

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 2021, in addition to continuing to lead our local response to COVID-19, health department staff addressed 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.

2021 Accomplishments

COVID-19 Response-

- Provided 33,682 COVID-19 vaccinations at 90 unique clinic sites throughout Eau Claire County. This included 5 mass clinic sites and various mobile clinics at schools, jail, shelters, businesses, UWEC, courthouse, and community service organizations.
- Worked with partners throughout the region to provide more than 122,500 doses of COVID-19 vaccine for EC County residents. Many of these vaccines were given in healthcare, pharmacy, and health department clinics with more than 60% of the eligible population getting fully vaccinated in 2021.
- Contacted more than 11,000 individuals with COVID-19 via telephone following a positive test to slow spread through isolation of the case and quarantine of close contacts. This work included comprehensive disease investigation, answering questions, providing resources, use of local website www.covid19eauclaire.org, identification and management of outbreaks, and following up on hospitalizations and deaths.
- Continued partnership work to address COVID-19 with schools (K-12, daycare, UWEC, CVTC), healthcare (pharmacy, clinics, hospitals), groups that address health barriers (income, race, language, geography, more), and businesses (Chippewa Valley Economic Recovery Taskforce) through regular meetings, group planning and strategy, and shared testing, vaccination, and messaging efforts.
- Promoted and coordinated COVID testing throughout the community. 233,594 tests were performed among Eau Claire County Residents. PCR testing made up 66.3% of total testing and antigen testing accounted for 33.7% of total testing.
 - Eau Claire City County Health Department in partnership with Altoona Fire Dept: 282 tests
 - Jacob's Well Church: 923 tests
 - WING-HERC-Eau Claire: 643 tests
 - WING - Augusta: 57 tests
- Responded to more than 5,900 calls and emails through the COVID-19 Call Center.
- Funded 5 community-based organizations to help remove barriers to and promote acceptance of COVID-19 vaccination for communities that have barriers to accessing medical care and people who have historical mistrust of the medical community and vaccines. Through this work, 23 mobile clinics were held at trusted locations throughout the county, and nearly 1,000 individuals were vaccinated through these clinics. Additional partner strategies included educational events, media campaigns, and registration and transportation assistance for vaccination clinics.
- Provided hotel rooms, transportation, and case management for those experiencing homelessness who were COVID positive with support from the Department of Human Services and Altoona Fire Department

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 18 new employees, completed succession planning and said goodbye to 3 retirees, and welcomed 5 babies into the health department “family.”
- Focused on employee wellness with enhanced mindfulness opportunities for staff, 6 wellness challenges, 5 wellness workshops, 19 yoga sessions for employees, and 9 group health cooperative exercise sessions.
- Implemented and clarified workplace policies that supported a safer working environment related to the pandemic including enhanced work from home, travel, and face covering usage policies.
- Provided complex community and departmental communication support via the front desk staff, media, social media, internal updates.

Policy and Systems

- Completed the 2021 Community Health Assessment (CHA) for the third time with partners across Eau Claire and Chippewa counties. The CHA identified the top health priorities for Eau Claire as Drug Use, Mental Health, Alcohol Misuse, Obesity, and Healthy Nutrition.
- Worked with community partners and members to begin the Community Health Improvement Plan process. To kick off the planning process Eau Claire Healthy Communities hosted two virtual community conversations. The plan will be finalized in 2022 and is being worked on by residents, community organizations, schools, health care providers, businesses, faith communities and government agencies to prevent negative health outcomes and impact community system change.
- Supported Eau Claire Healthy Communities in engaging a broad group of community partners to collaboratively improve the health of Eau Claire.
- 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 a new internal Health Equity team. Health Equity team supported the departments learning through participation in the United Way's 21-week Equity Challenge. Also participated in the City and County JEDI teams focused on equity, diversity, and inclusion for the City and County.
- Provided public health and community partnership expertise to local work being done on housing, homelessness, and poverty as determinants of health

