Vision: Healthy People in Healthy Shawano and Menominee Counties

Mission:
Assure the health of Shawano and Menominee Counties by promoting healthy lifestyles, preventing illness and disability, and protecting communities.

SHAWANO-MENOMINEE COUNTIES HEALTH DEPARTMENT

<table>
<thead>
<tr>
<th>REVENUES</th>
<th>EXPENDITURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Taxes</td>
<td>Personnel</td>
</tr>
<tr>
<td>255,172</td>
<td>533,117</td>
</tr>
<tr>
<td>Public Health Grants</td>
<td>Travel Operations</td>
</tr>
<tr>
<td>28,992</td>
<td>33,267</td>
</tr>
<tr>
<td>Public Health Intergovernmental Charges</td>
<td>Equipment &amp; Supplies</td>
</tr>
<tr>
<td>56,929</td>
<td>66,563</td>
</tr>
<tr>
<td>Public Health Schools</td>
<td>Contracted Services</td>
</tr>
<tr>
<td>21,596</td>
<td>63,539</td>
</tr>
<tr>
<td>Misc.</td>
<td>Fixed Charges</td>
</tr>
<tr>
<td>463</td>
<td>4,297</td>
</tr>
<tr>
<td>Public Health Charges to Public for Services</td>
<td>Misc. Charges</td>
</tr>
<tr>
<td>27,608</td>
<td>2,065</td>
</tr>
<tr>
<td>MCH Grant</td>
<td></td>
</tr>
<tr>
<td>26,052</td>
<td></td>
</tr>
<tr>
<td>Prevention Block Grant</td>
<td></td>
</tr>
<tr>
<td>7,130</td>
<td></td>
</tr>
<tr>
<td>Lead Grant</td>
<td></td>
</tr>
<tr>
<td>6,323</td>
<td></td>
</tr>
<tr>
<td>State of WI – WIC Grant</td>
<td></td>
</tr>
<tr>
<td>181,317</td>
<td></td>
</tr>
<tr>
<td>Well Woman Program Grant</td>
<td></td>
</tr>
<tr>
<td>1,682</td>
<td></td>
</tr>
<tr>
<td>Oral Health</td>
<td></td>
</tr>
<tr>
<td>5,699</td>
<td></td>
</tr>
<tr>
<td>Immunization IAP Grant</td>
<td></td>
</tr>
<tr>
<td>16,319</td>
<td></td>
</tr>
<tr>
<td>Preparedness Grant</td>
<td></td>
</tr>
<tr>
<td>77,441</td>
<td></td>
</tr>
<tr>
<td>Dual Protection Grant</td>
<td></td>
</tr>
<tr>
<td>11,654</td>
<td></td>
</tr>
<tr>
<td>Transfer from General Fund</td>
<td></td>
</tr>
<tr>
<td>13,478</td>
<td></td>
</tr>
<tr>
<td>TOTAL REVENUE</td>
<td></td>
</tr>
<tr>
<td>737,855</td>
<td>737,855</td>
</tr>
</tbody>
</table>

2015 Financial Statement

ESSENTIAL SERVICES: ASSURE A COMPETENT WORKFORCE: EVALUATE EFFECTIVENESS

HEALTHIEST WI: EFFECTIVELY USE FUNDING
Our Health Department’s lead poisoning prevention program continued efforts in 2015 toward these goals:

1. Providing convenient access to lead screening and testing services for children at risk
2. Educating families about lead hazards when children have elevated blood lead levels
3. Investigating lead hazards in children’s environments and enforcing regulations about hazard abatement where appropriate.

In 2015, our staff tested 211 children during WIC certification visits. We also gathered reports of blood lead tests done at private and tribal clinics. Our Childhood Lead Poisoning Prevention Program is funded primarily through grant funding. A public health nurse contacts every family of children with blood lead results of the reference level of 5mcg/dl or more, so that action can begin early to prevent long term learning and behavioral effects. When lead hazards are identified and short term controls are put into place quickly, children’s blood lead levels decrease by the time of their next scheduled blood test, impacting their long term health and educational achievement.

In July of 2015, the state restructured the Wisconsin Well Women Program (WWW) into a regional model. Shawano became part of the Green Bay region which serves 7 counties in northeastern Wisconsin. The primary reason for the restructuring was the reduced number of women in the program as more women have secured health insurance.

Only 35 women received programs in 2015 – down by almost 100 since the implementation of the Affordable Care Act.

In 2015, our staff tested 211 children during WIC certification visits. We also gathered reports of blood lead tests done at private and tribal clinics. Our Childhood Lead Poisoning Prevention Program is funded primarily through grant funding. A public health nurse contacts every family of children with blood lead results of the reference level of 5mcg/dl or more, so that action can begin early to prevent long term learning and behavioral effects. When lead hazards are identified and short term controls are put into place quickly, children’s blood lead levels decrease by the time of their next scheduled blood test, impacting their long term health and educational achievement.

