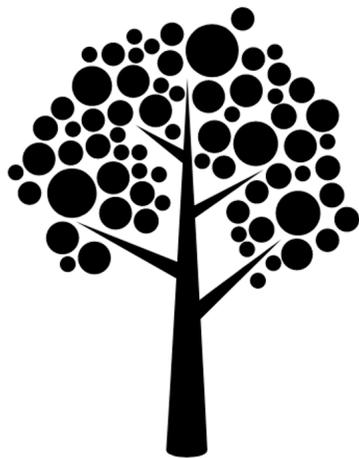
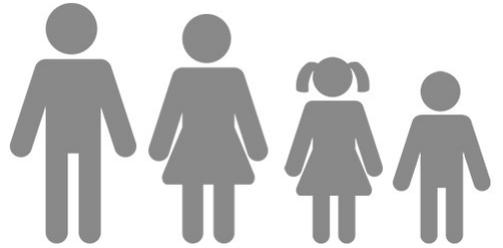


Annual Report

2017



Public Health
Prevent. Promote. Protect.

**Winnebago County
Health Department**

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Locations:

Neenah



211 N Commercial St
920-727-2894



Oshkosh

112 Otter Ave
920-232-3000

Stay updated all year long, follow us online:



WWW.WINNEBAGOPUBLICHEALTH.ORG

WINNEBAGO COUNTY HEALTH DEPARTMENT [WCHD]

Highlights from 2017

- Developed new teams in re:TH!NK, Winnebago's Health Living Partnership
- Applied for a \$1.5M HUD Lead Hazard Reduction Grant from HUD
- Completed a 9 month children's meal pilot partnering with 14 area restaurants to provide and promote healthier kids meal options
- Partnered with UWO to survey over 900 area parents and over 20 restaurant managers regarding choosing behaviors for eating out with children at restaurants
- Launched internal health department teams focused on policy/advocacy, health equity, communications, transportation and strategic plan implementation
- Partnered with Human Services department to employ a part time wellness coalition coordinator to expand injury prevention
- Awarded implementation phase (years 2-6) funding for our Healthy Wisconsin Partnership Program behavioral health grant, in partnership with the NEW Mental Health Connection
- Provided STI prevention education to 938 students in Neenah and Oshkosh High Schools
- Helped UWO students hold a campus referendum to gauge support for a smoke-free campus
- re:TH!NK Youth coalition presented to Oshkosh City Council to encourage a smoke-free parks policy
- Co-led the Fox Valley area Zero Suicide Coalition
- Winnebago County Drug and Alcohol Coalition received \$15,000 of funding for data gathering, analysis, and communication with support from WCHD
- Presented the Bike/Ped Plan to Winnebago County Board that was adopted as a reference planning document and kicked off a stakeholder committee to work on implementation
- Led the application process for Winnebago County to receive the Well Workplace Award and coordinated "On the Move" that earned a top 25 in the nation for employee activity
- Became a distribution outlet for the Fox Cities Diaper Bank, distributing diapers and wipes to income eligible families served at the WCHD Public Health Office-Neenah
- Began the first year of the SNAP-Ed Fit Families Program. Project is fully enrolled with 54 families recruited from the WIC participating families.
- Continued a second year of Fit Families Supplemental Nutrition Assistance Program-Education (a successful behavior change program targeting primarily families of 2-4 year old children enrolled in WIC)

Congrats Emily Dieringer!



Honored with the Spirit of Public Health Award at the Annual Conference for the Wisconsin Public Health Association!

- Managed two active Tuberculosis (TB) cases requiring daily in home medication treatment and presented about TB for the regional summit
 - Completed remodeling at the Oshkosh office space for public health
- See our full list in the [Budget Narrative for 2018](#) pg 315



Teresa Paulus presents to BOH, on initiatives to assess and ensure patients are signed up for health insurance.

New Staff

Autumn Linsmeier

[Community Health Strategist]

Carly Maurer

[Environmental Health Specialist]

Julia Salomon

[Public Health Planner]

JoAnn Murphy Spice

[Wellness Coalition Coordinator]

DIRECTOR UPDATE...

Greetings! It's a pleasure to share with you the services your public health department has provided in 2017 and how we are addressing our most pressing health challenges. In our efforts to improve overall health in our community we've begun to really dig in on health related disparities and health equity. We know that your income, education level, where you live and race all show striking differences in health and life expectancy and believe that by working to reduce those disparities we will improve the health of our community overall. Your health should be influenced less by how much money you have, your neighborhood location, race, or how far you went in school and more by community policies, systems and your environment. We've created internal equity, policy, and even a



WCHD Staff Holiday Celebration

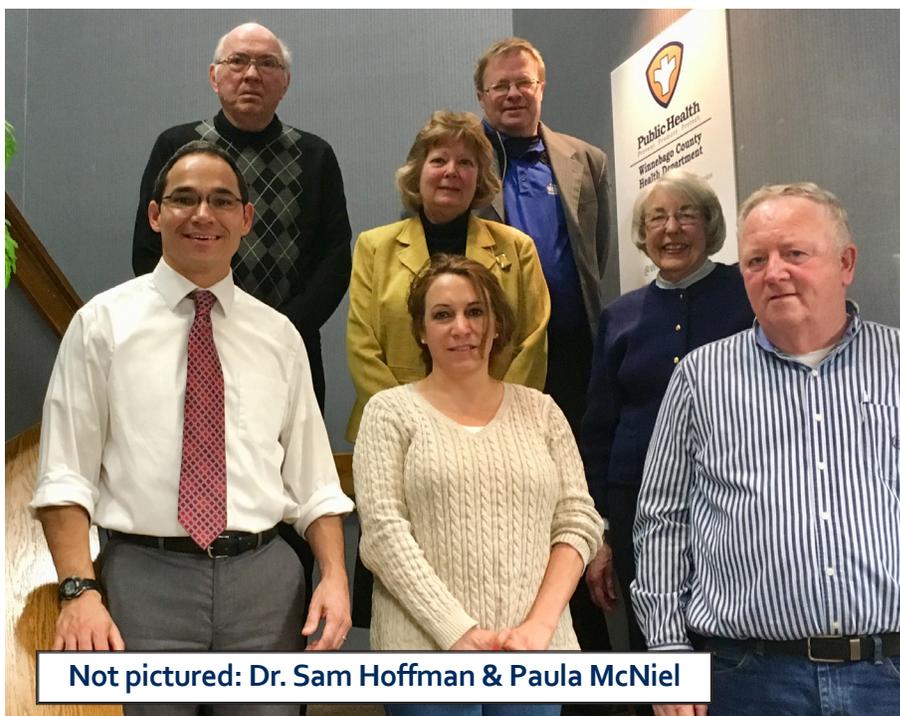
transportation team to learn, collect data and identify opportunities to improve health where it is needed most. Our largest impacts are becoming the work we do across all sectors of our community and those we engage in addressing complex problems that require attention from everyone, not just public health.

In the following pages you'll see how we work to address the many public health needs and challenges we face in Winnebago County and beyond. National events like the opiate epidemic, Flint Water Crisis, a severe

flu season, escalated attention to gun violence and mental health all have significant local influence and impacts. Some of our local priorities include reversing the trend of a lowering life expectancy rate (primarily due to overdose deaths) and increasing the quality of life for all. We're working to improve health as we age by reducing chronic disease, obesity and its related health impacts, negative consequences of social isolation while maintaining that mental health is major part of good health.

**Thank you to the
WCHD Board of Health
for your consistent
dedication and support!**

**Chairman, Dr. Shiloh Ramos
Vice-Chairman, Dr. Sam Hofman
Secretary, Rachel Youngquist
Member, Dr. Jan Edelstein
Member, Dr. Paula McNiel
Member, Thomas Egan
Member, Thomas Ellis
Member, Mike Norton
Member, Ann Marshall**