Community Health Promotion

- Resumed Adverse Childhood Events (ACE) and Resilience workshops completing 6 workshops with 6 organizations reaching 145 youth serving professionals and distributed 49 Mindfulness Resource Boxes for educators at two county schools through the Mental Health Matters project.
- Continued to support the alcohol, tobacco, and drug use prevention efforts of the Alliance for Substance Misuse Prevention with support from a large multi-year grant project, the Strategic Prevention Framework – Partnerships for Success project from the Substance Abuse and Mental Health Services Administration (SAMHSA), the state Tobacco Prevention and Control Grant, and local partner support.
- Provided opioid awareness, education, and prevention strategies through the Opioid Data to Action grant and Overdose Fatality Review implementation funding and the state Narcan Direct program. Activities involved medication safety messages on 6 billboards throughout the county, distributed 600 at-home medication disposal bags, 84 lockboxes, and educational videos in English, Spanish, and Hmong. Approximately 2100 pounds of unwanted, expired, and unused prescription medications were collected from disposal bins throughout the year. Also resumed meetings of the Overdose Fatality Review Team with community partners after pausing in 2020.
- Continued partnership with City of Altoona, Altoona PD, and School District of Altoona to address smoking/vaping concerns throughout the community.
- Continued to strengthen our relationship and provide education at the Augusta Senior & Community Center surrounding nutrition and chronic disease
- Distributed chronic disease educational bags including chronic disease prevention materials and cooking utensils at outreach events, farmers markets, and meal sites across Eau Claire County.

Communicable Disease/Public Health Emergency Preparedness

- Prevented and responded to communicable diseases including COVID-19, influenza-associated hospitalizations, sexually transmitted infections, tick/mosquito related disease, and other reportable disease in partnership with health care organizations and academia.
- Administered 654 immunizations to assure protection against a wide variety of communicable disease including influenza and other childhood vaccinations.
- Followed up on 945 cases of 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.
- Worked with community partners to identify ways to increase influenza vaccination of at-risk populations and assure communicable disease prevention and control.
- Western Wisconsin Public Health Readiness Consortium moved to Eau Claire being the fiscal agent. This coalition has been in existence since 2003 and supports preparedness planning and COVID-19 response for 15 counties and Tribes.

Regulation and Licensing

- Completed 494 inspections at restaurants and 251 inspections at retail food stores for health and safety of food served and sold. Completed 11 potential foodborne illness investigations and provided license fee adjustments based on pandemic.
- Supported safer and healthier housing in Eau Claire through 522 phone consultations and 829 housing inspections.
- Conducted hoarding cases and dangerous living situation investigations in cooperation with law enforcement, human services, and housing agencies. 15 residences were placarded as unsafe.
- Provided regional Radon Information center services and performed 115 consultations/calls regarding radon and distributed 289 radon test kits.
- Completed registration of 10,888 rental units as part of the rental registration program.
- Completed external housing survey on West riverside area of City which included rating 4,415 buildings in the Randall Park and Upper Westside neighborhoods for potential need to conduct health and safety inspection.
- Busy summer for inspections at special events such as Farm Tech Days, County Jam, and Blue Ox.

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 13 occasions for a total of 82 days for elevated bacteria. 5 unique advisories were issued for algal blooms, lasting a total of 40 days.
- Completed 68 mosquito sampling events to contribute to regional West Nile virus surveillance.
- Conducted 51 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 risk of human exposure to infected ticks. Education and outreach provided at City parks on prevention.
- Tested 340 food service samples for bacteriological contamination in the public health laboratory.
- Performed 5,235 laboratory analyses on drinking water samples from Eau Claire County.
- Followed up on 151 animal bites/exposures to assure protection against rabies.
- Collectively issued 220 permits (state or county) for the installation, replacement, and reconnection Private Onsite Wastewater Treatment Systems (POWTS) in Eau Claire County.
- Issued 163 private well location permits under the State of Wisconsin's County Well Delegation Program.
- Successfully on-boarded a new Chemist in the public health laboratory.
- Continued efforts to expand and supplement laboratory programs through research and external partnerships.
- Consulted with local and state agencies related to PFAS detections in local groundwater.
- Updated Health Department procedures concerning implementation of the City & County ordinances concerning rabies control.
- Successfully completed all milk & water proficiency testing to maintain state laboratory certifications.
- Coordinated education and outreach booth at Farm Technology Days and other local outreach events.
- Consulted with UWEC staff and students on a project to evaluate the potential benefits of utilizing wastewater testing as a supplemental tool for local COVID-19 surveillance.