In July of 2015, the state restructured the Wisconsin Well Women Program (WWW) into a regional model. Shawano became part of the Green Bay region which serves 7 counties in northeastern Wisconsin. The primary reason for the restructuring was the reduced number of women in the program as more women have secured health insurance.

Only 35 women received programs in 2015 – down by almost 100 since the implementation of the Affordable Care Act.

In 2015, our staff tested 211 children during WIC certification visits. We also gathered reports of blood lead tests done at private and tribal clinics. Our Childhood Lead Poisoning Prevention Program is funded primarily through grant funding. A public health nurse contacts every family of children with blood lead results of the reference level of 5mcg/dl or more, so that action can begin early to prevent long term learning and behavioral effects. When lead hazards are identified and short term controls are put into place quickly, children’s blood lead levels decrease by the time of their next scheduled blood test, impacting their long term health and educational achievement.

In July of 2015, the state restructured the Wisconsin Well Women Program (WWW) into a regional model. Shawano became part of the Green Bay region which serves 7 counties in northeastern Wisconsin. The primary reason for the restructuring was the reduced number of women in the program as more women have secured health insurance.

Only 35 women received programs in 2015 – down by almost 100 since the implementation of the Affordable Care Act.

In 2015, our staff tested 211 children during WIC certification visits. We also gathered reports of blood lead tests done at private and tribal clinics. Our Childhood Lead Poisoning Prevention Program is funded primarily through grant funding. A public health nurse contacts every family of children with blood lead results of the reference level of 5mcg/dl or more, so that action can begin early to prevent long term learning and behavioral effects. When lead hazards are identified and short term controls are put into place quickly, children’s blood lead levels decrease by the time of their next scheduled blood test, impacting their long term health and educational achievement.

In July of 2015, the state restructured the Wisconsin Well Women Program (WWW) into a regional model. Shawano became part of the Green Bay region which serves 7 counties in northeastern Wisconsin. The primary reason for the restructuring was the reduced number of women in the program as more women have secured health insurance.

Only 35 women received programs in 2015 – down by almost 100 since the implementation of the Affordable Care Act.
Shawano County Healthy Smiles

MISSION: To improve access to and provide preventative dental care for children of low-income families in Shawano County

Dental decay, the most preventable childhood chronic disease, is a significant public health problem for Shawano County’s children. Low-income children have the highest level of dental disease and the lowest level of dental sealants. Despite advances in prevention, some children still suffer due to dental pain and infection.

Shawano County Healthy Smiles (SCHS) provides school-based dental sealants, an evidence-based strategy to prevent tooth decay on molar teeth. Our program provides oral health education and direct care, while assuring preventative dental care access for Shawano County children.

Schools served during 2014-15 included: Wittenberg, Gresham, Bowler, and Tigerton.

Local dentists volunteer their time to screen children, evaluate oral healthcare needs and prescribe sealant placement. With parental consent, dental hygienists apply fluoride varnish treatments or place sealants on first permanent molars. If teeth are infected or have significant decay, those children are referred for urgent care and early restorative needs.

Utilizing grant funding from Seal-a-Smile and the Wisconsin Dental Association with additional funding secured through Medicaid claim reimbursement, SCHS has provided a dental sealant and fluoride program since 2008. Local organizations are also important financial contributors.

SCHS works under the fiscal management umbrella of the health department. Evidence-based practices and quality improvement goals are included in the SMCHD performance management plan. Other services provided by SMCHD include: Medicaid/BadgerCare billing, grant writing, web and Facebook maintenance and support services.
Exercise and Training Outcomes

Partners from Menominee Indian Tribe, Menominee Tribal Clinic, Shawano Ambulance, Stockbridge-Munsee Health & Wellness Center, ThedaCare Medical Center, Menominee County Sheriff Department/Emergency Management, Shawano-Menominee Counties Health Department, and Shawano County Emergency Management, participated in an Ebola Tabletop Exercise in December. This exercise was conducted to ensure local partners are aware of their role and responsibilities throughout all phases of a local Ebola or similar disease response. It was the first time all of these partners were together to discuss public health emergency preparedness planning.

The Preparedness Planning Chief participated in a Food Safety Tabletop Exercise in December facilitated by the Department of Agriculture, Trade, and Consumer Protection (DATCP) and the Division of Food Safety. This exercise tested plans and capabilities in the event of a regional adulterated food incident. The Planning Chief was able to learn about local responsibilities in a food-related incident and the state resources available. As the state conducts all food-related inspections in Shawano and Menominee Counties, this was an important step in local emergency planning.

