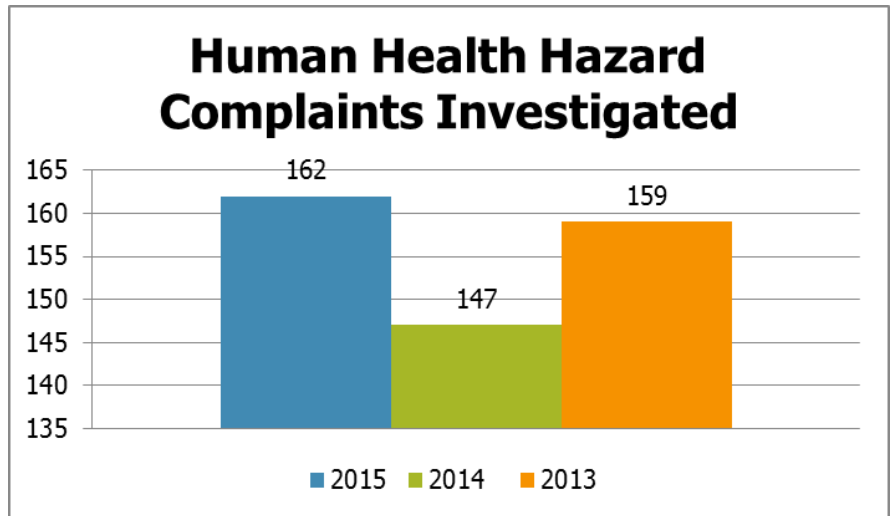
Radon

Radon, a naturally occurring, odorless, radioactive gas and is the second leading cause of lung cancer in the US, behind only tobacco smoke. The WCHD provides radon test kits for residents for a nominal fee. Results were obtained from 20 radon kits provided to Winnebago County residents. The Environmental Protection Agency (EPA) health standard for radon is 4.0 pCi/l. Historically well over half of radon tests conducted in Winnebago County are at or above the EPA action level.

- 30% of radon results were less than or equal to 4.0pCi/l
- 25% were between 4.1 and 7.9 pCi/l
- 45% were over 8.0 p/Ci/l
- 0% errors where kits could not be tested

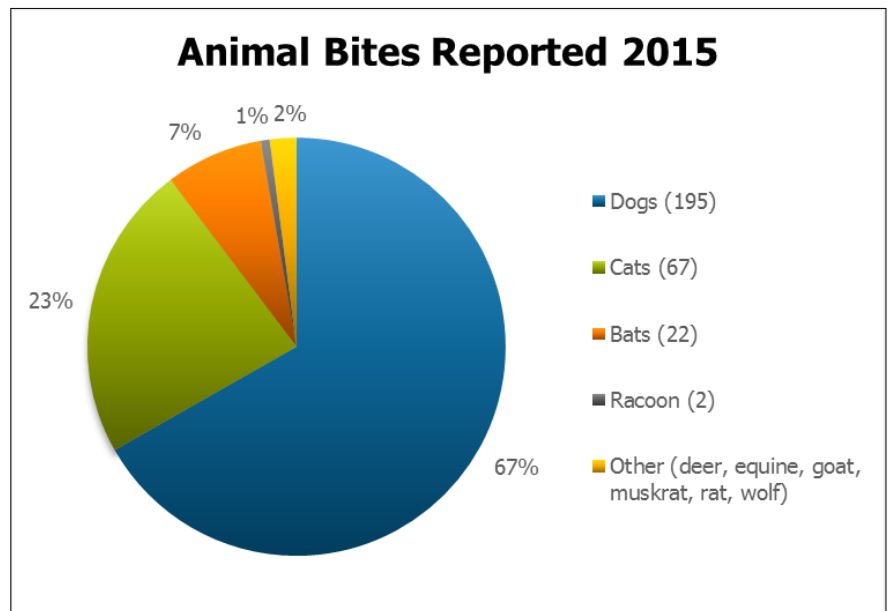
Human Health Hazard Complaints

Human health hazard complaints include but are not limited to: sewage (backed up/not working), no running water/electricity, presence of mold, standing water, poor indoor air quality, animal hoarding, presence of unknown chemicals/substances, bed bugs and other unfit living conditions.



Rabies/Animal Control

Residents, physicians and veterinarians reported 292 bites to humans and other animals in 2015. Of the 292 animals available for testing, 2 bats tested positive for rabies. The remaining 290 bite incidents involved a variety of species (see chart at right). Rabies is a viral disease affecting the central nervous system. The rabies virus is transmitted from infected mammals to humans (typically via a bite) and is invariably fatal once symptoms appear.



West Nile Virus (WNV)

WNV is an arthropod-borne virus (arbovirus) most commonly spread by infected mosquitoes. A measure of local WNV activity is to test dead birds, in particular Corvids (Blue Jays, Crows and Ravens), that die within days after becoming infected from an infected mosquito. Corvids are sent to the State Lab for WNV testing. Birds are collected from the public until the County has a positive result from a dead bird. Once WNV is confirmed as being in the County the testing of dead birds is discontinued for the season.

Humans and horses are the primary species of concern for WNV. In 2015, 3 American Crows tested positive for West Nile Virus. No human cases were identified in Winnebago County.



Public Health Preparedness

Supervisor: Doug Gieryn

Number of FTE: 0.35

Major Projects and Initiative Areas: Training and Professional Development, Exercises and Partnerships, Plans and Reports

Trainings and Professional Development

Staff completed Basic Disaster Life Support (BDLS) Training and Functional Assessment Service Teams Training (FAST) - to assess shelter residents needs. In March, Health Officer Doug Gieryn attended the Health Care Leadership for Mass Casualty Incidents in Anniston, Alabama- Fort McClellan with a team of over 50 Wisconsin health care and public health professionals to receive training and participate in several exercises involving mass fatalities. This training was funded by the Centers for Disease Control and Prevention (CDC).

In December, the WCHD Health Officer attended the 4th Annual Health Care Coalition Conference, with support from of WI Department of Health Services to learn from more established health care coalitions about working with health care and emergency partners to prepare for responding in disaster situations. WCHD is a member of the recently formed Region 6 Health Care Coalition.

Exercises and Partnerships

WCHD staff participated in a tabletop exercise on December 16, 2015 to simulate a widespread winter weather related power outage and how our environmental health staff would help ensure food safety. This exercise tested our ability to connect with other agencies, departments and partners and to have a discussion of the challenges associated with such an event.

The 2014-2015 Ebola outbreak in West Africa allowed WCHD to work closely with our healthcare systems and neighboring health departments, along with Wisconsin Department of Health Services, to determine the best approach to monitoring persons locally who were potentially exposed to Ebola virus disease (EVD) and keep the health care workers and the public at large safe from further exposure. While no confirmed cases of EVD were discovered in Wisconsin, the exercises, webcasts, meetings and training sessions were invaluable to increasing awareness and readiness for such an event.

Plans and Reports

WCHD completed a mid-year report with the Wisconsin Division of Public Health (DPH) on January 4, 2016 for the grant cycle running from July 1, 2015 to June 30, 2016. An annual review of the Public Health Emergency Plan (PHEP) was completed during 2015. Relevant updates were made and implemented into the local plan accordingly. The Mass Fatality Plan was written in partnership with Menasha Health Department, the County Coroner, and Winnebago County Emergency Management. This plan serves as a guide in the instance there is an event that results in a large number of fatalities in a short amount of time.

July 1, 2015 marked the start of the 2015 – 2016 preparedness grant objectives. Objectives this year will focus on the priority preparedness capabilities in **Community Recovery, Mass Care, and Fatality Management**. Baseline data was collected last year to determine our department's strengths as well as areas to close gaps related to these capabilities. WCHD will close gaps based on the assessment of training needs, existing plans, exercise/real event experience and available resources and addressing our shortfalls.