Not pictured: Dr. Sam Hoffman & Paula McNiel

HOW WE DO OUR WORK



Strategic Plan 2016-2020

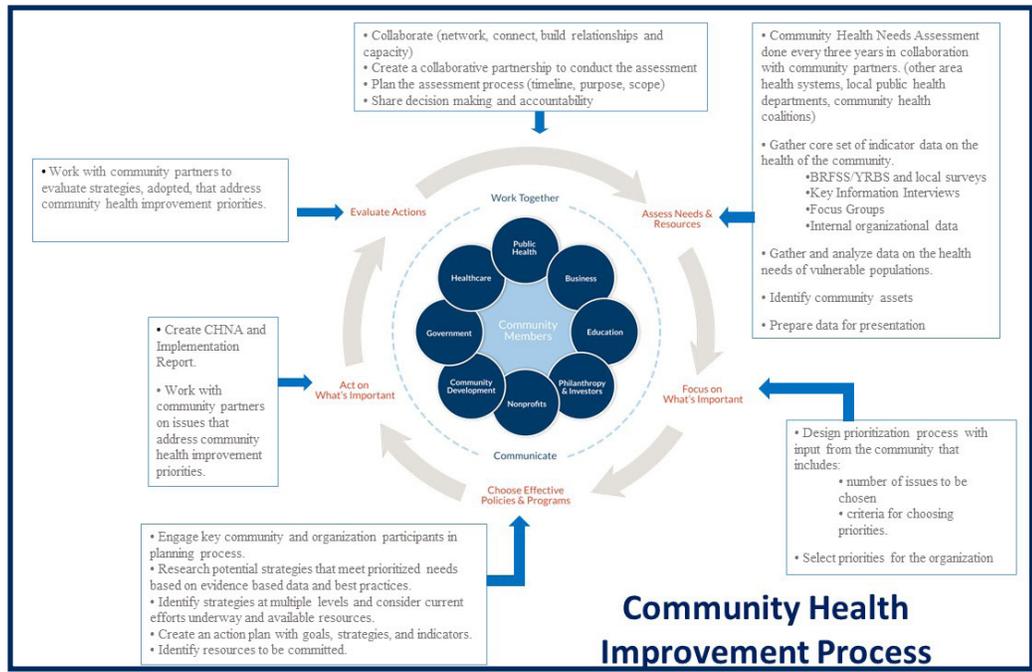
The [2016-2020 Strategic Plan](#) serves as an internal guidebook for making improvements and tracking progress to department culture, operations and procedures and aligns with the Community Health Improvement Plan. It guides WCHD staff in creating division-level action plans that align with the Plan's four focus areas.

Four Focus Areas:

- Continuous Learning & Growth
- Fiscal and Performance Management
- Communication & Community Awareness
- Community Leadership and Health Equity

Community Health Assessment

A [Community Health Assessment \(CHA\)](#) drives community health improvements by gathering and analyzing health data. From various reports on health indicators and outcomes, surveys and questionnaires, and county, state, and national level data, Winnebago County is able to identify clear focus areas to improve the health of residents and the community. The WCHD CHA helps inform the focus area of the WCHD Strategic Plan and the priorities identified in the WCHD Community Health Improvement Plan.



[Click to view the CHIP Summary](#)

Community Health Improvement Plan

A Community Health Improvement Plan (CHIP) identifies emerging and prevalent community health priorities, community assets, and resources to develop strategies to best address the public health needs of communities. Developing a CHIP gives WCHD an opportunity to collaborate with the community to gather information and data, and to hear from community members and partners about health issues affecting our communities. The 2016-2020 WCHD CHIP identified five priorities: Social and Place Connectedness, Access to Opportunities that Improve Health, Healthy Food and Beverages, Mental Health and Alcohol and Other Drugs. Implementation of the CHIP occurs with leadership from WCHD or any other community organization connected to the identified priorities.

Overview of Winnebago County's 2016-2020 Community Health Improvement Plan	
CHIP Priorities and Strategies	
1. Social and Place Connectedness: Residents are connected and engaged in the places and spaces that matter to them.	<p>Strategy 1.1: Integrate public health into the planning process and local municipal decision-making systems so health outcomes are considered in decision-making processes ("Health in planning").</p> <p>Strategy 1.2: Support community development initiatives designed to engage, improve, and strengthen community connectedness, and improve physical, social and service environments in local neighborhoods.</p> <p>Strategy 1.3: Enable community and civic connections at a neighborhood level to improve neighborhoods and relationships with all people in those neighborhoods (specifically older adults, people with disabilities, people with lower incomes, new parents, and youth).</p>
2. Access to Opportunities that Improve Health: Improve and expand access to and availability of already existing services or opportunities.	<p>Strategy 2.1: Support activities that connect agencies serving similar populations in order to increase access to multiple services.</p> <p>Strategy 2.2: Identify barriers to accessing social service programs and gaps within those programs.</p> <p>Strategy 2.3: Improve access to transportation.</p> <p>Strategy 2.4: Support efforts to ensure a range of affordable housing is available for all.</p>
3. Healthy Food and Beverages: Increase access to and consumption of fruits, vegetables and healthy beverages while decreasing consumption of sugar-sweetened beverages in children and adults.	<p>Strategy 3.1: Increase availability of healthy, tasty, and convenient food options in community settings, focusing on most vulnerable populations and social settings.</p> <p>Strategy 3.2: Improve food environment in institutions that serve children.</p> <p>Strategy 3.3: Improve food environment in institutions that serve adults.</p> <p>Strategy 3.4: Improve residents' ability to recognize and use healthy foods.</p>
4. Mental Health: Improve mental health among residents and mental health systems of care.	<p>Strategy 4.1: Expand mental health services and focus on integration of these into primary care.</p> <p>Strategy 4.2: Prevent suicide-related behaviors.</p> <p>Strategy 4.3: Promote protective factors, healthy relationships.</p> <p>Strategy 4.4: Improve coping strategies and build resilience in individuals that have experienced or are vulnerable to trauma.</p>
5. Alcohol and Other Drugs: Reduce abuse of and addiction to drugs and alcohol.	<p>Strategy 5.1: Reduce access and exposure to alcohol in social settings.</p> <p>Strategy 5.2: Reduce access to and abuse of prescription and illegal drugs.</p> <p>Strategy 5.3: Improve access to treatment and recovery options.</p> <p>Strategy 5.4: Improve data collection related to alcohol/drug use.</p>

VISION

Winnebago County Health Department leads change by providing services and building partnerships that strengthen the community.

MISSION

The Winnebago County Health Department is a leader in creating a culture that optimizes health and wellness in our community.

VALUES

1. Ethical Practice of Public Health
2. Accountability
3. Collaboration & Partnership
4. Building & Sustaining a Responsive Public Health Workforce

WORKFORCE DEVELOPMENT

OVER 35 STUDENTS HOSTED AT WCHD IN 2017 INCLUDING

- Annual AmeriCorps Members:
 - 1 Farm to School
 - 3 Wisconsin HealthCorps
 - 1 Vista
- UWO Nursing Students
- UWO Environmental Health Interns
- CHIP Intern from Area Health Education Centers
- Oshkosh West High School Students



Over 15,000 hours devoted to building the Public Health Workforce in 2017

PROFESSIONAL DEVELOPMENT FOR STAFF

- RBA Training: A number of WCHD staff attended a two day Results Based Accountability (RBA) and Results Based Facilitation (RBF) training. More staff will attend this training in January 2018. RBA, developed by Mark Friedman (author of Trying Hard is Not Good Enough) is a method that allows communities tackle complex societal issues and create measurable change; it is also used by organizations to plan and evaluate their programs. RBA is a data driven framework that uses a decision making process encouraging participants to start with the end in mind and work backwards in the process.

- Wisconsin Public Health Association Annual Conference (4 WCHD staff presented)
- Wisconsin WIC Association Annual Learning Meeting
- And many more webinars, conferences, and classes to keep our team growing!



ADMINISTRATION

The Administration Division provides departmental leadership, planning, supervision, programmatic oversight, support staffing, accounting and budget management. It is responsible for communications, community health assessment, policies, enforcement, data management, community partnership, planning, preparedness, seeking funds and workforce development.

Support Staff

The support staff at WCHD greet and serve residents of Winnebago County on a daily basis in our Oshkosh and Neenah facilities. In addition to managing the walk-in requests, daily appointments and phone lines, they also support the health department programming in a variety of roles. If you have a question about a health department program, they're the information center to start with!

& they support these projects:

- LifePoint schedule and tracking
- Condom distribution kits
- Staff training and tracking
- Quality improvement
- Organizing healthy aging adult classes
- Staff technology training and support
- Budget tracking, management, reporting (see [financials page](#))
- Keeping community data updated online (e.g., [event calendar](#), [beach testing results](#))

Our Oshkosh building went through major reconstruction in 2017 to increase space utilization and security. One of the biggest changes is our front office space- stop in to see the finished project!



Anna Carpenter, Preparedness Specialist, attends Critical Incident Management Training

Preparedness

Supported by a CDC grant, WCHD continued its active role in area preparedness coalitions such as the Local Emergency Planning Committee (LEPC) and the Fox Valley Area Health Care Coalition through planning, exercises, and providing [education and updates](#). WCHD, along with partner agencies, updated the Winnebago County Mass Plan.

As a department we continue to work on community preparedness planning, staff training, and increasing collaboration

with regional agencies. In assessing WCHD preparedness resources and reviewing updated Federal Emergency Management Association (FEMA) recommendations for public health departments, WCHD's Incident Command System (ICS) staff training needs were identified as a priority. **Throughout 2017, staff completed a total of 33 FEMA ICS courses (both online and in classroom trainings) for a total of approximately 140 educational training hours.** Visit our [preparedness webpage](#).

Public Health Planning

Julia Salomon, assumed the role of Public Health Planner in 2017.



The development of this position gives tremendous [support to helping individual divisions assess and develop strategic goals and objectives related to the 2016-2020 Strategic Plan](#). WCHD has a Strategic Plan Implementation Team which is made up of representatives from each division of the department. The main

function of the team is to ensure the various components of the plan are carried out, integrated into the work we do, and serves as a guide to each division as they align their work to the strategic plan. The team also supports the department in tracking and measuring the objectives set forth in the plan.