Education and Preparedness Training

Continuous training is essential for responding quickly to save lives, reduce danger and control panic. Newly hired staff complete National Incident Management System (NIMS) training, a nation-wide system for responding to emergencies. This training informs staff of their role in a public health related response and familiarizes them to larger responses in which public health may play a role. These trainings are also part of SMCHD’s Workforce Development Plan.


Judy Sengstock completed Disaster Family Assistance Specialist Train-The-Trainer which certifies her to team-teach public health and community members to become family assistance center specialists (FAC). FAC may be activated in partnership with community stakeholders to assist with community recovery and to support individual resiliency during and after an incident.

Essential Services and Healthiest Wisconsin

The state health plan, Healthiest Wisconsin 2020, has identified several focus areas that are paramount in improving overall health and wellness. SMCHD provides a number of programs and services that align with the state health plan and contribute to health improvement locally as well as at the state level.

Crosscutting Focus Areas:
1. Eliminate Health Disparities
2. Socioeconomic and educational determinants

Infrastructure Focus Areas:
1. Access to high-quality health services
2. Collaborative partnerships
3. Emergency Preparedness, Response and Recovery
4. Funding
5. Health Literacy
6. Improve data to advance health
7. Public health capacity and quality
8. Public health research and evaluation
9. Workforce that promotes and protects health

Health Focus Areas
1. Alcohol and Drug Use
2. Chronic Disease Prevention and Management
3. Communicable Diseases
4. Environmental and Occupational Health
5. Healthy Growth and Development
6. Injury and Violence Prevention
7. Mental Health
8. Nutrition and Healthy Foods
9. Oral Health
10. Physical Activity
11. Reproductive and Sexual Health
12. Tobacco Use and Exposure
Whether caused by natural, accidental, or unintentional means, public health threats can lead to the onset of public health incidents. Each year, there are new emerging threats to our nation’s health including Ebola and Zika virus.

Through funding and technical assistance, the Centers for Disease Control and Prevention (CDC) assists in ensuring that we are prepared for these incidents. In 2011, the CDC created a systematic process which defines fifteen public health preparedness capabilities to guide local health departments in preparedness efforts. This assures safer, more resilient, and better prepared communities.

In 2015, SMCHD completed work to close gaps in three capabilities:

- **Fatality Management** – in partnership with MSEP, created a multi-county plan
- **Community Recovery** – in partnership with MSEP and the northeast region of emergency managers, created a Family Assistance Center plan
- **Non-Pharmaceutical Interventions** – with health partner collaboration during the tuberculosis outbreak, isolation policies and protocols were improved to assure improved adherence; resources are perpetually updated to assure availability of lead response agencies if other than health department.

During the second half of 2015, SMCHD began work on three new capabilities:

- **Mass Care**
- **Medical Surge**
- **Volunteer Management**

On-going capabilities include:

- **Medical Countermeasures Dispensing** – the ability to distribute vaccines, antiviral drugs, antibiotics or antitoxins for treatment or prevention in an identified Population, such as Shawano and Menominee Counties
- **Medical Materials Management and Distribution** – the ability to acquire, maintain, transport, distribute, and track medical material and recover and account for unused medical material after an incident.
- **Public Health Lab Testing** – the ability to conduct laboratory networking to address actual or potential exposures.
- **Public Health Surveillance and Epi Investigation** – the ability to create, maintain, support, and strengthen routine surveillance and detection systems and epidemiologic investigation processes.

These capabilities and protocols were revised and strengthened from lessons learned in responding to the real-event Tigerton Tuberculosis Outbreak 2015.
The Shawano County WIC Program serves an average of 700 participants each month which includes infants, children under 5 years, pregnant women, and postpartum women. 2015 held many exciting changes as a new WIC Director and Nutrition Educator came on board.

Linda Waggoner retired from Shawano County after 29 years of service. Focus for the second half of 2015 was on training new WIC Director, Kim Damrow and WIC Nutrition Educator, Kelly Tuszyński, on WIC program policies and procedures, meeting and building rapport with local participants. Sue Hansen continues to serve participants with client support as she has for the last 21 years! Another big change, the transition from printed checks to an electronic card system began in July and was completed in October.

Kim and Kelly are both Certified Lactation Counselors, working hard to bring awareness with breastfeeding to the Shawano community and support to all pregnant and postpartum women.

