

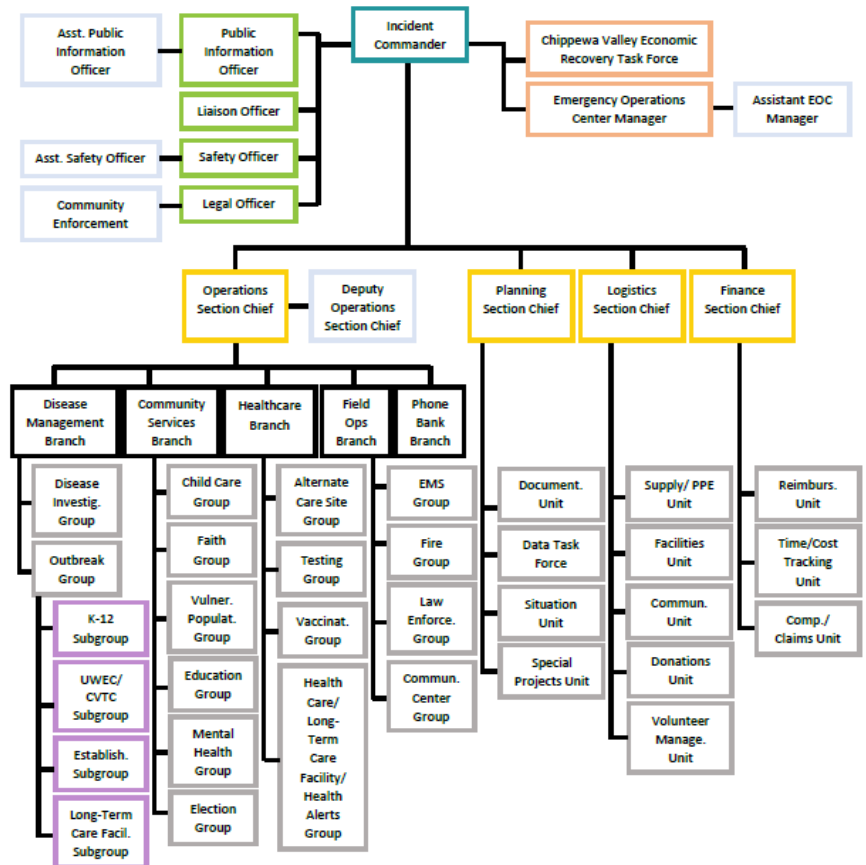
Health Department

The mission of the Health Department is promoting health and safety for all Eau Claire communities. Our vision is to be the leader in assuring healthy people in health communities. During 2020, in addition to leading our local response to COVID-19, health department staff continued to fulfill responsibilities mandated by public health state statutes and administrative rules, city and county ordinance, community priorities, and program grant requirements. We also initiated innovative activities with partners to address changing public health needs. Our guiding principles include a focus on prevention, health equity, collaboration and quality, being data informed and evidence-based, and supporting ethical practice.

2020 Accomplishments

COVID-19 Response-

- Opened up an Eau Claire Incident Command for COVID-19 response on January 22nd, 2020. With now more than 95 people filling various Incident Command roles.
- Stood up a COVID-19 Call Center
- At least weekly had live COVID-19 updates as a way to provide current information with our community.
- Investigated 9,712 cases of COVID-19 and followed up with the contacts of those cases.
- Hired and supervised 51 additional COVID-19 disease investigators to investigate reported COVID-19
- Worked with schools on best practices and mitigation strategies throughout the year. Created the Schools Toolkit for what to do when experiencing symptoms, when to stay home from school, safety requirements of every Eau Claire County school for reducing COVID-19 transmission, and many other topics.
- In August and September, partnered with the Chippewa Valley Free Clinic to offer free COVID-19 testing using their parking lot. We provided testing for 44 people through that opportunity.
- Starting in September 2020 we partnered with 7 community organizations and distributed \$54,405 across them. These grants were meant to promote testing and COVID-19 information in vulnerable populations in EC County. The grant work ended on December 31, 2020 and by then these organizations reaching approximately 1,100 individuals and signed up 130 for testing appointments.
- Provided outbreak testing to organizations that have needed additional help. The Health Department has provided outbreak testing to 2 populations that asked for health. Additionally, in October we started training Altoona EMS employees to go out and outbreak test on behalf of the Health Department. 15 Altoona EMS were trained on how to test using Wisconsin State Lab of Hygiene kits and have gone out to 4 different organizations. For one outbreak, they provided testing weekly for 13 weeks. Overall, Altoona EMS performed over 350 tests in 2020.
- Began supporting two Wisconsin National Guard testing sites in October 2020. The Augusta site performed 500 tests in 2020 and the regional site performed 4,399. Worked with the National Guard come to our Eau Claire County Jail twice to test staff and residents in the jail population, once in Augusta and once in December.
- Provided rooms for 125 cases or close contacts who needed a place to complete their isolation or quarantine.