State Department of Health Services Administrative Code 140 requires the review of local health departments for compliance with the required services of health departments and the re-establishment of each health department as a Level I, II or III agency. WCHD was very favorably reviewed in July of 2015 and re-designated a Level III agency, the highest level recognized by the State.



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Public Health Nursing

Supervisors: Denise Krueger, Cindy Draws

Number of FTE: 12.35

Major Projects and Initiative Areas: Family & Child Health, Healthy Aging, Refugee, Communicable Disease Prevention and Control

Family & Child Health

Injury Prevention

Winnebago County Health Department is an active member of the Safe Kids Fox Valley Coalition. Staff work with the coalition to reduce injury to children in motor vehicle accidents by offering regular and special event car seat fitting stations in Winnebago County. In 2015 we fit 151 car seats. Through a WI Department of Transportation grant and a partnership with the Winnebago County Sheriffs Department we ensure children enrolled in WIC have access to a good car seat by offering vouchers. WCHD gave out 201 vouchers with 146 of them claimed.

Reducing the risk of sleep-related infant death is addressed by ensuring low income parents without an appropriate crib are instructed in safe sleep measures and are provided with a safe crib. In 2015, 22 cribs were distributed with donated funds.

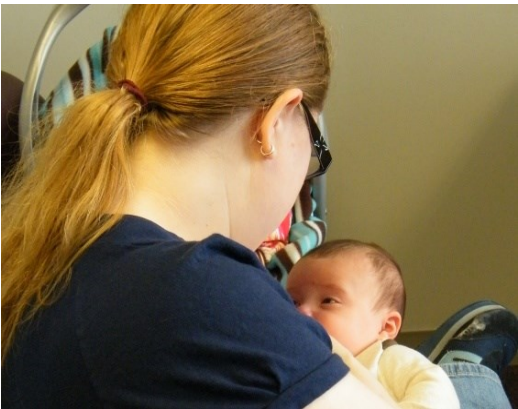
201 vouchers for car seats and 22 cribs were distributed to Winnebago County families in need in 2015.

Prenatal Care Coordination

The purpose of the Medicaid Prenatal Care Coordination program is to provide access to medical, social, educational, and other services to pregnant women who are considered high risk for adverse pregnancy outcomes. The components of this benefit are outreach, assessment, care plan development, ongoing care coordination and monitoring, and health education and nutrition counseling. WCHD nurses counseled 36 high-risk woman resulting in 27 healthy babies; one of the 27 was premature. Nine of the mothers will deliver in 2016.

Family Supports

Breastfeeding-Friendly Childcare Centers: Breastfeeding is the healthiest path to a long healthy life, reducing obesity, and the risk for some chronic health problems. It is our goal to increase the percentage of moms that breastfeed and keep breastfeeding until at least 6 months of age. WCHD's strategy to affect this is to increase the number of workplaces and daycares that support and encourage breastfeeding. There are 8 child care centers in Winnebago County planning to work with WCHD in 2016 to become breastfeeding friendly certified centers.



WCHD staff work with expecting moms to ensure healthy birth outcomes.

Prenatal Classes: WCHD held 3 prenatal 6-class series with 10 women attending.

Home Visits: Visits were made to 83 vulnerable, low income, high risk new moms and/or families for the purpose of nursing education and referral in areas of newborn care, normal growth and development, breastfeeding, parenting, and nurturing. A total of 239 direct contacts were made.

First Breath Program: First Breath is a program designed to help pregnant women in Wisconsin quit smoking. Women who smoke and take part in our prenatal care coordination program (PNCC) are offered the opportunity to have extra support in their journey to quit. WCHD offers one-on-one support, self-help materials and ideas for alternate activities when the urge to smoke is great. Incentives are provided by the Wisconsin Women's Health Foundation. The PNCC team enrolled 6 women this year.

Connected Community Wellness Screen

In 2015, WCHD continued its partnership and collaboration with Samaritan Counseling Center of the Fox Valley to support its implementation of the Wellness Screen program at Oshkosh North and Oshkosh West High Schools and addition of Omro High School. The Connected Community Wellness Screen is a free and voluntary resource for students who want to have a mental health "check-in" and is a great program to ensure mental well-being for students. One of WCHD's AmeriCorps members helped with screening students and provided freshmen health class presentations. In 2015, 257 adolescents were screened and 707 freshmen received education and information about emotional wellness and Wellness Screen.

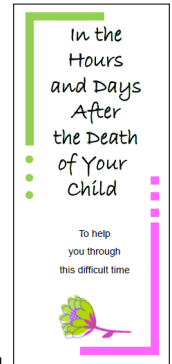


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Fox Valley/Tri-County Zero Suicide Community Initiative

In early 2015, the Northeast Wisconsin (N.E.W.) Mental Health Connection began a collaborative Zero Suicide Community Initiative to develop strategies for significantly lowering the incidence of suicide in the tri-county area including Winnebago, Outagamie and Calumet counties. The Zero Suicide approach aims to improve care and outcomes for individuals at risk of suicide in health care systems and in the community. The initiative maintains that no suicide is acceptable and more can be done to reach our goal of zero suicides in our communities. Members include several local public and private health care provider agencies, public health, school districts, and law enforcement. The steering committee consists of Samaritan Counseling Center of the Fox Valley, Prevent Suicide-Fox Cities, Community for Hope, and the N.E.W. Mental Health Connection. For more information about Zero Suicide, visit www.zerosuicide.sprc.org.



The Winnebago County Child Death Review Team

Public Health Nurses co-coordinate and lead this team which provides a comprehensive and multidisciplinary review of child deaths, to better understand how and why children die and use the findings to take action to prevent other deaths and improve the health and safety of our children. Main accomplishments this year included development of a multi-county Grief Resource Guide for Parents and Youth Suicide Prevention Recommendations directed toward the community at large.

The Winnebago County Teen Safety Team

The Teen Safety Team is a collaborative effort with the Winnebago County Sheriff Department. It is comprised of community adult leaders and youth with the goal of preventing injuries and deaths to area teens through education, teen-empowerment, and community awareness of challenges facing young people today. A weeklong safe driving campaign “Rockets Against Distracted Driving” (RADD) was carried out in Neenah High School. It included teens being given warnings for unsafe driving, but also rewarded for safe driving behavior. The Team presented this successful effort at the Wisconsin Governors Conference on Highway Safety as an example for others in the state. The Team has grown to include additional efforts planned at Oshkosh West and Oshkosh North in 2016.

Healthy Aging

The public health nurses of the healthy aging programs work to improve the quality of life for our aging citizens through coalition work and direct services. Our coalition work centers around identified needs of our aging population and addressing them through our community collaborations. Falls are a leading cause of hospitalizations for individuals 65 and older. Health Department staff created 3 videos and a self risk survey to help individuals recognize possible risk signs for a fall. The videos and survey can be found on our website www.winnebagohealth.org.

2015 Chronic Disease Management Statistics

	Nail Care	PH home visits	Medication Set ups	Housing Authority visits	Housing Authority clinic visits	Home Fall Assessments	Long Term Support Assessments
2013	168	489	140	743	249	48	4
2014	76	513	307	768	473	21	2
2015	7	332	316	739	380	12	0

Individual– level services provided by Public Health Nurses are services provided only when there is not another appropriate resource. WHCD nursing services exist to link vulnerable individuals to appropriate resources, medication management and individual case management are frequently needed services.