Healthy Beginnings

- Implemented the Fit Families program with 43 WIC families to improve their physical activity and nutrition.
- Served 2,107 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 86 high risk pregnant women with intensive home visitation services including more than 1,100 visits through the evidence-based Nurse Family Partnership (NFP) program.
- Received American Rescue Plan funding to provide emergency supplies to our Nurse-Family Partnership families.
- Nurse-Family Partnership team began monthly reflective supervision sessions with a mental health consultant.
- Assisted 271 women participating in the WIC program initiate and continue breastfeeding through the program's WIC Breastfeeding Peer Counselor.
- Provided education and distributed 20 portable pack n' plays to promote safe sleeping environments.
- Provided education and 34 child passenger seats to eligible families.
- Added 1 new grocery store in Eau Claire County that accepts WIC benefits.
- Hosted an on-site farmers' market with 3 vendors.
- Provided nutrition education to over 300 visitors at the on-site farmers' market.

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 500 STI tests to individuals who may not have otherwise been tested.
- Administered 111 pregnancy tests to assure that women have access to resources.
- Served 427 men and women by providing family planning services during almost 1000 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.
- Followed up on 19 HIV cases and partner contacts in our 14-county jurisdiction through our Regional HIV Partner service collaborative and provided prevention education, testing and outreach at local events and schools.
- 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.
- Continued to provide and improve telehealth services for clients. Telehealth options provided safer environments during COVID and created another option to meet client and provider needs.
- Tested 35 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
Health Department Strategic Plan goal to develop long-term fiscal strategies that support innovation and sustainability has resulted in fee updates and grant additions	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, Criminal Justice Collaborating Council.	Partner with Chamber, Visit Eau Claire and other business leaders on pandemic response and recovery
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 related to improving community health	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, work related to PFAS 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	Support count ARPA Taskforce to assure social and economic issues that improve health are considered
Specific focus on grant writing with a large portion of our budget coming from local, state, and national grant sources	Internal equity workgroup focused on health department strategies. Additional work with external Health Equity Committee focused on COVID-19	

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

2022 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. We see opportunities to continue with COVID-19 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 2022, we will also continue to work to incorporate health in all policies, address health equity, 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 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.
- The new Community Health Assessment identified priority health issues in Eau Claire County by the community as mental health, substance use and alcohol misuse. 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. 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-

- 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 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.
- 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.
- 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.
- 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 relationship 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 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>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	
# of radon consultations/calls	354	112	171	208	115	
# of housing consultations/calls	1353	2325	2418	2171	522	
# of Housing complaint inspections:	276	283	208	171	168	
# of health department-initiated inspections and reinspections:	537	1265	1054	671	645	
# of Mobile Home Park inspections:	17	19	17	16	16	
# of body art inspections:	23	32	30	17	27	
# of campground inspections including special event campgrounds:	22	20	21	17	19	
# of blood lead screening tests done	505	461	430	101	0	
# of radon tests completed	243	172	200	164	289	
# of responses to public health threats (environmental)	19	7	15	20	18	
# of residences placarded as unfit for habitation	24	34	49	30	15	
# of press releases, print articles, interviews on Healthy Homes and Places	3,6,15	8,6,8	5,5,7	1,3,0	4,4,1	
# of Facebook posts on Healthy Homes and Places	24	18	33	1	10	
# of interdisciplinary meetings to resolve human health hazard	13	5	6	0	2	
Performance Goal	Outcome Measures	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Decrease injury/hospitalization related to environmental factors	% of housing complaints investigated	100%	100%	100%	100%	100%
	% of children with >5 mcg/dl bl lead that was brought below 5 within 6 months	80%	71%	25%	75%	50%
	% of licensed facilities inspected	100%	100%	100%	68%	100%
	% of placarded households resolved	57%	56%	61%	60%	75%
	% of total full housing inspections with violations in 3 or less categories	New measure 2018	17%	24%	10%	26%
	% of unsafe radon test that are provided education	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 include pre-inspections, routine inspections, re-inspections, second inspections, onsite visits, compliant investigations, and follow up</i>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	
# of Retail Food-Serving Meals inspections:	893	971	939	423	494	
# of Retail Food-Not Serving Meals inspections:	256	288	311	184	251	
# of School inspections:	53	56	65	57	53	
# food service samples (food products, swabs, utensils, etc.) analyzed:	2014	1366	1216	421	340	
# of Foodborne Illness Investigations:	21	15	27	11	11	
# of private onsite wastewater treatment systems inspections/consultations:	2065	1821	1781	2115	1907	
# of water samples (ground and surface) processed/analyzed	3199	3267	3219	2827	2329	
# of recreational water (pools and beaches)	1454	1449	1365	989	1196	
# of well locations permits issued (new and replacement):	126	117	124	168	163	
# of Facebook posts on Safe Food and Water	44	22	24	0	58	
# of press releases, print articles, interviews on Safe Food and Water	4,10,9	5,4,11	3,10,1	13,2,2	1,1,3	
<u>Performance Goal</u>	<u>Outcome Measures</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Decrease incidence of food and water borne disease outbreaks and fatalities	% of owners with unhealthy well samples result who receive education and technical assistance	100%	100%	100%	100%	100%
	% of public wells with uncorrected deficiencies	0%	0%	1%	0%	0%