Progress has been made in all focus areas in 2017 specifically supporting the growth and competence of staff. Staff has attended trainings and workshops to catapult their work and a concerted effort has been made to improve inter-divisional program updates to increase staff knowledge about work spanning the entire department. An evaluative component has been built in to the trainings to better

ascertain the type of quality of trainings offered to staff. Work in the other focus area continue to be developed and implemented. WCHD also works closely with community partners to collect data for the Community Health Assessment (CHA) and Adult Community Health Survey. The CHA guides the department's Community Health Improvement Plan (CHIP) and strategic planning efforts. See [page 6](#) for a summary of the CHIP, CHA and Strategic Plan or visit our [Community Health Data webpage](#).

There are many ways for you to engage with WCHD programs and information. Visit the [Communications webpage](#) to learn how you can stay tuned to WCHD news.

Communications

Communication is one of the 10 Essential Public Health Services and continues to be a priority of WCHD both internally and externally. The Communication Specialist manages promotions, builds staff capacity around communication tools and serves as point person for the public and media at WCHD.



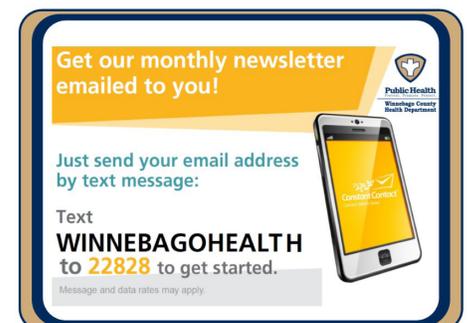
Received [WI Community Media Award](#) for [re:TH!NK Mental Health-watch segments on YouTube](#)

2017 Highlights:

- Reorganized WCHD website to more accurately reflect the organizational chart
- Built and promoted new webpages through social media channels
- Developed a communications strategic plan which includes a brands standards guide, media policy, and instructional guides
- Held staff communication trainings for developing skills related to online media (Facebook, Twitter, YouTube, Canva, Prezi, Google Applications)
- Created a Public Service Announcement -> get on our email list!
- Presented social media best practices from WCHD at statewide annual meetings for the Wisconsin

Public Health Association & Wisconsin WIC Association

- Developed public health content monthly for the Oshkosh Independent
- Hosted AHEC Communications Intern
- Worked with UWO Communications Students to promote a National Public Health Week campaign for WCHD.
- Grew Facebook page likes by 36% in 2016 (472 to 640)
- Organized all media communications to promote programs through radio, tv, web and newspaper channels



Get our monthly newsletter emailed to you!

Just send your email address by text message:

Text **WINNEBAGOHEALTH** to **22828** to get started.

Message and data rates may apply.

COMMUNICABLE DISEASE

A [communicable disease](#) (CD) is an illness or condition that is acquired from an infected person or animal. CDs can be transmitted by a contaminated surface, air or vector (such as mosquitos). CD staff play an important role in detecting, preventing, and controlling communicable diseases in the community.

Our staff:

- Investigate and follow-up on all [reportable communicable diseases](#) and disease outbreaks in Winnebago County
- Educate the public and healthcare professionals about communicable diseases and outbreak management
- Assure treatment
- Monitor disease rates and trends
- Guide strategies to prevent the spread of disease



PREVENTION & EDUCATION

IMMUNIZATION

In 2017 WCHD staff used grant funds to assess, educate and increase Adult Tdap vaccine rates. Four health departments collaborated to work with area businesses to increase adult Tdap rates of employees and promote the usage of the Wisconsin Immunization Registry (WIR) for

the documentation of vaccines given. Increased vaccination rates equate to less sick time used and maintenance of productivity. A presentation of barriers, successes and project results was shared at the State Adult Immunization forum in April 2017.

Reduced immunization clinic hours to reflect the shift of primary care practitioners providing this service and public health nurses serving mostly as a [safety net for immunizations](#).

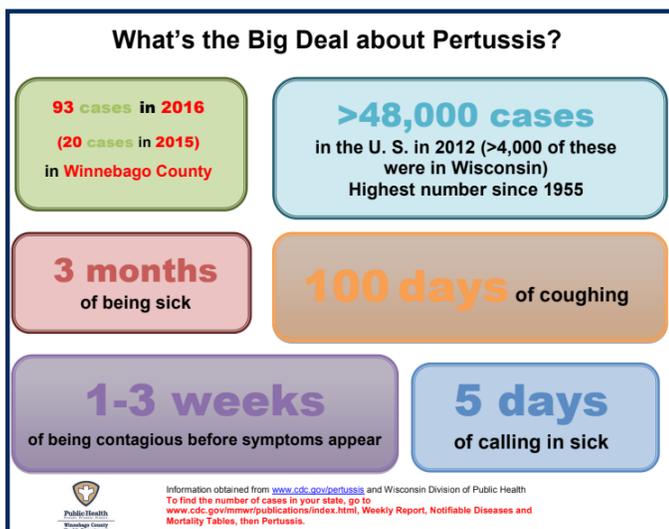
Watch the Communicable Disease Division's TV Segment here!

REFUGEE

WCHD works with World Relief Fox Valley to assure refugees receive comprehensive health assessment upon U.S. arrival. Each refugee has a medical exam that includes communicable disease screening and follow up. In 2017, WCHD served 43 refugees, about a 50% decrease from 2016.

HARM REDUCTION

Numbers for the [LifePoint](#) needle exchange program continued to increase with WCHD serving between 104 -300 people per month in 2017, with an average of 12-13 new LIFEPOINT clients per month. In 2017, there was a total of 1,141 visits with 17,285 needles collected – ensuring safe and proper disposal and decreasing the risk for the spread of communicable disease.



DISEASE SURVEILLANCE

SCHOOL SURVEILLANCE

School illness has been actively surveyed in Winnebago County (WC) for the last two years with the assistance of the school districts located in the County. Participating schools provide illness data to the Health Department, this data is monitored daily for illness trends. The goal is to work with the school to decrease the number of staff and students who get ill. The Health Department also uses the data to produce [a newsletter for the schools with tips on staying healthy](#). School illness is a good indicator of the health of our community. Parents and community members can [sign up to receive the school reports here](#).

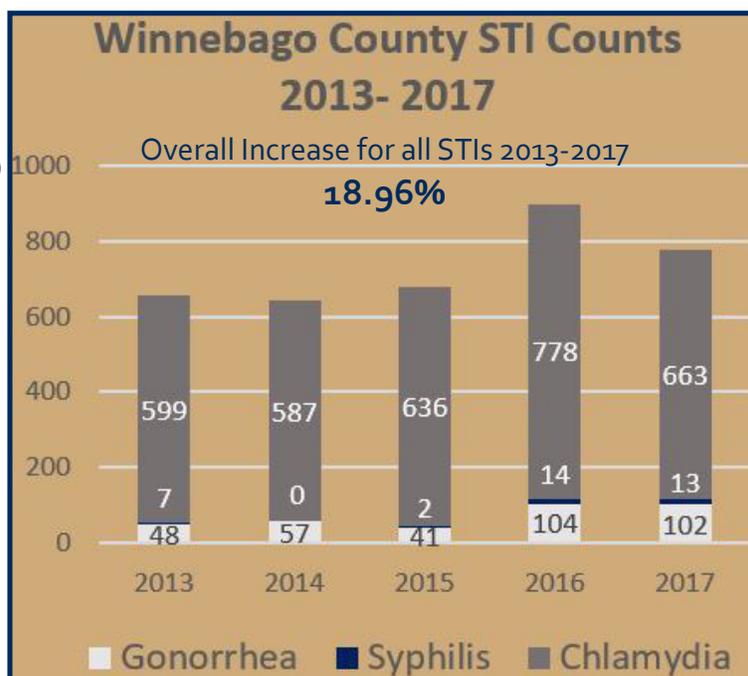
TUBERCULOSIS (TB)

WCHD managed two cases of [tuberculosis \(TB\)](#) in 2017. One of these cases was a case of extra pulmonary tuberculosis (EPTB). EPTB occurs when the TB bacteria infects a part of the body other than the lungs. EPTB and pulmonary TB are treated for the same length of time (9 months) and with the same medication regimen. They both require nurse case management for the entire length of treatment. In 2017 the WCHD provided medication management for 36 residents with Latent Tuberculosis Infection (LTBI). **Persons with latent TB infection are**

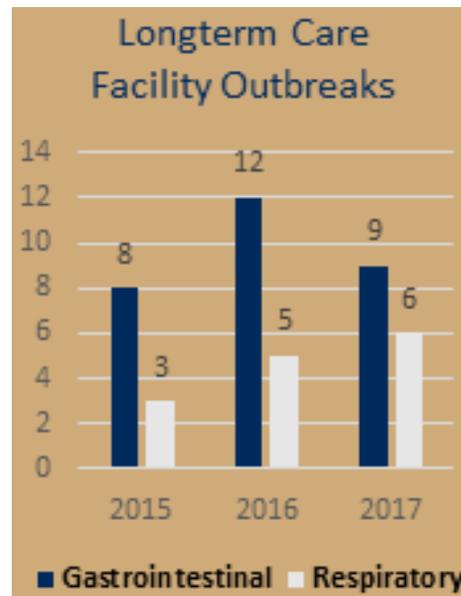
not infectious and cannot spread TB infection to others. The treatment of LTBI is essential to controlling and eliminating TB by reducing the risk that TB infection will progress to disease.