Falls Coalition

Barb Wolf, RN, PHN Winnebago County Health Department, and Kathi Hegranes, Outreach Coordinator for Trauma Center at Theadcare Regional Medical Center representing the Winnebago County Falls Prevention Coalition presented at the Midwest Injury Prevention Alliance Conference on November 9, 2015. The presentation entitled “Winnebago County Fall Prevention Coalition: Key Collaboration for Success” described how forming a coalition committed to fall prevention awareness and education results in many successes for our local community.



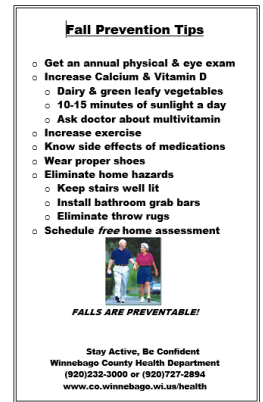
Winnebago County Care Transitions Coalition

Transition out of a hospital after a significant health problem is difficult and can result in re-hospitalization if proper supports are not available. Care Transitions has developed an Advocate toolkit to help vulnerable adults identify a support person to help them through managing their health problem that can aid in the prevention of re-hospitalization. This will be piloted in 2016.

The Health Literacy-Quick Tip Guide was developed to help individuals navigate the health care resources.

Evidence-Based Programs

In 2015 WCHD collaborated with the Aging and Disability Resource Center at Winnebago County to establish an Evidence-Based Program Committee with the mission of working collaboratively to encourage and support healthy living through early intervention and evidence based programming. This committee includes partners from UW-Extension, Theda Care, Network Health, Aurora, Rehab Arises, Greater Wisconsin Agency of Aging Resources. All these partners are working together to ensure programs such as Strong Bones, Living Well with Chronic Conditions, Healthy Living with Diabetes, Powerful Tools for Caregivers and Stepping On are available to help individuals manage their chronic health problems successfully.



Refugee Health Program



The Health Department provided services to refugees to promote and improve their health, prevent disease, and introduce them to the U.S. health care system. This was accomplished in collaboration with World Relief Fox Valley. Public Health Nurses work with local private care providers to assure health screenings are done within 30-90 days after arrival. During 2015, WCHD served 89 refugees.

89 newly arriving refugees were provided service in 2015

Communicable Disease Prevention and Control

A communicable disease is an illness or condition that is transmitted through direct contact with an infected person or animal; it may also be transmitted by a vector such as a mosquito, environmental surface or the air. Communicable Disease staff play an important role in detecting, preventing, and controlling communicable diseases in the community. Public health staff:

- Investigate and follow-up on all reportable communicable diseases and disease outbreaks in Winnebago County
- Educate the public and notify the public about disease outbreaks
- Assure treatment
- Monitor disease rates and trends
- Guide strategies to prevent infections

Communicable Disease Outbreaks

Suspect outbreaks require immediate investigation and control measures to stop transmission. Several suspected outbreaks were reported to the WCHD. This year respiratory outbreaks primarily occurred in early 2015 and were a reflection of the high number of influenza cases in Wisconsin due to Influenza A-H3N2. The vaccine was not a good match for this circulating virus and resulted in higher number of outbreaks in long-term care facilities (LTCFs) and hospitalizations. Health department staff worked with area LTCFs and community-based residential facilities (CBRFs) to provide guidance, recommendations, education and access to anti-viral medication to control spread in the facilities. Any report of clusters of

2015 Respiratory Outbreaks		LTCF	CBRF
Influenza outbreaks	Confirmed	4	0
Other	Confirmed	1	0

gastrointestinal (GI) illness associated with a facility or restaurant are immediately investigated by health department staff. Many GI illness outbreaks are found to be Norovirus which occurs throughout the year but tends to peak in the winter. Norovirus is characterized by sudden onset of nausea, vomiting, diarrhea and many times fever and chills. Norovirus is very contagious. Health department staff works with schools, correctional

facilities, CBRFs/LTCFs to provide guidance, recommendations, education to prevent spread and also testing to identify the organism. Overall there were less community gastrointestinal (GI) outbreaks reported in 2015 than in 2014.

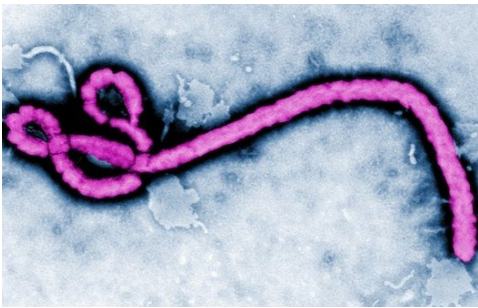
GI illness reports related to restaurants require rapid response and a coordinated effort from public health nurses and sanitarians. The restaurant is inspected and food samples may be collected for testing. Interviews of both ill and well patrons are done to identify possible sources of illness. Testing of ill patrons and restaurant staff is provided free through the Wisconsin State Laboratory of Hygiene. Public health staff work together with state experts to identify the source and stop transmission to others. Restaurant related outbreaks have the ability to affect large numbers of individuals in the community and are very resource intensive.

2015 GI Outbreaks		LTCF	CBRF	CORRECTIONS	RESTAURANTS
Norovirus	Confirmed	1	0	1	1
	Suspect	2	1	0	0
	Not a case	1	0	0	0

Ebola Outbreak Update: The 2014-15 Ebola outbreak in Western Africa is the largest Ebola outbreak in world history and the first major epidemic of the 21st century. As of January 17, 2016, there have been 28,638 total cases and 11,316 deaths associated with the outbreak.

In order to be prepared to respond to all public health emergencies, including a potential Ebola virus disease event, State and local health departments have been asked to review and enhance public health emergency preparedness and response plans. This includes setting up or adapting an Incident Management Structure and an Emergency Operations Center to support emergency health operations, as well as reviewing and adapting emergency response plans for emerging infectious diseases, through simulation exercises.

WCHD has played a role in local preparedness by working with healthcare facilities, healthcare coalitions, and emergency management to develop local and state emergency operations plans that address the concerns and unique needs of local healthcare facilities for Ebola response. Ebola



The Ebola outbreak helped prepare health care facilities local health departments, and emergency management for any disease outbreak.

preparedness was time consuming and costly for local hospitals who took on the large task of training and preparing staff to be ready to address an Ebola outbreak. Each facility implemented comprehensive plans to screen patients for Ebola as well as assuring staff and the public's safety. Local public health departments followed up on travelers who had been screened as having possible exposures.

WCHD followed up on 10 travelers, assessing for possible Ebola symptoms. All travelers cleared their observation period without symptoms. WCHD staff worked with an area hospital to establish care standards for becoming a Level II center which allows that hospital to triage and treat a suspect case until disease is ruled out or the person is transferred to a hospital with a higher level of care. WCHD will continue to collaborate with local partners by participating in mutual education and preparedness exercises.

Blastomycosis: More about this outbreak can be found in the 2015 Highlights on page 4.

Tuberculosis: Tuberculosis (TB) is a disease that is spread through the air from one person to another. In the early 1900s, TB killed one out of every seven people living in the United States and Europe. TB continues to be a problem worldwide and in Wisconsin. All cases of TB require isolation (separating sick people with a contagious disease from people who are not sick) usually in the person's home until the person is no longer contagious. Multidrug-resistant TB (MDR TB) is a new growing concern in the United States; it comprises only 1.0%–1.5% of TB cases but requires treatment lasting >2 years (vs. 6 months for drug-susceptible TB), uses expensive medications, and requires hospitalization for ≈75% of patients (vs. 50% with drug-susceptible TB). On average the direct cost to treat an MDR TB patient is \$134,000 versus \$17,000 for a non-MDR TB patient.