Operations

- Continued to be nationally accredited by the Public Health Accreditation Board meeting standards across 12 domains of public health practice and annual improvement activities.
- Oriented 72 new employees (primarily limited term support for COVID-19 response), 2 AmeriCorps members, and welcomed 4 babies into the health department “family.”
- Implemented a new department SharePoint site.
- Implemented a new telecommuting policy.
- Implemented mindfulness opportunities for staff.
- Successfully launched a new virtual format for Board of Health meetings.
- Held a Healthy Eau Claire Legislative Event in partnership with the Board of Health and Eau Claire Healthy Communities in early 2020. The legislative event focused on housing and the connection to health outcomes with local and state elected officials.
- Provided leadership to the state Wisconsin Public Health Association through service as the elected Past President as well as leadership in other state organizations including Wisconsin Family Planning and Reproductive Health Association and the Public Affairs committee for Wisconsin Association of Local Health Departments and Boards.

Policy and Systems

- Advanced the Eau Claire Healthy Communities Community Health Improvement Plan (CHIP) which focuses on key priorities of Mental Health, Substance Use, Alcohol Misuse, Chronic Disease and Obesity. The plan was created by a diverse coalition of residents, community organizations, schools, health care providers, businesses, faith communities and government agencies to prevent negative health outcomes and impact community system change.
- Reached over 6000 likes on Facebook.
- Partnered for the third time on another Community Health Assessment with a broad group of partners across Eau Claire and Chippewa counties. A community survey was recently sent out to a broad group of partners with close to 2000 people in Eau Claire and Chippewa Counties completing the survey.
- Supported 5 Eau Claire Healthy Communities Action Teams and the Council in engaging a broad group of community partners to collaboratively implement health improvement measures.
- Continued to participate in Wintermission, the Robert Wood Johnson funded project to increase physical activity and decrease social isolation in winter with other local partners.
- Supported QI core team and QI projects across the department to improve performance in key organizational and programmatic areas.

Community Health Promotion

- Trained 368 people in QPR, including 349 adolescents in county. Question, Persuade and Refer is an evidenced based suicide prevention training.
- Secured over \$474,000 in funding for the Alliance for Substance Abuse Prevention work to continue supporting county alcohol, tobacco and drug use prevention efforts for youth from local partners, SAMHSA grant and Tobacco Prevention and Control Grant. With this funding was able to support 5 existing staff and hire 4 additional staff.
- Provided opioid awareness, education and prevention strategies with Strategic Prevention Framework Partnerships for Success grant funds. Activities involved purchased and displayed medication safety messaging on a bus ad for 6 months, 8 billboards throughout the county, distributed 600 at-home medication disposal bags, 250 lock bags, 100 lockboxes, and facilitated a workshop on safe medication storage. Provided online training to 2 community partners on Opioids. Delivered Narcan and trained 12 behavioral health professionals on how to administer Narcan to those they may encounter who has overdosed. Approximately 2500 #'s of unwanted, expired, and unused prescription medications were collected from disposal bins throughout the year.
- Provided public health consultation and support to assist Altoona City in developing the Altoona City Vaping Work Plan including policy, youth engagement and media campaigns.
- Completed 21 tobacco compliance checks with 100% of licensed establishments who did not sell to minors.
- Provided leadership on updating Eau Claire City Clean Indoor Air Ordinance to including electronic smoking devices to the current smoking ordinance regarding prohibited use of cigarettes in certain indoor settings.

Regulation and Licensing

- Completed 423 inspections at restaurants and 184 inspections at retail food stores for health and safety of food served and sold.
- Performed 11 foodborne illness investigations.
- Supported safer and healthier housing in Eau Claire through 2,171 phone consultations and 671 inspections related to housing.
- Conducted hoarding cases and dangerous living situation investigations in cooperation with law enforcement, human services and housing agencies. 30 residences were placarded as unsafe.
- Provided regional Radon Information center services and performed 208 consultations/calls regarding radon and distributed 164 radon test kits.
- Hired a Regulation and Licensing Division Manager in March.
- Completed registration of 10,415 rental units as part of the rental registration program.
- Completed external housing survey on south side of City which included rating 6,050 buildings for potential need to conduct health and safety inspection.

Environmental Sciences

- Conducted weekly testing of beaches for bacteria and surveillance for harmful algae blooms to ensure public safety. A total of 477 samples were collected and analyzed from local beaches. Beaches were closed on 18 occasions for a total of 83 days for elevated bacteria.
- Completed 30 mosquito sampling events to contribute to regional West Nile virus surveillance.
- Conducted 47 sampling events for deer ticks at urban & rural parks. Each collected deer tick is tested for the bacteria that causes Lyme disease. These data are utilized to monitor trends in infection rate and evaluate the area parks for their risk of human exposure to infected ticks. Education and outreach provided at City parks on prevention.
- Tested 421 food service samples for bacteriological contamination in the public health laboratory.
- Performed 3,240 laboratory analyses on drinking water samples from Eau Claire County.
- Followed up on 120 animal bites/exposures to assure protection against rabies.
- Collectively issued 203 permits (state or county) for the installation, replacement, and reconnection Private Onsite Wastewater Treatment Systems (POWTS) in Eau Claire County.
- Issued 168 private well location permits under the State of Wisconsin's County Well Delegation Program.