SEXUALLY TRANSMITTED INFECTIONS (STI/STD)

The CDC released the [2016 STD Surveillance Report in September 2017](#). This report showed that the number of cases of chlamydia, gonorrhea, and syphilis are continuing to increase each year. In response, public health departments in the Northeast Region formed a work group to address the burden of STI's, and to standardize public health follow-up measures. The health department has also been working with educational groups. They provided support for more comprehensive sexual health curriculum change at OASD and provide sexual health educational presentations the University of Wisconsin – Oshkosh.



OUTBREAKS



Suspect outbreaks require [immediate investigation](#) and control measures to stop transmission. Reportable clusters of communicable illness associated with a facility, school, or restaurant are immediately investigated by the health department staff. In 2017 The Communicable Disease Division investigated nine gastrointestinal and six respiratory outbreaks in Long-term Care Facilities (LTCF). The role of the

Communicable Disease Division is to assist facilities by obtaining specimens to identify the cause and possible source, recommend specific cleaning procedures, and educate facility on ways to decrease the spread to other residents and staff.

In 2017, [\\$500,000 was appropriated in the WI budget to spend \(annually\) on increasing communicable disease control efforts.](#)

COMMUNITY HEALTH

The Community Health & Prevention Division works to promote health and prevent chronic health issues by partnering with community members and organizations to make improvements to policies, systems and the environment, which can have a long and lasting impact on the community as a whole.

re:TH!NK
Your Life. Your Choice.

www.rethinkwinnebago.org

re:TH!NK, Winnebago's Healthy Living Partnership, finished resetting the coalition's priorities, bringing new partners to the table and new energy across the coalition. There are four new action teams (Active Communities, Alcohol Action, Healthy Food and Beverage, and Social and Place Connectedness), a Youth Coalition, and new members on the Leadership Council.

The newly formed teams hit the ground running with exciting work (described in each of the following sections of our Community Health and Prevention pages).

In the spring, elected officials attended re:TH!NK's annual Legislative Breakfast, focused on social and place connectedness. In the fall, re:TH!NK hosted a workshop on effective meetings.

[Follow the work of the coalition here.](#)

NUTRITION & HEALTHY FOOD SYSTEMS

Through a Healthy Eating Active Living grant from Ascension Healthcare, we promoted healthy, local, and minimally processed food in 32 Winnebago County schools. The Farm to School program also provided nutrition education to 749 students, promoted school gardens in partnership with community organizations, and connected local farmers to school food service. Our re:TH!NK Healthy Food and Beverages Action Team focused on bringing Farm to Early Care into the childcare setting. In addition, we completed a pilot project to increase supply and demand of healthy children's meals in 12 partnering restaurants and co-presented our findings with the Wisconsin Restaurant Association at the Wisconsin Public Health Association Annual Conference.



ACTIVE COMMUNITIES

A major accomplishment in 2017 was the official approval of the "Connecting People and Communities: Winnebago County Bicycle & Pedestrian Plan" as a reference document for the

County. Two stakeholder groups were created to implement the priorities identified in the plan.

To increase visibility and demand for bicycling



and walking, WCHD staff and re:TH!NK continued to promote and coordinate biking and walking events, which kicked off in May.

The re:TH!NK Active Communities Action Team decided to focus on Safe Routes to Parks, and specifically on improving biking/walking routes to parks in areas of higher need. This decision was informed by a survey in summer 2017 which found that 54% of residents "sometimes," "seldom," or "never" walk or bike to get to a park. The team partnered with UWO's University Studies Program to audit two parks in the County (Fritse and Red Arrow), resulting in a variety of recommendations to make walking or bicycling to the park safer and easier.

& PREVENTION

SOCIAL PLACE CONNECTEDNESS

Connectedness is associated with reduced substance use, improved mental health, and a number of other health outcomes. The re:TH!NK Social and Place Connectedness Team is working to foster in-person relationships in our communities. This team has built a partnership with the newly established Sacred Heart Neighborhood Association to identify and implement specific strategies that will lead to greater connectedness in this neighborhood. We are also working to advance connectedness within families by supporting the tri-county [Real Happy Hour campaign](#).



ALCOHOL & OTHER SUBSTANCE USE

WCHD is in year nine of a ten year Drug Free Communities grant aimed at developing [community coalitions to address youth substance use](#). The two coalitions we work to support are re:TH!NK and [Winnebago County Drug and Alcohol Coalition \(WCDAC\)](#). re:TH!NK's Alcohol Action Team is currently working to reduce binge and underage drinking rates in Winnebago County. This year, the team conducted environmental scans at 12 community festivals, with the goal of making the alcohol culture at community festivals safer. We also partnered with Oshkosh Police Department to provide two CHEERS! Responsible Beverage Service trainings and worked to expand these trainings to other parts of the county.

WCHD provides coalition coordination for WCDAC, and this year added a new AmeriCorps VISTA focused on opiate reduction. WCDAC launched several exciting initiatives, supported the re:TH!NK Addiction Run/Walk, and received funding to support data efforts and host a series of 14 community conversations on substance use in 2018. [Follow the work of WCDAC here.](#)

MENTAL HEALTH

WCHD staff led the regional Zero Suicide Coalition community initiative, an innovative approach to implementing "Zero Deaths by Suicide Philosophy" housed within the NEW Mental Health Connection. The coalition provided targeted [QPR Trainings](#) and promoted [lethal means restriction](#). As fiscal agent for the Healthy Teen Minds project, an initiative of The Connection, WCHD supported efforts to implement [Sources of Strength](#) in schools throughout the county and launch a new mental health and [substance use service navigation website](#).

WCHD also developed a partnership with law enforcement and gun shop owners (Project Safeguard) to restrict access to lethal means. And with support from WCHD HealthCorps members, [Samaritan Counseling Center of the Fox Valley's Wellness Screen program](#) moved to a new opt-out screening model, anticipating an increase from 20% to 70% participation.

TOBACCO PREVENTION



Autumn Linsmeier and Lynnsey Erickson coordinate the Youth Coalition work that focused on tobacco free parks last year.

The Youth Coalition advocated for a [tobacco free parks ordinance](#) in the City of Oshkosh, including presenting to the Oshkosh City Council and the City of Oshkosh Advisory Parks Board and working closely with the Oshkosh Police Department and the City of Oshkosh Parks Department. They conducted a community survey and found that 88% of Oshkosh residents surveyed would support a tobacco free parks ordinance.

We promoted free education to employees through [WITobaccoCheck.org](#), increased awareness through [media stories](#), and pursued new partnerships with organizations such as the Housing Authority to keep tobacco products out of the hands of our youth and our shared environment tobacco free.



ENVIRONMENTAL HEALTH

Environmental Health (EH) deals with the protection and promotion of a healthy environment by preventing, assessing, correcting, and controlling agents in the environment that could negatively impact the health and well-being of individuals and communities of Winnebago County. Staff monitor conditions such as:

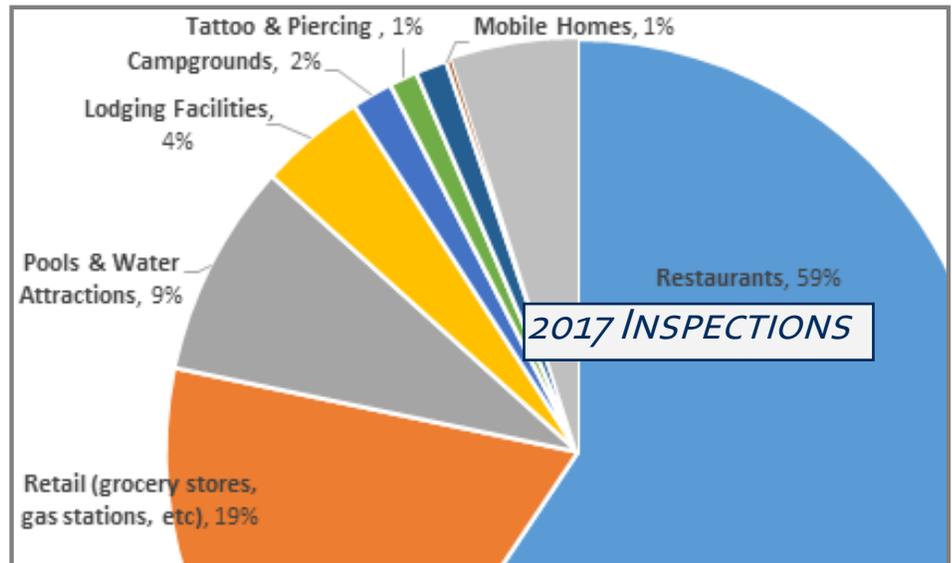
- Air & Water Quality
- Food Safety
- Human Health Hazards
- Lead Inspections
- Lodging and Recreational Establishments
- Vector Control

SANITARIAN PROGRAM

WCHD provides licensing and inspection for a variety of establishments including restaurants, retail food establishments, lodging, campgrounds, swimming pools, mobile home parks, body art facilities and recreational/educational camps. The goal of the program is to prevent communicable diseases and foodborne illnesses from affecting County residents and visitors.