#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

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>		
# of clients/visits receiving reproductive health/contraception services:	636/1030	632/1026	626/1129	406/804*	427/906		
# of WIC clients	2727	2582	2310	2268	2107		
# of Nurse Family Partnership clients	63	161	200	158	150		
# of Nurse Family Partnership visits	722	1211	1520	1069	1121		
# of MCH clients/visits	367/821	285/648	227/509	222/432	193/331		
# of pregnancy tests administered	214	147	75	72	111		
# of child vision/hearing screening completed	6011	4823	4716	*	*		
# of adolescents trained in evidence-based program	192	249	213	32	149		
# of people/agencies who received Safe Sleep training (education and supplies)	48/2	0	18	19	20		
# of Facebook post on Healthy Growth and Development	82	46	36	1	49		
# of press releases, print article, interviews on Healthy Growth and Development	4,10,9	8,3,8	4,3,1	0,1,1	1,0,2		
# of collaborative community meetings on Healthy Growth and Development	117	107	71	43	84		
<u>Performance Goal</u>	<u>Outcome Measures</u>		<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Decrease unplanned pregnancies	% negative pregnancy tests who receive birth control method		66.3%	58.9%	62.5%	*	98%
Increase healthy birth outcomes	% of Women who had a positive pregnancy test in FPC referred to WIC/PNCC		72.2%	73.9%	60.0%	*	60%
	%WIC clients enrolled in 1st trimester		30%	29%	33.0%	39.0%	44%
Increase early childhood health/healthy start to life	% of WIC breastfeeding incidence		79%	76%	79%	81%	82%
	% of WIC clients received recommended nutrition education contact		63%	65%	67%	39%	22%
	% of clients with medical home in first trimester		80%	73%	81%	78%	82%

#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

	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>		
# of animal bite/exposures reports received:	156	143	161	120	151		
# of immunizations administered during the year:	1523	1950	2165	1070	34337		
# of seasonal flu shots administered during the year:	664	982	1031	616	362		
# of outbreaks in nursing homes reported	10	12	10	15	11		
# of clients screened for sexually transmitted infection:	558	799	727	556	543		
# of newly diagnosed cases chlamydia	507	513	468	369	406		
# of communicable disease reports	1137	1389	1183	10574	12902		
# of HIV Partner Service client referrals	17	17	16	16	16		
# of responses to public health threats (communicable disease)	29	19	17	169	229		
# of Facebook posts on communicable diseases	60	36	31	4	156		
# of press releases, print articles, interviews stories on communicable disease	12,22,31	16,13,20	13,19,30	50,44,171	38,18,114		
<u>Performance Goal</u>	<u>Outcome Measures</u>		<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Decrease vaccine preventable diseases	% of 2-year-olds who received the recommended vaccinations		77%	75%	78%	74%	76%
	% of adolescents 11-26 who received the HPV vaccination		36%	37%	39%	45%	47%
	% of school age children fully immunized		87%	87%	91%	*	*
	% of those greater than 6 months old vaccinated for influenza		29%	31%	31%	37%	34%
Decrease reportable communicable diseases	% animal bites/exposures receiving follow up		100%	100%	100%	100%	100%
	% of communicable disease investigations completed		100%	100%	100%	100%	100%
	% staff trained in public health emergency Incident Command System		63%	62%	60%	65%	58%
Decrease STIs and communicable diseases	% STIs receiving treatment		99%	99%	99%	100%	91%