Healthy Beginnings

- Implemented the Fit Families program with 52 WIC families to improve their physical activity and nutritional status.
- Served 2,268 mothers, infants and children in the Women, Infant, and Children's (WIC) program to support healthy pregnancy and early childhood growth and development virtually.
- Provided 158 high risk pregnant women with intensive home visitation services including more than 1069 visits through the evidence-based Nurse Family Partnership (NFP) program.
- Assisted 294 women participating in the WIC program initiate and continue breastfeeding through the program's WIC Breastfeeding Peer Counselor.
- Provided Public Health Nutrition rotation for 2 UW-Stout Dietetic Interns.
- Received Generous Jurors Grant for Safe Sleep program and distributed 19 portable pack n' plays to promote safe sleeping environments.
- Received state funding to provide ongoing support to evidence-based Nurse Family Partnership program serving first time parents and children to age 2.

Communicable Disease/Public Health Emergency Preparedness

- Prevented and responded to communicable diseases including influenza-associated hospitalizations, sexually transmitted infections, tick/mosquito related disease, and other reportable disease in partnership with health care organizations and academia.

- Administered 1,070 immunizations to assure protection against a wide variety of communicable disease.
- Followed up on environmental and communicable disease public health emergencies including nursing home outbreaks.
- Followed up on 849 cases of other (non-COVID) reportable communicable disease. The health department is mandated to follow-up on reportable disease to help decrease the spread of illness and keep our community healthy.
- Had proactive social media presence with weather extremes/events.
- Worked with community partners to identify ways to increase influenza vaccination of at-risk populations and assure communicable disease prevention and control.
- Coordinated a mass clinic events with student nurses to increase future workforce preparedness with emergency preparedness and UWEC staff.
- Coordinated a drive through flu clinic as a mass clinic emergency preparedness exercise administering 341 flu shots to adults and children.

Clinical Services

- Participated in the statewide Get Yourself Tested (GYT) campaign to increase awareness and testing for sexually transmitted infections (STIs). The health department family planning clinic provided 556 STI tests to individuals who may not have otherwise been tested.
- Administered 72 pregnancy tests to assure that women have access to resources.
- Served 405 men and women by providing family planning services during more than 800 clinic visits. The clinic protects and promotes reproductive health for men and women through services including family planning education and methods, sexually transmitted infection (STI) testing and treatment, and reproductive cancer screening.
- Held a successful “Wrap it Up” campaign.
- Followed up on 16 HIV cases and partner contacts in our 14-county jurisdiction through our Regional HIV Partner service collaborative.
- Continued collaborative relationship with Vivent Health (formerly AIDS Resource Center of WI) to increase HIV awareness, testing and treatment throughout the year.
- Implemented a new shared-services model of providing nurse practitioner services to meet reproductive health needs with 4 neighboring health departments.
- Successfully implemented telehealth visits as part of the response to COVID-19.
- Tested 26 individuals for syphilis and provided appropriate follow up services for high-risk clients.

Alignment with Strategic Plan

Stabilize county finances and operations	Enhance communities and the quality and equity of citizens' lives	Position county for economic development
Goal in Health Department Strategic Plan to develop long-term fiscal strategies that support innovation and sustainability	Strong partnership with human services, law enforcement, and others for AODA and mental health prevention through the Alliance for Substance Abuse Prevention, Meth Task Force, Mental Health Action Team, fatality review teams	Partner with Chamber, Visit Eau Claire and other business leaders to support economic strength and health outcomes including work related to COVID-19 response.
Board of Health reviews quarterly financial report and has careful oversight of revenue and expense updates	Maintained national accreditation to assure we are meeting forward thinking standards	Strong partnership with Parks & Forest, Planning & Development, and others on environmental health issues through Groundwater Advisory Committee and Agriculture Ordinance Review Special Committee, Seven Mile Creek Landfill Negotiating and Standing Committees, and posting of beach status to support quality of life and economic development
Careful planning and allocation of COVID-19 funding opportunities to support emergency operations	Strong external communication committee that plans regular communication and department outreach including significant work done during COVID-19 pandemic	
Specific focus on grant writing with a large portion of our budget coming from local, state, and national grant sources		

The Goals of the Health Department Strategic Plan align well with the County goals:

- Increase utilization of program and population data
- Invest in a strong workforce and infrastructure
- Engage the community in collaborative efforts to improve health and safety
- Develop long term fiscal and operational strategies supporting innovation and sustainability

2021 Future Challenges/Opportunities

The health department recognizes that there are challenges and opportunities in the year ahead and is positioned well to be strategic in addressing these. Already in 2021 we have experienced considerable challenges with a global pandemic that we anticipate will occupy considerable resources continuing for the full year. We see opportunities to continue to build the strength of the partnership with healthcare, business, and education as well as the opportunities presented by learning new ways to do our work including telehealth. In 2021, we will also continue to work to incorporate health in all policies, address racism as a public health issue, ignite system change around chronic disease prevention, and will continue to be a leader in the state on water issues. The health department will also continue to address the challenges, which following a year of pandemic are even more exacerbated, of homelessness, affordable housing, drug and alcohol misuse, mental health, and public health emergency preparedness. The STEEP (Society, Technology, Economy, Environment, Politics) trend report provides a framework for considering these challenges and opportunities strategically.