Total Inspections= 773

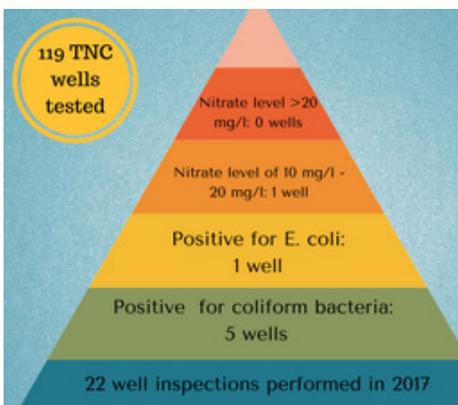
481	Restaurants
153	Retail (grocery, gas stations, etc)
68	Pools & Water
34	Lodging Facilities
13	Campgrounds
9	Tattoo & Piercing
10	Mobile Homes
2	Rec Ed Camps
40	Pet Grooming Facilities



WATER QUALITY

TNCs

Municipal water systems are required to test their water routinely to ensure that it is safe through a contract with the Wisconsin Department of Natural Resources. Smaller systems (transient non community water supplies [TNCs]) are tested



annually by WCHD for the presence of bacteria and nitrate. TNCs include rural - churches, restaurants, taverns, convenience stores, motels, and campgrounds.

BEACHES

In partnership with UW-O's ERIC lab, [the Lake Winnebago system in Winnebago County is monitored throughout the summer months](#) (Memorial Day – Labor Day) to inform users of recent water quality conditions. Latest results are [posted on WCHD's website](#) and designated swimming beaches were posted and/or closed as needed.

RADON TESTING

A total of 54 kits were sold in 2017.

Results:

- 50% of tests were <4.0 pCi/L
- 34% were 4.1 to 7.9 pCi/L
- 16% were 8.0+ pCi/L

A review of radon test results from 2006 to 2016 in Winnebago County shows a relationship with two important factors, depth to bedrock, and the age of the home.

Learn more about radon in your home and test results for Winnebago County [on our website](#).

FOOD SAFETY

In the US, 48 million people get food poisoning each year. WCHD tracks [Centers for Disease Control \(CDC\)](#) Risk Factors which are violations that are responsible for the majority of food borne illness. The data provides a method for analyzing our inspection program and using the data to target educational messaging. CDC Risk Factor violations from full-service restaurant and retail food operations include:

EDUCATION

WCHD re-organized their [webpages](#), which includes their newly developed public educational tools:

- [Water Safety/Quality in WC](#)
- ["Bat"ter Safe Than Sorry](#)
- [Sharps Disposal Education](#)
- [Radon Maps](#)

IF YOU CANNOT GET A SHARPS CONTAINER...

FDA RECOMMENDS ALWAYS USING FDA-CLEARED CONTAINERS

If you do not have a sharps container, use an empty household container with these features:

DO NOT USE containers that can break or puncture easily.

Milk container Soda can Glass container Water bottle

DISPOSE OF A HOUSEHOLD SHARPS CONTAINER WHEN IT IS 2/3 FULL:

- 1** Close lid and tape shut. Label container.

- 2** Bring container to a sharps disposal program.

CDC Risk Factor	Restaurant	Retail
Unsafe Food Sources	16 (1.8%)	15 (7.3%)
Improper Cooking	1 (0.1%)	0 (0.0%)
Improper Holding Temp	200 (22.7%)	47 (22.9%)
Cross Contamination	269 (30.5%)	58 (28.3%)
Personal Hygiene	258 (29.2%)	52 (25.4%)
Other CDC Risk Factors	139 (15.7%)	33 (16.1%)
Total CDC Risk Factors	883	205

LEAD INVESTIGATIONS

Environmental staff and nursing staff respond to families with children with an elevated lead level. Parents are contacted when their child's lead level is over 5mcg/dL. In 2017, 29 children had elevated lead levels.

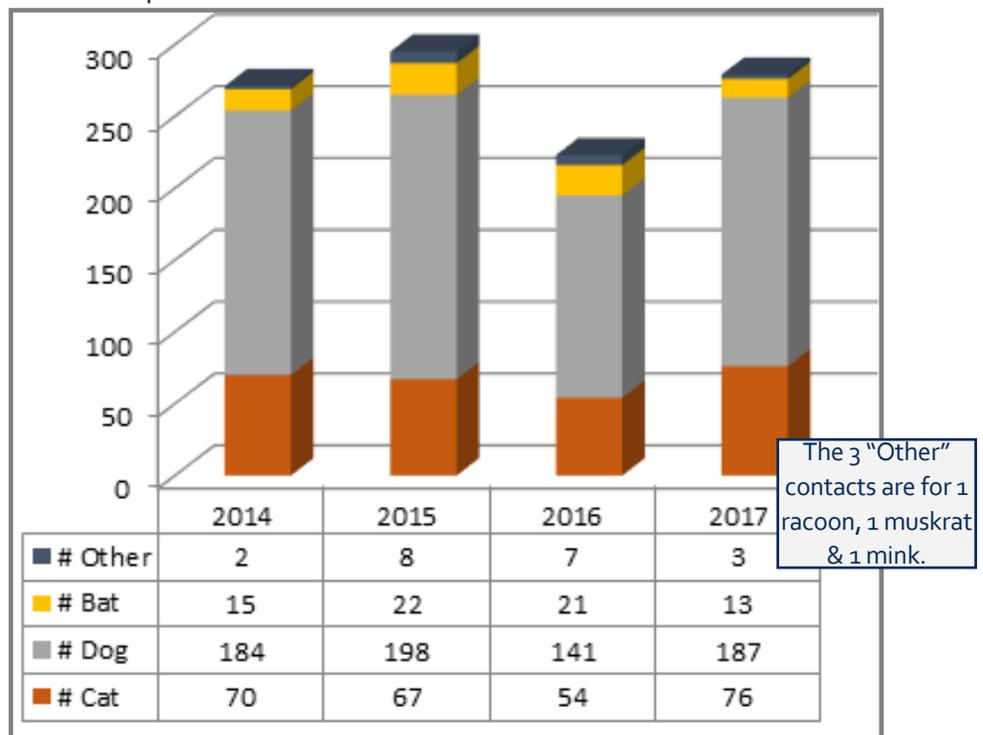
This program includes both lead poisoning prevention activities, as well as, environmental investigations which includes testing properties for lead hazards and making recommendations.

WC ANIMAL BITE INVESTIGATIONS

EH staff works cooperatively with local law enforcement, veterinarians and state officials 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. Animal bites to humans, pets, or livestock are investigated and animals are quarantined as necessary.

In 2017 WCHD saw a 25.11% increase in reports compared to 2016 ('16 was a 24% decrease from '15).



HEALTHY LIFESPAN



2017 Quick Stats:

- 169 Referrals
- 11 Home Visits Planned
- 69 Phone Services Provided
- 143 New Mom Educational Packets Mailed

YOUNG PARENT CONFERENCE

One mother commented: "very helpful: learned lots of new things and will help in the future."



PNCC

Prenatal Care Coordination (PNCC) is a free Medicaid / Badgercare benefit for pregnant women. A nurse meets with the pregnant woman at least monthly to guide and support her with the things that may impact her pregnancy and are important to her.

- 26 pregnant women participated in PNCC services in 2017.
- Only 1 woman delivered a baby at low birth weight or under 5# 8 oz.

The Healthy Lifespan Division works to improve the quality of life for individuals throughout the lifespan. Staff works with individuals "where they are at" and support their efforts to move toward a healthier lifestyle. One-to-one care is provided on the phone, at our office or through home visits. In addition, this team works on [several coalitions](#) to improve the health and safety of our community.

FAMILY CHILD HEALTH

NEW MOM & BABY REFERRALS

Area hospitals link parents with the health department for follow up. We offer education on breastfeeding, infant growth and development, postpartum health and link families to community resources.

INFANT & CHILD REFERRALS

Physicians, hospitals and any social services agency may refer an infant or child for follow up with a public health nurse. Services provided are specific to each child and family's need.

PACK & PLAY



Thanks to donations received from the Christ Child Society of Oshkosh, **15 families received a pack-n-play crib** from WCHD, that did not have a safe place for their baby to sleep. These families also received education on safe infant sleep practices and a follow up home visit from a public health nurse.