WCHD had 2 cases of active TB in 2015, one MDR TB and one non-MDR TB patient. TB patients require daily directly observed therapy (DOT) to assure medications are administered correctly. WCHD staff provides DOT in the patient's home 7 days a week, sometimes multiple times a day.



TB patients are required to be in airborne isolation. The N95 respirator mask is one of the OSHA approved masks for airborne isolation and must be worn when caring for a TB patient.

Another crucial element in a TB investigation is identifying others exposed to the positive case and providing TB testing and treatment if needed. Sixty-four people were identified as being exposed to the MDR TB patient and 34 people including two children were identified in the non-MDR patient. WCHD works closely with the State TB program, the patient's physicians and other health agencies to assure the patient and their close contacts receive the appropriate care while maintaining the safety of the public.

These cases are very challenging for staff and have the potential to strain the health department's resources. Working closely with health care providers and maintaining the capacity of public health departments to quickly investigate and respond to TB and MDR TB is critical for preventing and controlling the spread of drug-resistant TB organisms and all communicable diseases.



Hepatitis C/HIV and LifePoint Needle Exchange

Over the past several years, Winnebago County has seen an increase in injection drug use. Addictive behavior has long been viewed as the major concern among those who use, and HIV and Hepatitis C (HCV) infections are on the rise due to sharing of needles, syringes, cookers, and other drug injection paraphernalia. In February of 2015, Wisconsin's neighbor, Indiana, announced a quickly spreading outbreak of HIV in a rural area affecting 184 people that were linked primarily through injection drug abuse and in smaller amounts through sexual transmission. The Winnebago County Heroin Task Force recommended the Health Department provide a needle exchange service as a harm reduction strategy. In partnership with the Wisconsin AIDS Resource Center (ARCW), the Health Department set up a Needle Exchange Program (called LifePoint) to help reduce the transmission of HIV and HCV among the county's drug users. Staff from the Health Department visited the Appleton and Milwaukee ARCWs Needle Exchange Program to get a better understanding of how the program operates. A plan was then put together including the development of a policy and procedure, procuring the necessary supplies for the kits to be distributed, and creating a designated office to assure privacy of the clients. The actual needle exchanges will begin in early 2016 and is a walk-in service.

HIV

HIV Counseling and Testing: WCHD offers HIV testing and counseling to high risk individuals at both WCHD offices and Winnebago County Jail. These test results are available in 15 minutes. The goal is to educate, test, and link to resources any high risk individual. High risk includes men who have sex with men, intravenous drug users, and high risk heterosexuals who include opposite sex partners of people with HIV disease and/or history of recreational injection drug use, or women who have male sexual partners who have had sex with men. In 2015, 78 individuals were tested between both WCHD sites.



HIV Partner Services program is designed to assure HIV positive persons are linked to care and services. Partner services also assists them to identify and notify sexual and needle sharing partners of possible exposure and get them tested. WCHD offers partner services for Winnebago, Waushara, and Marquette counties. In 2015 WCHD assisted 10 individuals in this program.

Reproductive Health and Sexually Transmitted Infections

The Reproductive Health Group is a committee of many community partners convened by WCHD staff that meets twice a year to discuss issues and share resources around sexually transmitted infections (STI), teen pregnancy, and lesbian, gay, bisexual, transgender concerns. Through this group the Condom Distribution Work Group was formed.

Condom Distribution Work Group: 10,993 condoms distributed in 2015

- Continued to work with community members in 2015 to make condoms more available, accessible and acceptable within Winnebago County. The group sustained 9 condom distribution sites within Winnebago County with locations in Oshkosh (8) and Neenah (1) and secured an additional distribution site in Menasha in 2015.
- Attended Planned Parenthood's Safe, Healthy, Strong Conference, gaining knowledge and techniques for future condom distribution efforts in Winnebago County.
- Promoted condom distribution sites through a wallet size resource booklet distributed to high school students through STI education, school counselors, and World AIDS Day event at UW Oshkosh.

STI High School Education offered: Education about STI prevention, testing, treatment and local resources was provided in 9th grade health classes. Accomplishments include sustained 9th grade STI presentations in Oshkosh West and Oshkosh North High schools and Neenah High School.

5 Year Winnebago County STI Case Counts					
Infection	2011	2012	2013	2014	2015
Chlamydia	603	569	604	592	636
Gonorrhea	73	43	49	56	41
Syphilis	0	2	6	0	2

Immunizations

WCHD is a strong advocate of vaccination as an effective way to prevent disease. The health department offers all recommended childhood vaccines at no charge to children eligible for the Vaccines For Children Program. Protecting children's health and safety is important to area residents and immunization is the powerful, safe, effective way to keep our children healthy! There is no better protection from 14 serious childhood diseases.

The rate of immunization coverage for the age group birth-two in the Northeast Region was 75.85% and the State's rate was 70.52 % in 2014. (2015 numbers not compiled by State at time of report.)

WCHD also offers adult vaccines. Residents can call 920-232-3000 for eligibility.

We are an integral part of the leadership of the Northeast Wisconsin Immunization Coalition (NEWIC). One of the coalition's initiatives in 2015 was focused on the Human Papilloma Virus (HPV) vaccine. The HPV vaccine is cancer prevention and billboards strategically placed along Highway 41 helped the coalition get this message out to our residents.

In 2015, 79% of children in Winnebago County had received all age-appropriate vaccinations by age two.



Immunization is a powerful, safe, effective way to keep our kids healthy!



Billboard placed along Interstate 41 promoting the HPV vaccine.



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Communicable Disease Report 2015

Data obtained from the Wisconsin Public Health Information Network – Analysis, Visualization and Reporting Portal. This report is based on episode date and is provided as PROVISIONAL information for health care professionals and may not represent final counts of cases. The following chart lists the number of identified cases of each disease reported to WCHD by medical providers and laboratories.

Episode Year-Month	Jan 2015	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec 2015	Total Cases 2015
Arboviral Disease	1					1				1			3
Blastomycosis						3	4	5	3			1	16
Campylobacteriosis		1	4	2	2	3	6	5	5	3	6	1	38
Chlamydia	47	65	47	56	40	40	46	54	63	66	47	65	636
Cryptosporidiosis	1		2		3			7	7		3		23
Ehrlich/Anaplasmosis		1		2	3		3		2				11
Giardiasis	1					1	2	1	4	1		1	11
Gonorrhea	3	1	4	8	2	2	3	2	4	4	4	4	41
Haemoph Inf Invasive			1									1	2
Hepatitis B			1				2		2	2	1		8
Hepatitis C	5	12	9	12	11	6	9	9	10	13	13	6	115
Histoplasmosis												1	1
Influenza Hospitalization	27	4	8	4					2	1			46
Inv Strep A & B		2	2		1	4	4	7	1	1		3	25
Kawasaki Disease						1							1
Legionellosis								1			1		2
Listeriosis								1				1	2
Lyme Disease		1			1	5	1	2					10
Bacterial Meningitis							1						1
Mycobact (Non-TB)	4	4	3	6	2	6	2	1	8	2	6	3	47
Pathogenic E.coli		1	1			2			1	1		3	9
Pertussis (Whooping Cough)	1	2	2	1		4	5		4				19
Salmonellosis	2	2	2		1	4	2	4	2	1	2	1	23
Shigellosis											2	2	4
Strep Pneumo Invasive	1	1	1					2		1		2	8
Syphilis	2												2
Tuberculosis (TB)			1	2									3
TB, Latent (LTBI)	1	4	2	1	2		4	1	1	9		1	26
Varicella (Chicken Pox)	1			1	2								4
Total Cases 2015	97	101	90	95	70	82	94	102	119	106	85	96	1,137

Run Date: 01/22/2016
Blank spaces represent no cases.