Society –

- The health department is responsible for serving all of the residents, guests and students in Eau Claire County. This population is growing and our budget has not matched this growth.
- The aging population needs a focus on prevention to keep as healthy as possible in their older years, especially given the risks associated with COVID-19. Trips and falls, as well as suicide, are concerns.
- Low income populations continue to grow due to low wage jobs and jobs lost during the pandemic. These groups have disparate health outcomes and a specific need for programs and policies creating opportunities to have the healthy choice be the easy choice.
- Health equity frames a specific focus on providing appropriate and welcoming services. We are particularly paying attention to our Hmong, Latinx, African American, Amish, adolescent, and LGBT communities to assure that we minimize health disparities. Racism as a public health issue is a specific focus.
- Our county has particular concerns with childhood poverty, homelessness and inadequate/safe housing. All of these are root causes of negative health issues and prevention as part of community solutions is critical.
- Three priority health issues have been identified in Eau Claire County by the community. Data and community feedback show that needs related to mental health, substance use and alcohol misuse are considerable, and we are working with partners to strategically looking at investment to support more positive outcomes.
- Societal trends related to mental health and substance misuse, such as opioids and methamphetamine, raise considerable concern and will be a challenge in the coming years. Public health has played a strong role in working to have the community conversation focus on prevention of these issues as well as treatment and intervention. The more we can focus on prevention, the less financial and personal cost there will be for individuals and families. The work being done to build child and family resiliency and prevent adverse childhood experiences/events is critical.

Technology-

- The department has specific strategic plan goals related to using data and building efficiency in our infrastructure.
- We utilize performance management and quality improvement to support a strong agency and our technology infrastructure. This is key to providing the data needed for improvement.
- We have invested, and will continue to invest, in our unique public health lab that provides services in western Wisconsin for surveillance of public health issues and for investigation of public health environmental problems such as lead, radon, unsafe drinking water, beach water and food.
- We are challenged to collect and utilize population and program data in unique ways to describe health issues and determine priorities. Use of GIS mapping and analysis of health data sets with statistical software provides a sophisticated look at data and outcomes.
- Technology has been utilized and will continue to be explored for getting out public health messages. We have experience with social and print media, and continue to grow other communication and collaboration channels

through technology.

- COVID-19 has required us to shift methods to provide services in many of our program areas. Opportunities exist to continue to find accessible and acceptable methods to use technology to support health outcomes.

Economy-

- COVID-19 has impacted our local economy in significant ways. Successfully moving out of a pandemic response is critical
- Wisconsin ranks near the bottom of states nationally for supporting public health with state tax dollars and also near the bottom of states nationally for receiving federal dollars for public health programs.
- Core mandated programs for the health department receive almost no state funding support, these include communicable disease prevention and control, environmental health protection, and chronic disease prevention.
- Small local tax levy increases have resulted in an actual decrease in service provision because of economic increases related to salary and supplies. Grants have "back-filled" to assure limited loss of positions but these grants have shifted work from Eau Claire to the region and from core services to more topic focused services.
- Federal and state public health grants have seen significant decreases in recent years with anticipated additional decreases.
- Eau Claire County is ranks near the bottom in the state for income inequality. This health factor has been determined by Robert Wood Johnson County Health Rankings to be part of the community impact on individual health. Differences between the very rich and very poor in this county are significant.
- Low income, first time parents are particularly at risk for poor health outcomes for themselves and their children. The evidence-based Nurse Home Visitation Program in Eau Claire County is seen as being highly effective in bringing families out of poverty, increasing educational outcomes, decreasing incarceration and human service interactions, and improving health. This program is intensive and costs money up front to prevent spending in the future. Because of the limited resources, we can only serve a small number of potentially eligible families.

Environment-

- The department has a focus on protection of food, water, air and housing. These services are funded by a combination of fees and tax levy with some grant funding which limits the ability to do broad prevention and early intervention.
- The public has a heightened awareness of preventing disease related to environmental exposure and potential environmental risks. Topics such as the climate change, built environment, sand mining, water quality and radon have all been raised as community concerns.
- Eau Claire County has a particular challenge with assuring safe water for drinking and recreational use due primarily to sandy soil and agricultural run-off. The department has invested in working with partners to test and prevent contamination of water in our county.
- This county has a high percentage of rental properties, and much of our overall housing stock is old and poorly maintained. Both factors can contribute to negative health outcomes. The department continues the rental registration program in the City of Eau Claire to take a more proactive approach for safe and healthy housing, particularly for our low income and vulnerable populations.
- Warming temperatures have resulted in changes in disease spread and vectors that carry disease. Of particular concern, are new and more virulent tick and mosquito-borne diseases. These communicable diseases provide opportunities for investigation and primary prevention.
- Environmental emergencies, including flooding and severe weather, impact public health through contamination of water, disruption of electricity which impacts safe food, development of mold, and injuries and communicable disease exposure from clean-up.
- Radon continues to be a significant environmental health issue in Eau Claire and the department has utilized a wide variety of educational and promotional efforts to encourage testing.

Politics

- The health department is being looked to for leadership and direction related to complicated health and prevention

issues including the recent COVID-19 pandemic response and looking broadly at the social determinants of health. Recent topics of concern, beyond COVID-19, include homelessness, hunger, poverty, affordable housing, water, alcohol and the built-environment. These are challenging topics and will need innovation, collaboration, and citizen engagement to address with policy-based solutions.