CHILD DEATH REVIEW TEAM

The death of a child is a tragic event affecting the whole community, and therefore, should invoke a community response. The health department coordinates a Child Death Review Team which reviews child deaths comprehensively and through multiple dimensions to better understand how and why children die and use findings to take action to prevent other deaths and improve the health and safety of our children. In 2017, 11 child deaths were reviewed resulting in

- increase in bike helmet messaging focused on parent modeling through the Fox Valley

CAR SEAT INSTALLATION

121 car seats distributed in 2017 WCHD receives money from the Department of Transportation to purchase seats and distribute to eligible families. Car seats are distributed at a fitting station at the WC Sheriff's Office or the Village of Fox Crossing Fire Dept or at an office appointment. Certified car seat technicians teach parents how to secure the child in the car seat and how to correctly install the seat into their vehicle, along with what to do as the child grows.

CAR SEATS RECYCLING



children die and use findings to take action to prevent other deaths and improve the health and safety of our children. In 2017, 11 child deaths were reviewed resulting in

- increase in bike helmet messaging focused on parent modeling through the Fox Valley

YOUNG PARENT CONFERENCE

Young Parent Conference is a community supported conference designed for people under 22 that are pregnant, parents, or support for either. WCHD and many other community agencies work together to host one day conference that offers sessions on family law, paternity, healthy relationships, mental health, financial wellness, educational opportunities, parenting, healthy play, health and nutrition. In 2017, 39 young mothers attended the conference with most bringing a support person with them.

BACK TO SCHOOL FAIR

WCHD is one of 20 local organizations that comes together annually to organize the Community



Back to School Fair that addresses the needs of low-income families in Oshkosh and Winneconne. The fair serves youth from 4K to 12th grade by providing backpacks, clothing, hygiene items, haircuts, and the necessary school supplies to prepare the children for a new school year. In 2017, the event served 1182 children in having a great start for the school year.

WATCH

WCHD joined efforts with other community agencies to form Winnebago Area Teens Coalition for Health (WATCH). WATCH is committed to promote safe and healthy youth in our community. The current focus groups of WATCH are Teen Safe Driving, Social Media Safety for Youth, and Youth Suicide Prevention.



WISCONSIN WELL WOMEN PROGRAM (WWWP)

Find more WWWP information and statistics on page 21, or visit the [WWWP webpage](#).

**2017 WWWP Enrollment Numbers: Winnebago=88
Nine County Total=422**

PROMOTING HEALTHY AGING

Our Promoting Healthy Aging team of nurses work with aging adults to identify needs, provide education and link them to the resources in the community that support their efforts to manage their chronic health condition through home visits, community classes and coalition leadership.



HOUSING AUTHORITY

In 2017 we made over 1,000 visits to residents to assist with healthcare such as medication management, coordinating medical care, and connecting residents to community resources.

HOME VISITS

In 2017 we had 32 aging adult referrals and 7 Adult Protective Services visits. RN assessments led to linking 68% of the aging adults referrals to appropriate resources and/or meeting their educational needs.

OLDER ADULT COLLABORATIVE

The Older Adult Collaborative within Winnebago County - is made up of dedicated community and healthcare professionals working to identify the needs of Winnebago County for the aging population. Their mission is to be a catalyst for community change regarding the concerning issues within the aging population. In 2017 the committee hosted Sam Wilson from AARP to speak to the committee and the community about the Livability Index and how to become an "Aging Friendly Community". In addition a Handyman Quick Tip Checklist is being created to help individuals aging at home find reliable home maintenance services to hire.

WC FALL PREVENTION COALITION

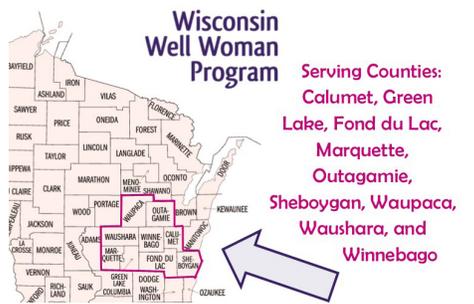
The 2nd edition of the Fall Prevention Resource Guide **Stand Tall, Don't Fall** was released. The guide is designed to be interactive and full of great fall prevention information. The plan is to dispense 7000 copies in our community in 2017 and 2018. The coalition has partnered with our local Hometown Pharmacies, to create a medication **Fall Sticker Alert Program**, to alert medication users that certain medications could put them at risk for a fall. The program uses the expertise of the community pharmacist in educating older adults about falls and fall prevention.

WC WELLNESS COALITION

The focus for 2017 was the falls prevention class – Stepping On. This 7 week class reduces falls in people who complete 51% of the class. ADRC of Winnebago County and the health department hired a [Healthy Aging Program Coordinator](#) to build supply and demand of these classes through engaging community agencies and residents. Two successful classes were held in 2017 impacting 34 individuals. 3 new Stepping On leaders were trained and are planning classes for 2018.

CARE TRANSITIONS

In 2017 the team worked with Aurora and Affinity Hospital systems to identify and refer individuals that did not have a "health Coach" to support a successful return to home without re-hospitalization. 12 referrals were made to the ADRC. None of these clients were re-hospitalized within 30 days of discharge. Hospital systems have initiated additional internal work to reduce preventable re-hospitalizations.



WOMEN, INFANTS & CHILDREN

WIC is a national program that is implemented locally based on the needs of the region. In Winnebago County we are glad to have the WIC division working within our health department to support the needs of growing families when they need it most.



MILK DEPOT

WCHD serves as a [human milk depot](#). In 2017, 15,879 oz of milk were collected, that's more than **triple** the amount collected in 2016 (4,817 oz).

BREASTFEEDING FRIENDLY

Multiple WCHD divisions continue to support local childcare providers to increase the percentage of mothers that breastfeed after returning to work. In 2017, 64 childcare providers were trained on the steps of becoming breastfeeding friendly. Another 5 childcare facilities received support from WCHD to start the process of Breastfeeding Friendly Designation while 3 Childcare Facilities finished their designation. WCHD completed the Ten Steps to Successful Breastfeeding and is now a Breastfeeding Friendly Health Department! Milk Mob Training: The WCHD and The Milk Mob sponsored a community breastfeeding training in October 2017 at Wittman Regional Airport. 21 attendees from the area learned how to assist breastfeeding families and triage problems.

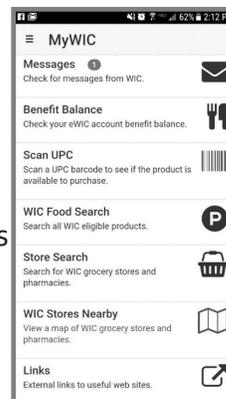
EDUCATION & COMMUNICATION

COLLABORATION

- Used Health Educators and AmeriCorps Members to develop and present nutrition education to participants on the benefit issuance days.
- Presented at the Wisconsin WIC Association Professional Development and Annual Meeting Day in Oshkosh to share how WIC staff at WCHD engage with clients via social media and Google Voice.
- Had POINT (link/explain) teams help refer clients to health insurance access | partnered with WIC to offer health insurance enrollment assistance to participants

MYWIC APP

[Wisconsin MyWIC App](#) released was released in 2017. The app tracks the redemption of food items to give families a real-time balance of their benefits. They can also scan food bar codes to determine if it is available to their account before getting in the checkout line.



"WHAT IS WIC" VIDEO



NEW TEXT LINES

WIC staff manage Google Voice accounts that allow them to communicate more effectively with patients via text. This can help facilitate communication such as setting up appointments or asking simple questions.

Are you following us online??

Facebook and Twitter: @WinnebagoHealth

Watch for our weekly #WICWednesday tips for young families.

We also have a text line for all your WIC needs. Text questions like:

- What paperwork do I need for my appointment?
- What time is my appointment next week?

Make sure we have your current mobile number updated at the WIC Office! Program our WIC Texting number into mobile:

(920) 249-5111

Text staff when it's convenient for you! **Standard texting rates do apply. Check with your carrier for details.



2017:



3,502 participants enrolled including: 212 pregnant women, 803 breastfeeding and postpartum women, 773 infants and 1714 children (1-4 years old)

SERVICES

Women, Infants and Children Supplemental Nutrition Program is funded by the USDA and implemented locally by the Winnebago County Public Health Department.

WIC promotes fruit and vegetable intake by providing a benefit year round to purchase fresh, frozen and canned fruits and vegetables in area grocery stores. In 2017, 89% of families spent all or some of their fruit/vegetable benefit. During the growing season an additional benefit is issued to buy locally grown produce at farmers' markets and stands. In 2017, 83% of WIC families spent all or some of the farmers' market benefit for a total of \$10,842.