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Community Health Promotion & Prevention

Supervisor: Doug Gieryn

Number of FTE: 6.46

Major Projects and Initiative Areas: Community Partnerships, Heroin Task Force, re:TH!NK, WI Well Woman Program

Community Partnerships

Fox Valley Thrives

In its 2nd year of alliance, three WCHD staff along with the partners of Fox Valley Thrives (FVT) organized three events, each focusing on a different aspect of health equity or access to transportation, engaging over 150 community members and leaders. By continuously engaging in conversation about equity and how it impacts health outcomes, FVT hopes existing community partners and organizations will incorporate health



Health Educator Emily Dieringer hands the conversation over to former State Representative Penny Bernard Schaber at the Fox Valley Thrives Healthy Transportation for All Summit held in April.

equity concepts into their systems and structure ensuring those most impacted by the issues are involved in creating and implementing the solutions that will improve health outcomes for all.

Educational handouts were created to highlight the importance of bicycle/pedestrian and transit funding and complete streets policies during the state budget process. FVT also partnered with the Statewide Complete Streets Campaign to conduct strategic outreach to state lawmakers regarding the proposed elimination of WI's complete streets law.

After receiving a grant from PolicyLink, FVT core team members traveled to Washington DC for the Transportation Equity Caucus and met with United States Representatives and Secretary of Transportation Anthony Foxx.

Partnership with UW Oshkosh's University Studies Program

Staff and re:TH!NK partners worked with the UW Oshkosh University Studies Program to help prepare university students for successful futures. Partnering with Dr. Tracy Slagter's "Politics of Food" Quest III class held during the spring semester, staff worked with students to teach nutrition and prepare healthy snacks in area childcare centers and after-school programs run by the Oshkosh Boy's & Girl's Club. Other students worked with re:TH!NK to support the "Cookin' it Fresh" healthy cooking challenge. This project involved area high school students working with local chefs to create healthy recipes meeting school nutrition standards. The winning entry has become part of the high school menu in the Oshkosh Area School District.

Staff and re:TH!NK partners also worked with a new Quest III class during the fall semester. Dr. Ed Miller, professor and chair of the Urban Planning Department, proposed offering "health in planning" related projects for students to choose from to help gather data about how the built environment influences residents' ability to eat healthy foods and be physically active. One project helped determine the best location for a potential new park in Oshkosh based on the accessibility and needs of the residents. This successful partnership with UWO will continue into 2016.

Health in Planning

Countywide health in planning (HiP) efforts expanded in 2015 to merge with another group of planners and public health professionals in Outagamie and Shawano Counties. Lead by East Central WI Regional Planning Commission (ECWRPC), both groups began learning from each other in peer-to-peer networking and educational sessions. The re:TH!NK HiP workgroup began creating an inventory of projects, partnerships and organizations related to planning efforts that are including aspects of public health. The group hopes to launch the inventory as an interactive map in early 2016. More on the inventory at www.ecwrpc.org/hip

The Fox Cities/Oshkosh Regional Bicycle/Ped Plan committee, coordinated by ECWRPC, began implementing the recommendations of the plan in 2015. Representatives from public health and re:TH!NK are a part of this team working across the region to make connections for biking and walking. One project that was started this year was initial data-gathering for a regional wayfinding system to help tourists and residents navigate the area using active transportation, thus encouraging more physical activity.

Alignment with Other Community Partners

WCHD staff communicate regularly with several local, regional and state groups and organizations with similar goals in creating a community where the healthy choice is the easy choice. Staff, community organizations, and partners work to align priorities and activities as opportunities

present themselves. Groups include: Weight of the Fox Valley, Well City Fox Cities, Well Oshkosh, East Central WI Regional Planning Commission (Safe Routes to School, Regional Bicycle/Pedestrian Committee), Oshkosh Collaboration Workgroup, Fox Valley Substance Abuse Coalition, UW Oshkosh AODA Task Force, Alliance for WI Youth, and Northeast WI Mental Health Connection.

Winnebago County Heroin Task Force

Health educators and AmeriCorps members from WCHD serve as coordinators for several sub-groups of the Heroin Task Force (HTF), which grew out of re:TH!NK's drug prevention work and an identified community need in 2013. Winnebago County is addressing heroin addiction with a Four Pillar strategy focused on a coordinated, comprehensive approach utilizing multiple community stakeholders. www.rethinkwinnebago.org

Prevention Pillar

re:TH!NK Addiction Run/Walk: The 2nd annual re:TH!NK Addiction 5k was held September 12, 2015 in Oshkosh. Over 650 participants came out to raise awareness of the substance abuse issues in Winnebago County. New for 2015 was a silent auction and team entries. Over \$17,000 was raised and then donated to local prevention, treatment, and recovery organizations. The 3rd annual 5k is September 10, 2016.

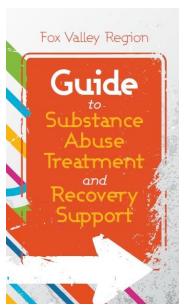


State Representative Gordon Hintz starts the 2nd Annual re:TH!NK Addiction Run / Walk, a project of the prevention pillar of the HTF.

Harm Reduction Pillar

Medication-Assisted Therapy Clinic: The Harm Reduction Pillar was instrumental in bringing Addiction Medical Solutions of Wisconsin, a medically assisted therapy clinic, to Oshkosh. The clinic opened in October 2015 and is currently accepting patients. The clinic is located at 505 South Washburn Street.

Naloxone/Narcan Training: Through a partnership with ARCW, the Harm Reduction Pillar held two Narcan Trainings in 2015. Naloxone/Narcan is an opiate overdose drug. The trainings are an opportunity to learn how to respond to an overdose from heroin or prescription pain medication and are held for injection drug users and friends and family members of people addicted to heroin or prescription pain medication. Free doses of naloxone are provided.



Treatment Pillar

Guide to Substance Abuse Treatment and Recovery Support: The treatment pillar compiled a [resource guide](#) for treatment, recovery and support options from Fond du Lac to Green Bay. Partners in the Heroin Task Force distributed the guide to hospitals, clinics, social services agencies and other organizations to be used with their clients or participants.

Law Enforcement Pillar

24/7 Program: Law enforcement are maintaining the 24/7 sobriety program. This program works with users to achieve a drug-free lifestyle by holding defendants accountable to bond conditions.

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

The community coalition of Winnebago County Health Department is re:TH!NK, Winnebago's Healthy Living Partnership. WCHD staff work alongside community leaders and coalition members to accomplish goals set out in the coalition's action plan. re:TH!NK also engages residents through various communication channels including social media, radio Public Service Announcements (PSAs), The Oshkosh Independent, and a local cable TV show.



Community Member Engagement

One of the most important factors of a successful community healthy living coalition like re:TH!NK is community member engagement. Staff from WCHD and coalition partners garnered interactions with **5,469 adults** and **8,359 youth** through activities like presentations, events, meetings, screenings, and project implementation. Coalition members and partners accumulated **over 225 volunteer hours** in 2015 at outreach/education events like Country USA, Rock USA, the re:TH!NK Addiction 5k, and the Cookin' it Fresh Challenge. This coalition truly cannot exist without dedicated community members!

re:TH!NK Legislative Breakfast



Decision-makers learn about how re:TH!NK is working to address health outcomes by focusing on policy, systems and environmental change.

Every spring re:TH!NK hosts a legislative breakfast for local and state-level elected officials to learn about what issues the coalition partners are working on together. The theme for the 4th annual event was "connecting the dots for better health." Coalition partners from ESTHER, East Central WI Regional Planning Commission, Town of Menasha Police Department and Oshkosh Area School District explained how a policy decision impacts health outcomes related to access to transportation, marijuana legalization and school wellness. There were nearly 30 elected officials in attendance.