- Collaboration with area local health departments continues to be a focus to build efficiency and effectiveness in health department services like family planning, cancer screening, lead testing, and HIV partner services. The department continues to be seen as a leader in the region.
- The department has a strong collaborative relationships with community stakeholders through Eau Claire Healthy Communities and other grass root organizations such as JONAH, El Centro, and the Hmong Mutual Assistance association. These partners are working together in COVID-19 response. We continue to focus on building these relationships to further engage citizens to help us understand, adapt, and respond to priority health issues.
- The department continues to build strong relationships with local, state and national elected officials in order to be a trusted resource for population health information and give the public health perspective on policies and regulations including related to COVID-19.
- Excessive alcohol use is a problem in Eau Claire County, as it is for Wisconsin as a whole. Excessive alcohol use in Eau Claire County costs \$160.4 million annually. While this continues to be a health and economic issue, it is also an issue with considerable political and policy implications.

#1 HEALTHY HOMES AND PLACES								
The Healthy Homes and Places Program is designed to create safe environments in our community where people can live, work, and play. This program consists of services that include inspections, complaint investigations, and outreach initiatives to respond to and reduce harm from risks ranging from lead, radon and mold to natural disasters and environmental emergencies. Place plays a vital role in our health.								
OUTPUTS								
<i>*inspections include pre-inspections, routine inspections, re-inspections, second inspections, onsite visits, and complaint investigations unless otherwise noted.</i>	2013	2014	2015	2016	2017	2018	2019	2020
# of radon consultations/calls	334	250	214	293	354	112	171	208
# of housing consultations/calls	2306	1902	1567	1335	1353	2325	2418	2171
# of Housing complaint inspections:	903	456	619	522	276	283	208	171
# of health department initiated inspections and reinspections:	406	773	732	508	537	1265	1054	671
# of Mobile Home Park inspections:	33	17	17	28	17	19	17	16
# of body art inspections:	New measure 2015	New measure 2015	38	28	23	32	30	17
# of campground inspections including special event campgrounds:	New measure 2015	New measure 2015	15	16	22	20	21	17
# of blood lead screening tests done	728	589	612	490	505	461	430	101
# of radon tests completed	151	150	226	212	243	172	200	164
# of responses to public health threats (environmental)	New measure 2016	New measure 2016	New measure 2016	9	19	7	15	20
# of residences placarded as unfit for habitation	26	26	20	32	24	34	49	30
# of press releases, print articles, interviews on Healthy Homes and Places	New measure 2016	New measure 2016	New measure 2016	4	3,6,15	8,6,8	5,5,7	1,3,0
# of Facebook posts on Healthy Homes and Places	New measure 2016	New measure 2016	New measure 2016	36	24	18	33	1

# of interdisciplinary meetings to resolve human health hazard		4	3	3	4	13	5	6	0
Performance Goal	Outcome Measures	Benchmark	2014	2015	2016	2017	2018	2019	2020
Decrease injury/hospitalization related to environmental factors	% of housing complaints investigated	100%	100%	100%	100%	100%	100%	100%	100%
	% of children with >5 mcg/dl bl lead that was brought below 5 within 6 months	100%	New measure 2016	New measure 2016	0%	80%	71%	25%	75%
	% of licensed facilities inspected	100%	100%	100%	100%	100%	100%	100%	0%
	% of placarded households resolved	75%	New measure 2016	New measure 2016	19%	57%	56%	61%	60%
	% of total full housing inspections with violations in 3 or less categories	80%	New measure 2018	New measure 2018	New measure 2018	New measure 2018	17%	24%	10%
	% of unsafe radon test that are provided education	100%	100%	100%	100%	100%	100%	100%	100%

#2 SAFE FOOD AND WATER

The Safe Food and Water program assures that residents and travelers will have their health protected when using recreational facilities and restaurants in our community. Services include investigating complaints, inspecting all facilities that provide food and water to the public, testing of private drinking water, and assisting the public in reducing risks of food and waterborne illness. This is important because safe food and water are integral to our health.

OUTPUTS

<i>*inspections includes pre-inspections, routine inspections, re-inspections, second inspections, onsite visits, compliant investigations, and follow up</i>	2013	2014	2015	2016	2017	2018	2019	2020	
# of Restaurant inspections:	810	708	948	1009	893	971	939	423	
# of Retail Food inspections:	182	270	319	270	256	288	311	184	
# of School inspections:	67	68	64	70	53	56	65	57	
# food service samples (food products, swabs, utensils, etc) analyzed:	New measure 2016	New measure 2016	New measure 2016	1299	2014	1366	1216	421	
# of Foodborne Illness Investigations:	12	9	2	20	21	15	27	11	
# of private onsite wastewater treatment systems inspections/consultations:	2321	1165	2469	1612	2065	1821	1781	2115	
# of water samples (ground and surface) processed/analyzed	2290	1642	3663	3344	3199	3267	3219	2827	
# of recreational water (pools and beaches) investigations/inspections/consultations	1333	1360	1423	1434	1454	1449	1365	989	
# of well locations permits issued (new and replacement):	94	64	110	98	126	117	124	168	
# of Facebook posts on Safe Food and Water	New measure 2016	New measure 2016	New measure 2016	49	44	22	24	0	
# of press releases, print articles, interviews on Safe Food and Water	New measure 2016	New measure 2016	New measure 2016	7	4,10,9	5,4,11	3,10,1	13,2,2	
Performance Goal	Outcome Measures	Benchmark	2014	2015	2016	2017	2018	2019	2020
Decrease incidence of food and water borne disease outbreaks and fatalities	% of owners with unhealthy well samples results who receive education and technical assistance	100%	100%	100%	100%	100%	100%	100%	100%
	% of public wells with uncorrected deficiencies	0%	0%	0%	0%	0%	0%	1%	0%