#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

		<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
# of Farmers' Market Nutrition Education contacts		New measure 2019	New measure 2019	2863	*	339
# of Wisconsin Well Women Program (WWWP) Clients cases		32	19	26	30	52
# of Facebook posts on Chronic Disease Prevention		20	28	39	5	44
# of press release, print articles, interviews on Chronic Disease Prevention		9,18,10	8,26,14	14,39,23	3,25,2	1,31,3
# of collaborative community meetings on Chronic Disease Prevention		28	22	24	8	9
<u>Performance Goal</u>	<u>Outcome Measures</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Decrease obesity	% of WIC farmers market vouchers redeemed	43%	47%	48%	44%	45%
	% of WIC children at a healthy weight	64%	61%	65%	16%	*
	% of adults (age 20 and older) that report a BMI greater than or equal to 30	29%	28%	28%	31%	28%
Decrease chronic disease and cancers	% of WWWP eligible women received screening for cervical cancer through WWWP	33%	6%	42%	57%	26%
	% of WWWP eligible women 50-64 who received mammograms through WWWP	62%	65%	64%	78%	55%
	% of adults (age 20 and older) with diagnosed diabetes	8%	7%	8%	9%	10%
	Coronary heart disease hospitalization rate per 1,000 population	2	N/A	2.5	2.8	-
	Cerebrovascular disease hospitalizations rate per 1,000 population	2	N/A	2.3	2.3	-
Increase physical activity	% of WIC children with less than 2 hours of screen time daily	58%	70%	67%	66%	*
	% of adults (age 20 and older) reporting no leisure-time physical activity	17%	18%	16%	20%	19%
	% of population with adequate access to locations for physical activity	67%	81%	83%	81%	81%
Increase access to healthy foods	% of population who lack adequate access to food	13%	12%	12%	11%	9%
	% of population who are low-income and do not live close to a grocery store	8%	6%	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

		<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
# of youth involved with Life of an Athlete/ SADD		50	49	41	41	*
# of people trained related to mental health:						
QPR		557 adults/542 youth	159/973	220/1036	19/349	15/0
ACEs/ Resiliency		New measure 2019	New measure 2019	544	1	114
Mindfulness		New measure 2019	New measure 2019	30	0	20
# of alcohol compliance checks		42	62	63	0	0
# of tobacco compliance checks		62	63	38	21	0
# referrals to 1st Breath		27	18	18	11	7
# of Facebook posts on Mental Health/Substance use		171	68	69	3	62
# of press releases, print articles, interviews on Mental Health/Substance use		15,40,36	15,23,41	21,18,34	2,7,6	10,9,11
# of collaborative community meetings focused on mental health		27	82	60	44	48
# of collaborative community meetings focused on alcohol misuse prevention		16	26	23	9	15
<u>Performance Goal</u>	<u>Outcome Measures</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
Decrease underage retail access to alcohol and tobacco products	% of licensed establishments who don't sell to minors during tobacco compliance	93.5%	90.0%	95.0%	100.0%	*
	% of licensed establishments who don't sell alcohol to underagers during compliance	95.2%	88.7%	85.0%	*	*
Decrease misuse of tobacco, alcohol, and other substances	% of births where mother reports smoking during pregnancy	14%	14%	14%	9%	14%
	% of adults reporting binge or heavy drinking	27%	25%	25%	27%	25%
	% of youth after SADD training who feel confident to create an accurate and valid activism targeted at youth risk behavior	New measure 2019	New measure 2019	100%	NA	100%
Decrease suicide rates	% of adults who "strongly agree" or "agree" that they are able to help prevent suicide in their community after QPR training	90.6%	92.1%	94.5%	100.0%	93.3%
	% of youth after QPR program who feel "quite a bit prepared" or "very prepared" to ask the suicide question if needed	83.4%	83.1%	81.2%	80.8%	*