County Bicycle & Pedestrian Plan

Over the summer and fall two student interns conducted bicycle/pedestrian audits and counts at 29 intersections in Winnebago County. Data collected will serve as baseline for future tracking of people using bicycling/walking facilities. They also organized outreach related to biking and walking at Country USA and surveyed several hundred residents at a variety of local events and through social media. Data collected was analyzed and compiled into a [report](#) and will be used by the consultant hired to conduct the [Winnebago County Bicycle & Ped Plan](#) creation process.

SmartPlate

[SmartPlate](#), a healthy menu item identification program, now provides a variety of healthy catering options in the Fox Valley, expanding their catering options in 2015 to include more caterers in more communities. By expanding this catering program, SmartPlate aims to encourage healthy dining choices in the workplace setting. There are still several restaurants that also offer SmartPlate options.



Farm 2 School

Farm to School brought many exciting opportunities for students to learn about and explore local fruits and vegetables throughout 2015. At the Cookin' It Fresh Challenge held in April, staff partnered with students from Oshkosh North and Oshkosh West High Schools and chefs from Becketts, Fratello's, Mahoney's, and The Roxy. Students and chefs worked together to create healthy entries that meet school nutrition standards. Area celebrities judged the cooking competition, and all entries were served to community members. The winning entrée, walking tacos created by Team Fratello's, was added to the lunch menus at the OASD high schools for the 2015-16 school year!

In 2015, nutrition education was provided to over 800 students around the county by an AmeriCorps Farm to School member serving with re:TH!NK. Fun Food of the Month events were held in Omro, Winneconne, Neenah, Menasha, and Oshkosh schools, providing students with the opportunity to sample locally-grown fruits and vegetables served by re:TH!NK volunteers and staff. Farm to Preschool was launched, including partnerships with five area child-care centers for nutrition education, Fun Food of the Month, and local food served at lunch.

800+ elementary school students received Farm to School nutrition education in 2015

Real Happy Hour

Real Happy Hour is a regional initiative within Outagamie, Calumet and Winnebago counties partnering to promote quality family time. Family mealtime is an opportunity to talk, listen and connect in order to strengthen family bonds which can reduce the risk of substance abuse, childhood obesity, and mental health problems. Visit therealhappyhour.org for more information.



Adverse Childhood Experiences (ACEs) Training

On September 14, re:TH!NK hosted a workshop, "ACE (Adverse Childhood Experiences) Interface Training: Building Self-Healing Communities." Over 80 community leaders, school staff, public health professionals, and service providers attended the half-day training and learned about the negative health effects of childhood abuse, trauma, and neglect.

#Mental Health Mondays!

re:TH!NK started a new weekly social media post called Mental Health Mondays. The posts asked the coalition's audience what more they can do for their mental health. Tips on staying mentally well, recent news articles, research and other content to help reduce stigma about mental health were added to re:TH!NK's Facebook page every Monday.

The #MentalHealthMonday posts complemented all of re:TH!NK's and the N.E.W. Mental Health Connection's other mental health initiatives.



Attendees at the ACEs Training, a re:TH!NK Workshop, learned about the influence adverse childhood experiences can have on health outcomes as an adult.

Substance Abuse Prevention

The re:TH!NK substance abuse prevention committee completed a community assessment related to drug and alcohol use in Winnebago County. This assessment will guide the committee's continued efforts to reduce harms associated with excessive alcohol use, the increasing perception that marijuana is not harmful as well as the increase in opiate use, including both prescription pain medication and heroin.

Excessive Alcohol Use: re:TH!NK is part of a state wide Community Health in Action (CHIA) team focusing on excessive alcohol use and the problems it causes in local communities. The CHIA effort brings health departments and coalitions together to share best practices and build momentum on changing the alcohol culture in Wisconsin. re:TH!NK is working with UW Oshkosh, Oshkosh Police Department and Oshkosh City Council to reduce underage and excessive drinking.



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Marijuana Education: re:TH!NK collaborated with Neenah High School to increase awareness about the risks of adolescent marijuana use. Neenah Joint School District sent a series of postcards to all parents of middle and high school students about marijuana myths and facts to help parents have conversations with their children about drug issues.

Tobacco Prevention

Tobacco prevention efforts in 2015 focused on education through workshops and presentations for local groups, media coverage in the form of newspaper, TV, social media, and meetings with elected officials and key community leaders. Educational efforts covered all tobacco products including conventional tobacco, other tobacco products, and e-cigarettes. Environmental tobacco scans were conducted at numerous tobacco retailers to get a snapshot of the tobacco landscape.



Coalition members attending the State Joint Finance Committee Hearings in spring.

Highlights in tobacco prevention occurred as the Winnebago County Board of Supervisors successfully passed a smoke free workplace policy for Winnebago County Buildings and Vehicles that included e-cigarettes. Coalition partners also spoke and wrote testimony about the importance of tobacco prevention for the Joint Finance Committee Hearing in Brillion.

Tobacco compliance checks through the Wisconsin Wins program were again completed in partnership with local law enforcement and youth volunteers. Tobacco sales to minors in Winnebago County jumped from 12.6% in 2014 to 15% in 2015. The increase in underage tobacco sales calls attention to the decrease in capacity to conduct compliance checks due to funding decreases in the Tobacco Prevention and Control Program over the past few years. Conducting compliance checks, in addition to retailer and clerk education, creates community pride by reducing youth access to tobacco products and providing youth a chance to make a difference in their community

re:TH!NK Youth Coalition

In 2015 the re:TH!NK Youth Coalition continued to make positive community change in communities around Winnebago County. Youth met with local legislators to speak about their volunteer work with FACT (WI’s Youth Tobacco Prevention Program), completed FACTivisms (activities related to the FACT program), and spread the truth about tobacco to their peers. Congratulations goes out to two Winnebago County youth who were selected to serve on the FACT Youth Advisory Board! The Youth Coalition hosted a Kick Butts Day Event, presented at State of the City and spoke with community leaders to advocate for tobacco free parks, completed cigarette butt clean-ups in local parks, volunteered at Rock USA, and attended leadership trainings. In 2015, Youth Coalition members logged **over 200 volunteer hours** through various activities around Winnebago County!

WI Well Woman Program



The Wisconsin Well Woman Program (WWWP) is available for those who need access to breast and cervical cancer screenings that have no health insurance and are under 250% of the Federal Poverty Guidelines or have high health insurance deductibles for diagnostic screenings. In June 2015, the state program transitioned to a multi-jurisdictional model for case management of the program from one that was primarily individual county based. The statewide change increased our service area from four counties to nine counties that include: Winnebago, Outagamie, Sheboygan, Fond du lac, Calumet, Waupaca, Green Lake, Marquette and Waushara. This change reflects the declining WWWP enrollment due to the Affordable Care Act that has allowed many women to transition to the Marketplace for insurance that also covers WWWP services.

In addition to primary program services, WWWP is also working on a renewed outreach and case management effort in the nine county region to make sure women who may not have accessed the program in past years are aware of it. In past years this state program was at capacity and program promotion work was minimal. Another new program focus is making sure that women are referred to Certified Application Counselors and Navigators to make sure they can receive the health care coverage they need

and can have their questions answered about the Affordable Care Act and the Marketplace. WWWP may also be a secondary coverage for women who qualify and have high deductibles and need diagnostic services related to breast and cervical cancer. The WWWP continues to be an important link for women in our jurisdiction.

The Well Woman Program has been cross-training other WCHD staff to add additional assistance to the program.