WIC partnered with the Oshkosh Area Farmers' Market to extend access to locally produced agricultural products by distributing certificates that were redeemable

at the Saturday summer and winter markets and the Wednesday market at South Park. Rolled out year 1 of Fit Families Supplemental Nutrition Assistance Program-Education (SNAP-Ed). A successful behavior change program targeting primarily families of 2-4 year old children enrolled in WIC. Fit Families Coaches empower families to adopt healthy eating and physical activity behaviors. Coaches offer individualized guidance, support, and tools to the families every month over a 12-month period. Evaluation results for children that have completed the program indicated a significant positive effect on fruit and vegetable consumption, juice consumption, physical activity, and TV viewing. Fit Families strives to help prevent childhood overweight/obesity and is collaborating with other SNAP-Ed projects and partners on this effort.

DIAPER BANK

2017 WCHD's Neenah location became a diaper depot for the Fox Cities Diaper Bank. Diapers can be a cost burden for many low-income families. One in three families struggle to afford diapers

for their children. The United Way Fox Cities facilitates a Diaper Bank Program for the northern end of Winnebago County. Winnebago County Health Department is a site for this program. It is the policy of WCHD that families who are below 200% of the federal poverty guideline and live in the United Way Fox Cities service area including rural northern Winnebago County, Neenah, Menasha and Fox Crossing are eligible to receive a supply of diapers once per month from the Diaper Bank Program.



CROSS-DIVISION WORK

WCHD is no exception in that we work smarter together. While we like to develop masters of skill- we understand the benefits of different perspectives and opinions. That is why we have focus teams made up of staff from each division to make sure that our work has both the technical experts and the broad perspective.

STRATEGIC PLAN IMPLEMENTATION

For all the time and energy that goes into creating a strategic plan we wanted to make sure that our plan didn't just live on a computer. This team is tasked with making sure that our strategic plan is a living, working document. We continue to check progress and devise new solutions. This not only offers transparency to staff, it keeps our department accountable and better prepared for the next round of strategic planning.

EQUITY

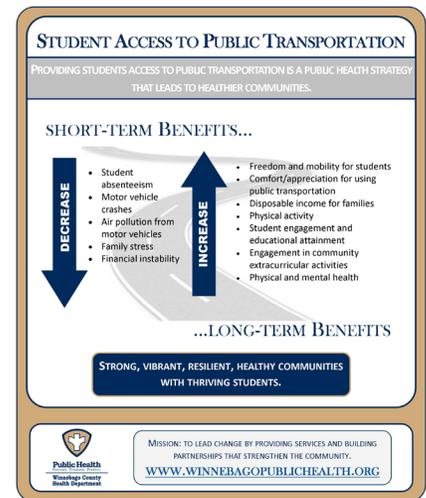
The Health Equity team for the department was formed in 2016 and brings together the perspectives of multiple members from each of the different areas within the health department. We are working towards building a stronger understanding and role of health equity both within the health department and the community. The overall vision and work of our group is: Health outcomes for residents

in Winnebago County will not be determined by race, class, gender, income or other group status. Since the creation of the team, there have been multiple trainings and meetings based on forming an action plan, as well as a vision for what health equity work would look like for Winnebago County. A training was led by Dane County Health Department staff this past year in order to help build partnerships and a greater understanding of health equity for the team members. Moving forward, we will be undergoing a staff assessment around health equity in preparation for the future creation of an action plan to address the policies, practices and procedures within Winnebago County Health Department.



TRANSPORTATION

As we formed the transportation committee of the Winnebago County Health Department, we prioritized the following goals. We want to ensure vulnerable folks have adequate access to transportation that meets their (basic) needs such as elderly/seniors/older adults, people with disabilities, students (under 18, especially under 16), folks with lower incomes, or that don't have cars, etc., people living in rural areas and people without valid driver's licenses (formerly incarcerated, DUI, refugees, immigrants, etc). We also want to work towards establishing



healthier environments through health in all policies/health in planning. That involves working on active transportation (biking, walking), social connectedness, place connectedness, and air quality. We finally want to work on safe integration of multi-modal transportation options. This involves injury prevention (bike helmets, sidewalk conditions/existence, shoveling snow, etc), neighborhood safety (lighting, mugging/kidnapping fears, etc), education on using multi-mode (e.g. SRTS, Share and Be Aware, Drive Your Bike), and built environment/design (bike/ped/transit facilities, round-a-bout, complete streets...when you build stuff think about all users). In 2017, our committee began:

- Working with GO Transit, OASD, and ESTHER as they begin to look at sustainable funding for bus passes for OASD students.
- Awareness of transportation options/programs such as Wisconsin Employment Transportation Assistance Program (WETAP) with Forward Services Corporation.
- Identifying transportation issues that fall under our Community Health Improvement Plan(CHIP) priorities.



POLICY

The Winnebago County Health Department's Policy Team was a new team formed in 2017. The Team is working to make it more efficient for staff to respond to policy, as well as building capacity to impact public health policy. Since this is a new team, the majority of the year was spent figuring out our internal processes for responding to policy notifications. In 2017, the team was active in responding to a multitude of issues across

quickly to this piece of proactive legislation and sent a letter to the editor discussing our support of the legislation, given it would provide more opportunities for communities to achieve improved health and addressed the increasing rate of chronic diseases related to malnutrition in lower income populations. In 2018, the team looks forward to being proactive on issues related to public health and refining our internal processes to become even more efficient in responding to public health policy issues.

COMMUNICATIONS

Communication is essential not only from your organization to the public but also within your organization. As WCHD has merged and grown in the last decade it has become obvious that the need for staff-to-staff communication makes our work

more productive and cohesive. As technology develops, it is understandable that different modes of communication may work well for one division but not another. The Communication Team meets a few times a year to review the communication processes for the public and staff at WCHD. This group serves like a focus group to help the communication specialist adapt and improve certain processes. From this focus group a bi-weekly internal communication "Learning to Link" was developed (online staff newsletter). Another outcome of the group was the suggestion of a staff satisfaction survey that was developed and conducted in 2017. In the future this group will work on reviewing communication metrics (webpage views, social media statistics) to work more specifically on targeting messages towards the most relevant population.

Policy Process Map

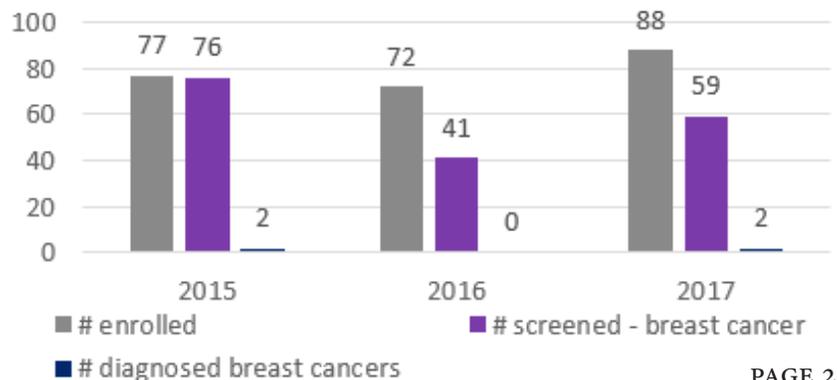


Winnebago County. For example, in November, a local legislator, Representative Mike Rohrkaste, introduced a bill that would require the Department of Health Services to implement a pilot program that provides discounts on fresh produce and other healthy foods to FoodShare recipients. Our team responded



Sheboygan, Waupaca, Waushara, and Winnebago. Over all counties 422 eligible women were enrolled and 321 of them were screened. 7 breast cancers were identified. Below are the statistic specific to Winnebago County for 2017.

Winnebago County Breast Cancer Screening





PARTNERSHIPS

ZERO SUICIDE WINNEBAGO OUTAGAMIE CALUMET

[Click here](#) to view an example of our Zero Suicide Coalition biweekly digest email produced by WCHD staff.

Winnebago County Fall Prevention Coalition



Partnering with the Police Departments in WC and many volunteers- **4,144 lbs** of unwated medication were collected, sorted and safely disposed last year.

The "Connecting People & Communities: Winnebago County Bicycle & Pedestrian Plan" received a 2017 Planning Excellence Award from the American Planning Association Wisconsin chapter. The award was given to us at their annual conference back in late October 2017. Our consultant, Toole Design Group, nominated our plan for the award.



Fox Valley Community Health Improvement Coalition (FVCHIC)

This group is comprised of representatives from four different local health care systems and five local public health agencies. FVCHIC meets once a month to work on community health improvement issues, primarily to identify and evaluate health risks, coordinate resources and develop collaborative processes to measurably improve the health of the people of the Fox Valley.