% of recreational water inspections with 2 or less violations	90%	New measure 2016	New measure 2016	71%	51%	38%	*	*
90% of restaurant priority violations corrected at the time of inspection or first reinspection	90%	New measure 2016	New measure 2016	68%	81%	79%	*	*

#3 HEALTHY GROWTH AND DEVELOPMENT

The Healthy Growth and Development program ensures that kids and families have the best health outcomes possible through policies and programs addressing reproductive, prenatal, and family health. Services include home visitation, family planning, WIC, school/community partner collaboration, and other programs. This work is important because healthy growth and development is the foundation for later academic achievement, economic productivity, and responsible citizenship.

OUTPUTS

<i>(YTD column = Jan-Jun results)</i>		<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
# of clients/visits receiving reproductive health/contraception services:		938	891	992	936	636/1030	632/1026	626/1129	406/804*
# of WIC clients		3419	3271	3114	2928	2727	2582	2310	2268
# of Nurse Family Partnership clients		New measure 2016	New measure 2016	New measure 2016	3	63	161	200	158
# of Nurse Family Partnership visits		New measure 2016	New measure 2016	New measure 2016	243	722	1211	1520	1069
# of MCH clients/visits		1712 visits	1882 visits	1373 visits	425/992	367/821	285/648	227/509	222/432
# of pregnancy tests administered		263	188	171	155	214	147	75	72
# of child vision/hearing screening completed		5937	6195	5892	4735	6011	4823	4,716	*
# of adolescents trained in evidence based program		New measure 2016	New measure 2016	New measure 2016	50	192	249	213	32
# of people/agencies who received Safe Sleep training (education and supplies)		New measure 2016	New measure 2016	New measure 2016	17	48/2	0	18	19
# of Facebook post on Healthy Growth and Development		New measure 2016	New measure 2016	New measure 2016	86	82	46	36	1
# of press releases, print article, interviews on Healthy Growth and Development		New measure 2016	New measure 2016	New measure 2016	23	4,10,9	8,3,8	4,3,1	0,1,1
# of collaborative community meetings on Healthy Growth and Development		New measure 2016	New measure 2016	New measure 2016	41	117	107	71	43
<u>Performance Goal</u>	<u>Outcome Measures</u>	<u>Benchmark</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
Decrease unplanned pregnancies	% negative pregnancy tests who receive birth control method	95%	New measure 2016	New measure 2016	65%	66.3%	58.9%	62.5%	*
Increase healthy birth outcomes	% of Women who had a positive pregnancy test in FPC referred to WIC/PNCC	80%	New measure 2016	New measure 2016	59%	72.2%	73.9%	60.0%	*
	%WIC clients enrolled in 1st trimester	39%	38%	33%	33%	30%	29%	33.0%	39.0%
Increase early childhood	% of WIC breastfeeding incidence	73%	77%	78%	79%	79%	76%	79%	81%

health/healthy start to life	% of WIC clients received recommended nutrition education contact	60%	45%	51%	57%	63%	65%	67%	39%
	% of clients with medical home in first trimester	83%	79%	73%	83%	80%	73%	81%	78%

#4 COMMUNICABLE DISEASE

The Communicable Disease program is focused on preventing diseases that spread from person to person, animal to person, and environment to person. These services include community and healthcare provider education, preventive medicine distribution, vaccination, disease testing, environmental monitoring and disease outbreak investigation and prevention. This program is important in decreasing illness and death rates in our community.

OUTPUTS

<i>(YTD column = Jan-Jun results)</i>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	
# of animal bite/exposures reports received:	192	166	156	167	156	143	161	120	
# of immunizations administered during the year:	887	1,556	1,466	1570	1523	1950	2165	1070	
# of seasonal flu shots administered during the year:	457	982	1,027	739	664	982	1031	616	
# of outbreaks in nursing homes reported	New measure 2016	New measure 2016	New measure 2016	11	10	12	10	15	
# of clients screened for sexually transmitted infection:	550	452	657	489	558	799	727	556	
# of newly diagnosed cases chlamydia	New measure 2016	New measure 2016	New measure 2016	512	507	513	468	369	
# of communicable disease reports	New measure 2016	New measure 2016	New measure 2016	935	1137	1389	1183	10,574	
# of HIV Partner Service client referrals	New measure 2016	New measure 2016	New measure 2016	10	17	17	16	16	
# of responses to public health threats (communicable disease)	New measure 2016	New measure 2016	New measure 2016	11	29	19	17	169	
# of Facebook posts on communicable diseases	New measure 2016	New measure 2016	New measure 2016	46	60	36	31	4	
# of press releases, print articles, interviews stories on communicable disease	New measure 2016	New measure 2016	New measure 2016	55	12,22,31	16,13,20	13,19,30	50,44,171	
<u>Performance Goal</u>	<u>Outcome Measures</u>	<u>Benchmark</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
Decrease vaccine preventable diseases	% of 2 year olds who received the recommended vaccinations	85%	77%	79%	77%	77%	75%	78%	74%
	% of adolescents 11-26 who received the HPV vaccination	35%	New measure 2016	New measure 2016	30%	36%	37%	39%	45%