WWWP is seeing a decline in number of women enrolled and screened because of the referral and connection to other health care coverage that includes the Marketplace established by the Affordable Care Act and Wisconsin’s Badger-care program.

Year	Women Enrolled	Women Screened
2015	77	79
2014	140	152
2013	339	299
2012	315	305
2011	336	298



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Women, Infants & Children (WIC)

Supervisors: Barb Sheldon, RD CD CLS

Number of FTE: 6.99

Major Projects and Initiative Areas: Nutrition Education/Counseling, Supplemental Food Benefit, Breastfeeding Support

Nutrition Education and Counseling

The WIC Program is funded through the United States Department of Agriculture and operated locally by WCHD. The WIC Program promotes and maintains 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. This includes prenatal breastfeeding education, post-delivery support to participants, breast pumps to eligible women, infant and child feeding practices and recommendations, and suggestions about shopping and recipes. WIC has partnered with WCHD Health Educators and Americorps Members to present information about nutrition and health on the benefit issuance days.

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). WCHD assures lead tests by 18 months of age. Applicants/guardians are interviewed regarding health and diet practices. This information is used to assess a health or nutritional risk factor for enrollment, education or counseling, and referral. Certifications are completed during pregnancy, after delivery, and every 12 months up to the child's 5th birthday.



Infant weight is monitored at WIC Clinic for adequate weight gain.

3,287 participants were enrolled
in WIC during 2015 including
243 pregnant women and 731 infants

Supplemental Food Benefit

Nutritious foods including milk, soy milk, low lactose milk, eggs, iron-fortified cereal, 100% juice, peanut butter, dried beans and peas, whole grain foods (whole wheat bread, brown rice, whole wheat or soft corn tortillas, fruit, vegetables and baby foods) are issued to families during enrollment via an electronic benefit card called eWIC, a new way of issuing WIC benefits that began this year. Women who fully breastfeed their infants also receive cheese and tuna or salmon. Infants who are not fully breastfed receive supplemental amounts of iron-fortified formula.

During the growing season, a set of vouchers are issued to interested families to spend at local farmers' market to purchase locally grown produce.

During 2015, \$1,556,579.90 in WIC benefits were redeemed at local grocery stores and pharmacies. An additional \$9,286 in farmers' market vouchers were spent at the local farmer markets and stands.

Referrals & Resources

WIC staff also provides referral for other community resources including dental, prenatal care counseling and immunizations. Car seat vouchers (supplied through grant funding) are issued to eligible families and blood lead tests are done as needed for children.

WCHD is building relationships with local hospitals to get mothers and infants the breastfeeding help they need. Breastfeeding Classes are offered each month in Neenah and Oshkosh. Classes are open to the public and free of charge.



WIC hosted “Building Bridges for Breastfeeding Duration” in May at Mercy Medical Center and St. Elizabeth’s. The goal is to build a community support system for new families and to build a bridge of communication between the hospital and the local WIC office. Four sessions were held with 120 people completing the training.

Breastfeeding Support

In December 2015, 73.4% of infants born to women enrolled in WIC initiated breastfeeding at time of delivery. Breastfeeding is associated with less illness and better health, therefore, consuming less healthcare dollars. The [American Academy of Pediatrics](#) has identified breastfeeding as the ideal method of feeding and nurturing infants, and has recognized breastfeeding as primary in achieving optimal infant and child health, growth, and development. The Academy recommends that infants be exclusively breastfed for the first six months of life. WIC encourages breastfeeding exclusively for six months and to continue breastfeeding with complementary foods to one year old. Research has shown that there is no better food than breast milk for the baby's first year of life.

Breastfeeding Alliance (BFAN)

BFAN continues its mission to improve the health of Northeastern WI residents by working collaboratively to protect, promote, and support breastfeeding. Alliance members went through training and began work on the Breastfeeding Friendly Childcare Provider Initiative. Work on this project is expected to continue for the next 5 years. Trainings for Daycare Providers are scheduled to begin in January 2016. BFAN received a grant to help with costs of binders for the daycare centers and to purchase Breastfeeding Friendly books and posters for center use.

The Alliance hosts an annual walk for World Breastfeeding Week each year. In 2016 they plan to pair the walk with recognition of the first daycare centers to be designated as Breastfeeding Friendly.

Milk Depot

WCHD is a milk depot for the Mothers’ Milk Bank of the Western Great Lakes (www.milkbankwgl.org). Human milk banks collect, screen and process human breast milk to meet the specific needs of those for whom it is prescribed. The milk is made available to hospitals primarily for premature or ill infants. A local milk depot provides women an opportunity to become involved in this important and vital work. Milk depot responsibilities will be to accept, store and ship to the milk bank.



Freezer full of donated breast milk ready to be shipped to the Milk Bank of the Western Great Lakes.

The Mothers’ Milk Bank of the Western Great Lakes had the Grand Opening for its new facility and was approved to begin pasteurization of human milk. Prior to this, donor milk was shipped to The Milk Bank in Indiana. Now, milk donated in this area will be used in our region.

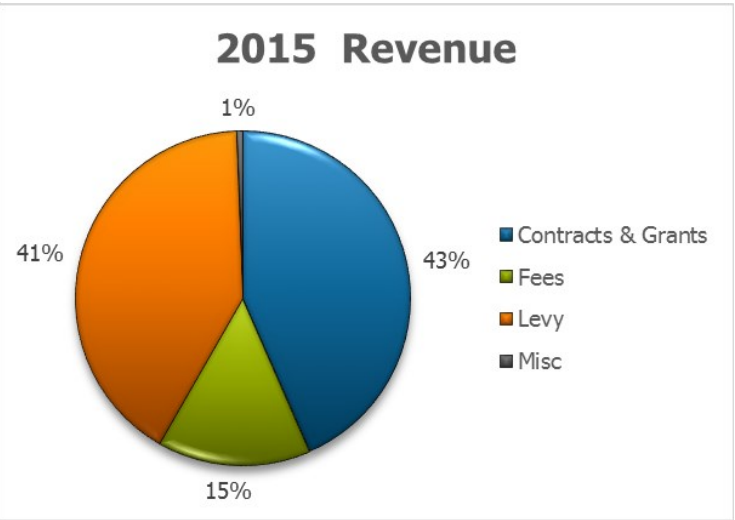
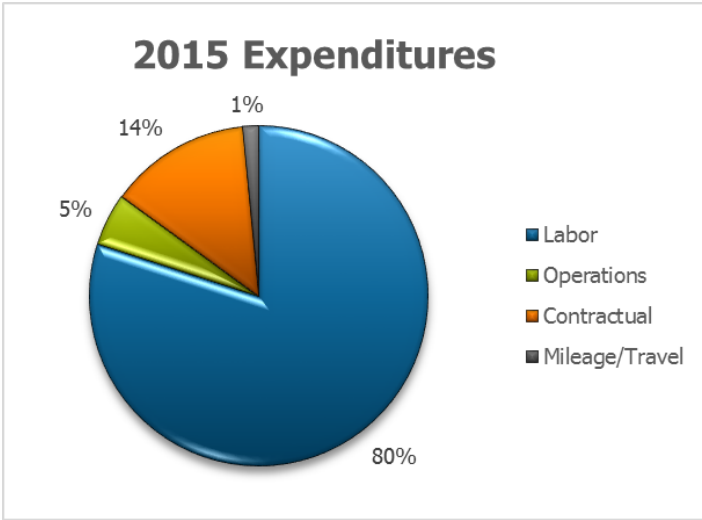
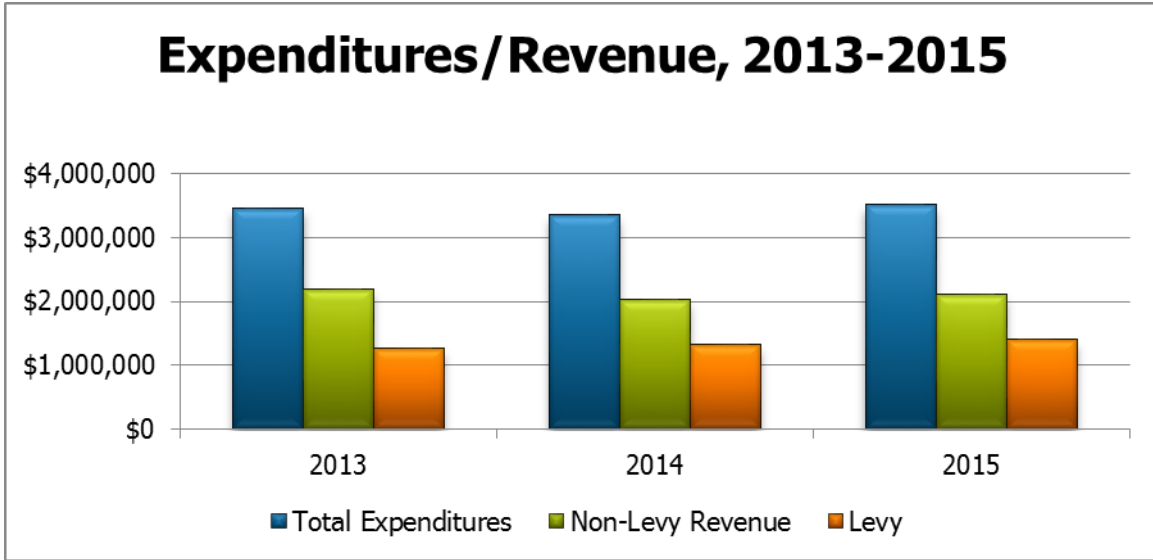
Women interested in becoming a donor can contact Allison Laverty Montag, IBCLC at (920) 765-4375 or (920) 232-3000.