Partner Links:

- [Accessing Transportation](#)
- [Care Transitions Coalition](#)
- [Child Death Review Team](#)
- [Fox Valley Early Childhood Coalition](#)
- [Fox Valley Thrives](#)
- [Greater Oshkosh Healthy Neighborhood, Inc.](#)
- [Health Equity](#)
- [healthTIDE](#)
- [NEWMHC](#)
- [Older Adult Collaborative](#)
- [re:TH!NK](#)
- [re:TH!NK Tobacco](#)
- [Safe Kids Fox Valley](#)
- [UWO Oshkosh](#)
- [Weight of the Fox Valley](#)
- [Winnebago County Drug and Alcohol Coalition](#)
- [Winnebago County Wellness Coalition](#)
- [Zero Suicide](#)



CHECK OUT OUR YOUTUBE CHANNEL:



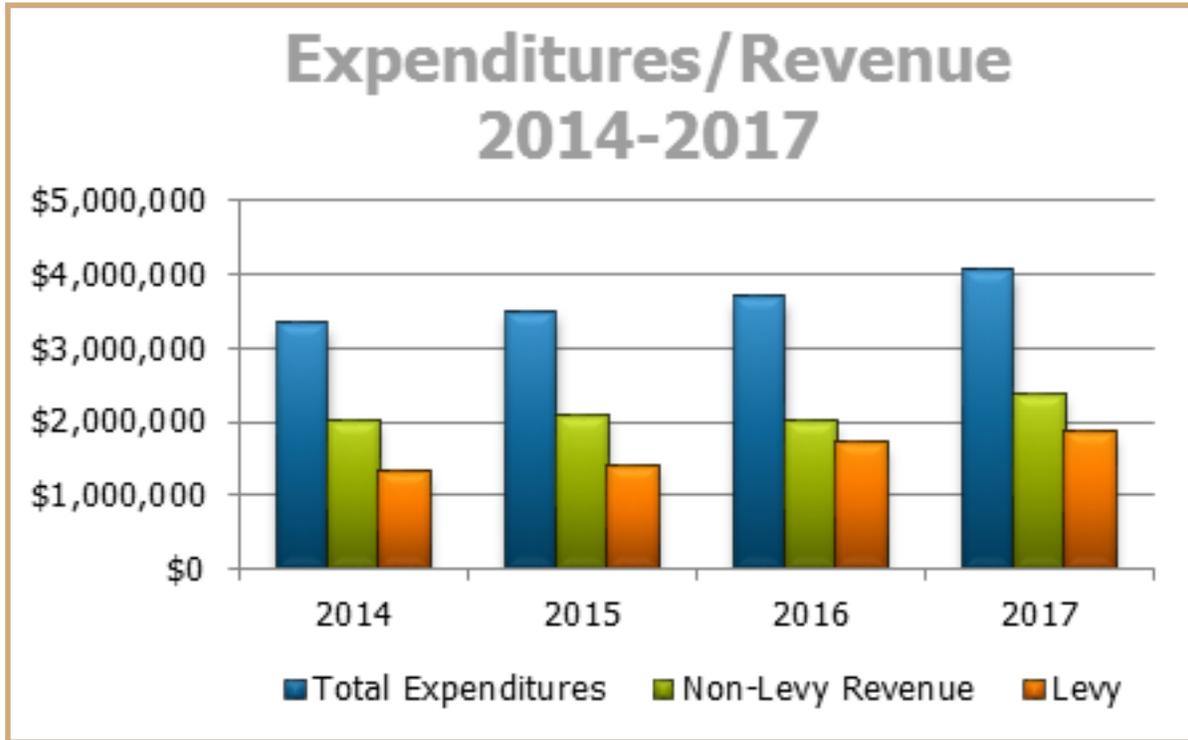
Connect with our staff and programming:

Web: www.winnebagopublichealth.org

Facebook: www.facebook.com/WinnebagoHealth

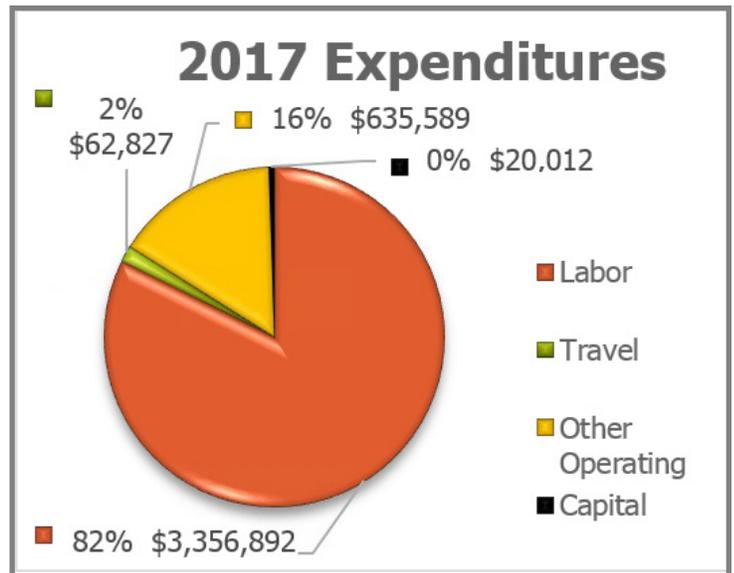
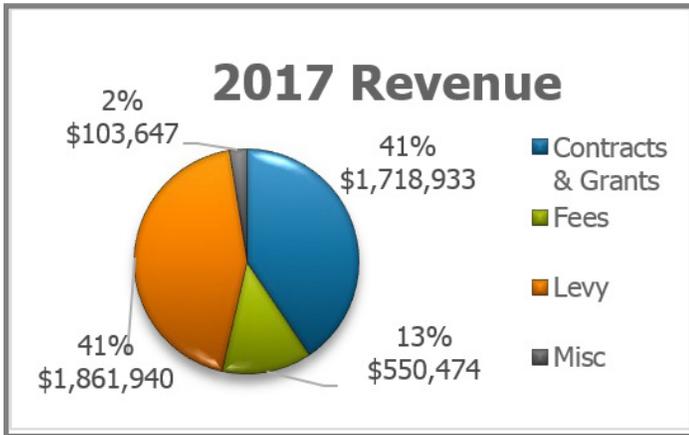
Twitter: www.twitter.com/WinnebagoHealth

FINANCIALS



*Expenditures: Labor, Mileage/Travel, Operations, and Contractual
 **Non-Levy Revenues: Intergovernmental, Public Services, Fees

Expenditures/Revenue by Year			
Year	Total Expenditures*	Non-Levy Revenues**	Levy
2014	\$3,352,774	\$2,027,386	\$1,325,388
2015	\$3,511,420	\$2,104,574	\$1,506,801
2016	*\$3,715,849	\$2,002,009	\$1,713,840
2017	\$4,075,315	\$2,381,954	\$1,861,940



Full Time Employee = FTE

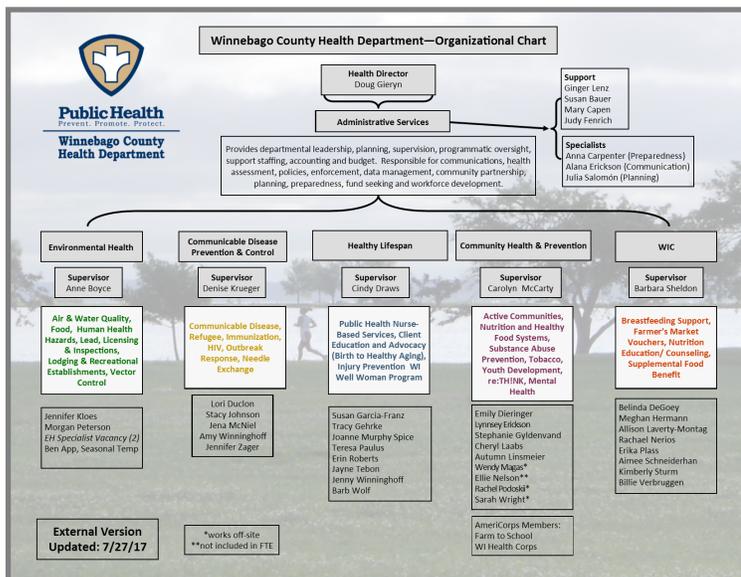
Most of our FTEs are located within the Oshkosh and Neenah offices but some FTEs are contracted through partnerships with The Weight of the Fox Valley, NEW Mental Health Connection and United Way. We also hosted 4 AmeriCorps members for over 1,700 hours per year-equivalent to 80% of a FTE each.

FTE by Division 2017

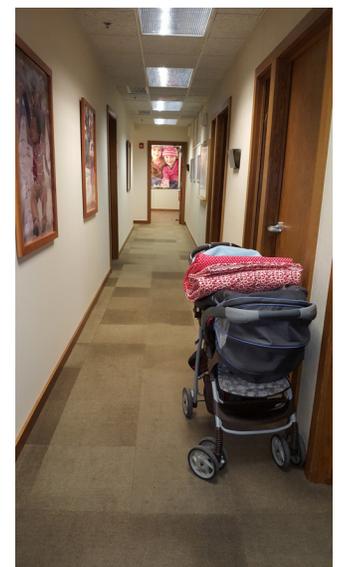
Administration/Support	7.8
Communicable Disease	4.7
Community Health & Prevention	8.5
Environmental Health	5.0
Healthy Lifespan	9.5
WIC	6.9
TOTAL	42.4

To learn more about our staff and organizational chart you can find the latest version on our website under:

[About Us](#)



1,815
Public Health
clinic visits
+ **3,502** WIC
clinic visits



= 5,317 total clinic visits for WCHD in 2017