	% of school age children fully immunized	95%	92%	87%	92%	87%	87%	91%	State doing this now and due to COVID, we have not been involved so don't have this # at this time.
	% of those greater than 6 months old vaccinated for influenza	40%	New measure 2016	New measure 2016	30%	29%	31%	31%	37%
Decrease reportable communicable diseases	% animal bites/exposures receiving follow up	100%	100%	100%	100%	100%	100%	100%	100%
	% of communicable disease investigations completed	100%	100%	100%	100%	100%	100%	100%	100%
	% staff trained in public health emergency Incident Command System	100%	New measure 2016	New measure 2016	66%	63%	62%	60%	65%
Decrease STIs and communicable diseases	% STIs receiving treatment	98%	New measure 2016	New measure 2016	100%	99%	99%	99%	100%

#5 CHRONIC DISEASE PREVENTION

The Chronic Disease Prevention Program consists of programs and policy work to prevent or reduce the effects of chronic diseases such as diabetes, heart disease, and lung cancer. These services include nutrition education and cancer screening. Additional work in this program includes policy and organizational changes to increase access to healthy foods and create a healthy built environment for all. This program is important because chronic disease is one of the leading causes of death in our community - chronic disease/obesity have been identified as a priority in the two most recent community health assessments.

OUTPUTS									
	2013	2014	2015	2016	2017	2018	2019	2020	
# of Farmers' Market Nutrition Education contacts	New measure 2019	New measure 2019		New measure 2019	New measure 2019	New measure 2019	2863	NA	
# of Wisconsin Well Women Program (WWWP) Clients cases	New measure 2016	New measure 2016	New measure 2016	33	32	19	26	30	
# of Facebook posts on Chronic Disease Prevention	New measure 2016	New measure 2016	New measure 2016	53	20	28	39	5	
# of press release, print articles, interviews on Chronic Disease Prevention	New measure 2016	New measure 2016	New measure 2016	30	9,18,10	8,26,14	14,39,23	3,25,2	
# of collaborative community meetings on Chronic Disease Prevention	8CD/11OH	12CD/80H	12CD/110H	12CD/110H	28	22	24	8	
Performance Goal	Outcome Measures	Benchmark	2014	2015	2016	2017	2018	2019	2020
Decrease obesity	% of WIC farmers market vouchers redeemed	43%	50%	43%	41%	43%	47%	48%	44%
	% of WIC children at a healthy weight	65%	64%	66%	65%	64%	61%	65%	16%

	% of adults (age 20 and older) that report a BMI greater than or equal to 30	31%	29%	31%	32%	29%	28%	28%	31%
Decrease chronic disease and cancers	% of WWWP eligible women received screening for cervical cancer through WWWP	50%	New measure 2016	New measure 2016	16%	33%	6%	42%	57%
	% of WWWP eligible women 50-64 who received mammograms through WWWP	75%	New measure 2016	New measure 2016	43%	62%	65%	64%	78%
	% of adults (age 20 and older) with diagnosed diabetes	9%	7%	7%	8%	8%	7%	8%	9%
	Coronary heart disease hospitalization rate per 1,000 population	2.8	4	3	3	2	N/A	2.5	2.8
	Cerebrovascular disease hospitalizations rate per 1,000 population	2.5	2	3	2	2	N/A	2.3	2.3
	% of WIC children with less than 2 hours of screen time daily	75%	65%	69%	60%	58%	70%	67%	66%
Increase physical activity	% of adults (age 20 and older) reporting no leisure-time physical activity	20%	23%	22%	21%	17%	18%	16%	20%
	% of population with adequate access to locations for physical activity	86%	68%	69%	67%	67%	81%	83%	81%
Increase access to healthy foods	% of population who lack adequate access to food	11%	12%	13%	13%	13%	12%	12%	11%
	% of population who are low-income and do not live close to a grocery store	5%	8%	8%	8%	8%	6%	6%	6%

#6 Healthy Living and Prevention

The Healthy Living and Prevention Program works to develop a community that fosters the promotion and awareness of mental well-being and addresses the inappropriate consumption and negative health effects of alcohol, tobacco, and other drugs. Services include youth programming, policy change, compliance checks, community collaboration and education. This program is important to improving the lives of children, youth, and adults by mobilizing communities to prevent mental illness and substance abuse. Both mental health and substance misuse have been identified in our community health assessment as top needs in our community.