Financials

Expenditures/Revenue by Year			
Year	Total Expenditures*	Non-Levy Revenues**	Levy
2013	\$3,456,821	\$2,184,231	\$1,272,590
2014	\$3,352,774	\$2,027,386	\$1,325,388
2015	\$3,511,420	\$2,104,574	\$1,406,846

*Expenditures: Labor, Mileage/Travel, Operations, and Contractual **Non-Levy Revenues: Contracts & Grants, Fees



2015 Accomplishments

1. Consolidated the Neenah WIC and Public Health offices into one location to better serve customers and increase staff efficiency.
2. Awarded 2nd DFC grant for \$625,000 over 5 years to help reduce youth substance abuse and strengthen our two of our community coalitions (re:TH!NK, Winnebago's Healthy Living Partnership and re:TH!NK Youth Coalition).
3. Completed a Community Health Needs Assessment in partnership with all Winnebago, Outagamie and Calumet Health Departments and the Affinity, Aurora and Theda Care healthcare systems, and Children's Hospital.
4. Successfully passed a five year review/evaluation of public health certification as a Level III (highest level) health department and a three year evaluation of the environmental health food safety and recreational licensing program.
5. Launched eWIC, an electronic system for nutrition benefit issuance to replace a paper based voucher system and implemented self-guided modules to increase access to WIC participant education.
6. Made restaurant inspections available online from the County Health Department website.
7. Began implementation of a reorganization plan for the Health Department to increase efficiency, cross discipline services and build depth of leadership.
8. Provided electronic delivery device (e-cigarette) education to the Board of Health (BOH) and County Board, which led to the County Board amending section 9.14 of the General Code of Winnebago County to include e-cigarettes in the county buildings and vehicles smoke-free ordinance.
9. Completed a Mass Casualty response plan to better prepare and plan for the response to a mass casualty event.
10. Applied for a \$1,000,000 grant to improve access to nutritious restaurant meals for children and increase fruit and vegetable access at convenience stores.
11. The Winnebago County Heroin Task Force successfully attracted Addiction Medical Services of WI to open a medically assisted therapy (MAT) clinic in Oshkosh, created a Treatment Resource Guide with the Fox Valley Substance Abuse Coalition, and hosted a 2nd annual re:TH!NK addiction 5K run.
12. Collaborated with the Aging and Disability Resource Center of Winnebago County to establish a program committee for assuring evidence-based prevention programming for seniors is available.
13. Joined and began collaboration with the Fox Valley/Tri-County Zero Suicide Initiative organized by N.E.W. Mental Health Connection, Samaritan Counseling Center of the Fox Valley, and Prevent Suicide-Fox Cities; Assisted Samaritan Counseling in completing mental health wellness screening at Oshkosh High Schools to link at risk students to counseling services.
14. Led Winnebago County Child Death Review Team to develop and distribute youth suicide prevention strategies and a parent grief guide.
15. Piloted the expansion of Farm to School activities to area daycares, expanded Active School initiatives to daycares and developed a breastfeeding friendly daycare center toolkit.
16. Finished distribution of 500 United Way 2-1-1 Resource Helpline posters throughout Winnebago County to promote the mental health and suicide crisis resources provided by the helpline.
17. Implemented social marketing campaign to educate seniors and their families about fall awareness and prevention.
18. Expanded lead poisoning prevention activities to include children with blood lead levels starting at 5ug/dL rather than 10ug/dL.



2015 Accomplishments

19. Two Winnebago FACT Movement members (Wisconsin's Youth Tobacco Prevention Program) were elected to the 2015-2016 FACT Youth Board of Directors.
20. Hired consultant for Winnebago County Bicycle/Pedestrian Plan. Collected baseline data using bike/walk audits and bike/walk counts for nearly 30 intersections led by student intern from the Area Health Education Center's Community Health Internship Program.
21. The Health Department led Care Transitions Coalition developed three team action plans for improving access to community resources for safer and healthier transitions from acute healthcare setting to their place of residence thereby improving quality of life and reducing hospital re-admission.
22. Continued partnership with Oshkosh Northwestern to produce nearly 30 online educational videos related to re:TH!NK's priorities and public health topics since spring 2014. Created new media partnership with Oshkosh Independent.
23. Expanded sexually transmitted infection (STI) education into Neenah High School health classes.
24. Advanced work on improving health equity and access to transportation options through Fox Valley Thrives, a strategic alliance with ESTHER (a faith-based community organizing group focusing on issues of social justice), Outagamie County Public Health, Fit Oshkosh and East Central WI Regional Planning Commission.

2016 Goals & Objectives

1. Develop a Community Health Improvement Plan in partnership with area health care systems for use by the community and to help direct re:TH!NK and WCHD activities.
2. Continue work toward applying for National Voluntary Accreditation.
3. Increase the number of annual inspections of high risk food service establishments and recreational pools.
4. Increase participation by low income women, infants and children into the WIC program. Enrollment has recently declined nationally.
5. Begin implementation of the Fox Valley/Tri-County Zero Suicide Initiative strategies into healthcare systems.
6. Complete a Winnebago County Bicycle & Pedestrian Plan and present to County Board for approval and implementation.
7. Work toward passing social host ordinances in Winnebago County municipalities.
8. Implement a needle exchange program to help prevent communicable disease transmission among IV drug users and the community.
9. Participate in the regional Poverty Outcomes & Improvement Network Teams (POINT) initiative.
10. Continue implementation of WCHD re-organization through new staff positions (Communications Specialist, Chronic Disease Prevention Supervisor, Public Health Planner, Preparedness Coordinator).