OUTPUTS

<i>(YTD column = Jan-Jun results)</i>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
# of youth involved with Life of an Athlete/ SADD	62	80	160	44	50	49	41	41
# of people trained related to mental health:								

QPR		New measure 2016	New measure 2016	New measure 2016	659 adults/265 adol.	557 adults/542youth	159/973	220/1036	19/349
ACEs/ Resiliency		New measure 2019	New measure 2019	New measure 2019	New measure 2019	New measure 2019	New measure 2019	544	1
Mindfulness		New measure 2019	New measure 2019	New measure 2019	New measure 2019	New measure 2019	New measure 2019	30	0
# of alcohol compliance checks		91	56	80	83	42	62	63	0
# of tobacco compliance checks		36	62	59	62	62	63	38	21
# referrals to 1st Breath		New measure 2016	New measure 2016	New measure 2016	21	27	18	18	11
# of Facebook posts on Mental Health/Substance use		New measure 2016	New measure 2016	New measure 2016	97	171	68	69	3
# of press releases, print articles, interviews on Mental Health/Substance use		New measure 2016	New measure 2016	New measure 2016	25	15,40,36	15,23,41	21,18,34	2,7,6
# of collaborative community meetings focused on mental health		7	10	11	27	27	82	60	44
# of collaborative community meetings focused on alcohol misuse prevention		New measure 2016	New measure 2016	New measure 2016	16	16	26	23	9
<u>Performance Goal</u>	<u>Outcome Measures</u>	<u>Benchmark</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
Decrease underage retail access to alcohol and tobacco products	% of licensed establishments who don't sell to minors during tobacco compliance	100%	90%	90%	90%	93.5%	90.0%	95.0%	100.0%
	% of licensed establishments who don't sell alcohol to underagers during compliance	100%	84%	75%	90%	95.2%	88.7%	85.0%	*
Decrease misuse of tobacco, alcohol and other substances	% of births where mother reports smoking during pregnancy	10%	17%	16%	16%	14%	14%	14%	9%
	% of adults reporting binge or heavy drinking	20%	24%	24%	25%	27%	25%	25%	27%
Decrease suicide rates	% of youth after SADD training who feel confident to create an accurate and valid activism targeted at youth risk behavior	90%	New measure 2019	New measure 2019	New measure 2019	New measure 2019	New measure 2019	100%	NA
	% of adults who "strongly agree" or "agree" that they are able to help prevent suicide in their community after QPR training	90%	New measure 2016	New measure 2016	84%	90.6%	92.1%	94.5%	100.0%
	% of youth after QPR program who feel "quite a bit prepared" or "very prepared" to ask	80%	New measure 2016	New measure 2016	86%	83.4%	83.1%	81.2%	80.8%

the suicide question if needed

#6 Healthy Living and Prevention

Budget
\$ 376,064

Levy
\$ 192,303

FTEs
5.87

The Healthy Living and Prevention Program works to develop a community that fosters the promotion and awareness of mental well-being and address inappropriate consumption and negative health effects of alcohol, tobacco, and other drugs. Services include youth programming, policy change, compliance checks, community collaboration and education. This program is important to improving the lives of children, youth, and adults by mobilizing community resources to prevent mental illness and substance abuse. Both mental health and substance misuse have been identified in our community health assessment as top priorities for our community.

OUTPUTS

(YTD column = Jan-Jun results)

	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	
# of youth involved with Life of an Athlete/ SADD	62	80	160	44		
# of people trained related to mental health:						
QPR	New measure 2016	New measure 2016	New measure 2016	659 adults/265 adol.	adults/	
ACEs/ Resiliency	New measure 2019	New measure 2019	New measure 2019	New measure 2019	New m	
Mindfulness	New measure 2019	New measure 2019	New measure 2019	New measure 2019	New m	
# of alcohol compliance checks	91	56	80	83		
# of tobacco compliance checks	36	62	59	62		
# referrals to 1st Breath	New measure 2016	New measure 2016	New measure 2016	21		
# of Facebook posts on Mental Health/Substance use	New measure 2016	New measure 2016	New measure 2016	97		
# of press releases, print articles, interviews on Mental Health/Substance use	New measure 2016	New measure 2016	New measure 2016	25	15	
# of collaborative community meetings focused on mental health	7	10	11	27		
# of collaborative community meetings focused on alcohol misuse prevention	New measure 2016	New measure 2016	New measure 2016	16		
<u>Performance Goal</u>	<u>Outcome Measures</u>		<u>Benchmark</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
Decrease underage retail access to alcohol and tobacco products	% of licensed establishments who don't sell to minors during tobacco compliance	100%	90%	90%	90%	90%
	% of licensed establishments who don't sell alcohol to underagers during compliance	100%	84%	75%	90%	90%
Decrease misuse of tobacco, alcohol and other substances	% of births where mother reports smoking during pregnancy	10%	17%	16%	16%	16%
	% of adults reporting binge or heavy drinking	20%	24%	24%	25%	25%
	% of youth after SADD training who feel confident to create an accurate and valid activism targeted at youth risk behavior	90%	New measure 2019	New measure 2019	New measure 2019	New m

Decrease suicide rates	% of adults who "strongly agree" or "agree" that they are able to help prevent suicide in their community after QPR training	90%	New measure 2016	New measure 2016	84%	90%
	% of youth after QPR program who feel "quite a bit prepared" or "very prepared" to ask the suicide question if needed	80%	New measure 2016	New measure 2016	86%	88%