The 2015 Farmers Market Nutrition Program again issued vouchers for $17 per family to be used at area farmers markets and farm stands. This program is an added benefit to WIC and promotes the use and purchase of fresh fruits and vegetables while supporting many local farmers. Shawano County WIC’s redemption rates were 52%, 8% higher than the state average of 44%. In 2016, WIC staff hopes to increase numbers and partnering with other community efforts to bring local and fresh produce to all of Shawano County.
In May, 2015 SMCHD developed its second strategic plan. Building off previous successes, our 2020 Strategic Plan has identified areas to grow, develop, and build support for our department. Each goal focuses on an area of improvement identified as a need in making our department a recognized leader and resource for health information, promotion, and education. We are excited to maintain our efforts in bringing positive population health impacts to our community.

Goal 1: The number of preventable cases of communicable disease will be reduced in Shawano and Menominee counties
   - Objective 1: Immunization performance management goals and targets will be maintained
   - Objective 2: The health department will develop a Strategic Community Education Campaign on vaccines and vaccine preventable diseases
   - Objective 3: The health department will participate in statewide initiatives and adopt evidence-based guidelines that protect communities from communicable diseases.

Goal 2: There will be increased access, enrollment, and participation in the Women, Infants, and Children (WIC) Program by eligible populations
   - Objective 1: WIC will partner with the health department in assuring WIC clients know their immunization status to increase access to vaccines.
   - Objective 2: WIC will work with community partners to enhance WIC programs and services.

Goal 3: Support for public health and local health departments will be increased by policymakers and stakeholders
   - Objective 1: Education about public health will be provided to local and state policymakers

Goal 4: Public knowledge about public health and the Shawano-Menominee Counties Health Department will increase
   - Objective 1: The health department will develop a “What We Do” marketing plan utilizing multiple media outlets such as printed, web-based, social media platforms
   - Objective 2: A three-step action plan for dominant chronic diseases and other public health issues will be created and disseminated to the community.

Goal 5: The Shawano-Menominee Counties Health Department will have an understandable identity with clear roles and responsibilities for the public and our partnering organizations
   - Objective 1: The role of the health department will be clearly defined in Menominee County to reflect multi-government jurisdictions
   - Objective 2: The health department will support and sustain workforce development efforts as outlined in the Workforce Development Plan
   - Objective 3: The health department will secure a Registered Sanitarian and state agent status to conduct environmental health inspections.

Goal 6: The health department will be financially and resource resilient
   - Objective 1: The health department will maintain its state and national certifications

Healthy Families Coalition
Our Mission: Promote the health and safety of Shawano County Families.
Our Vision: Healthy and Safe Families in Shawano County

Shawano County community members, including daycare center staff, school district staff, law enforcement, tribal departments, county departments, and medical providers meet monthly to discuss and plan ways to improve the health and safety of our families. Our focus is to coordinate our efforts with others in the community to increase family support networks through a system of care framework.

Several community initiatives and projects in 2015:
- SAM 25 helps families affected by poverty by providing a safe place to sleep. Several program representatives spoke to the coalition and provided the members a tour of the newly opened facility.
- A Family Resource Center at Hillcrest Elementary School has opened. The center focuses on children ages birth to 7-8. There is computer access as well as a variety of written resources available to parents.
- The S.M.A.R.T. project (Super Market Activities Really Teach) where families are able to access learning activities for children at Charlie’s County Market focused on healthy eating.
- Born Learning Trails located in two of the Shawano City Parks trails feature several stations where children can play, learn, and use their imagination. The trails in Shawano feature nine stations, each with a different focus of childhood development such as counting, letters, music and storytelling.
- Car Seat Installations and Car Seat Checks occurred throughout 2015 within the community and were run by certified car seat checkers. This is done in partnership with Shawano Ambulance, Shawano County WIC, ThedaCare Medical Center-Shawano, and the health department and is aimed at reducing childhood injuries.
- A Shawano-Menominee Resource Book developed by our AHEC student identifies all resources available for families in Shawano County. Included in this booklet are the following areas: parenting support, health care, food pantry resources, faith-based, resource assistance, and youth services. The information includes contact information, location and cost of programs.
Radon, which is the second leading cause of lung cancer after tobacco, is a naturally occurring gas commonly found in Shawano and Menominee Counties. A simple kit can measure the amount of radon in the home. Levels above the safe threshold for exposure require a mitigation system which draws radon from inside the home and disperses it outside.

There are 297 facilities in Shawano County that are regulated by the state Food Safety and Recreational Licensing program. Menominee County regulates facilities through the Menominee tribe. Restaurants and lodging facilities make up the majority of licensed businesses in Shawano.

The purpose of regulating facilities is to minimize the public risk to food-borne, water-borne and blood-borne diseases. It is important that we promote health and prevent these diseases to protect not just our residents, but also our visitors. When the health department receives a licensing related complaint, they make a referral to the state for follow-up.

On larger licensing issues, local staff often assist in inspection and enforcement activities.

**Maternal and Child Health**

School Nursing

Contracts are implemented with area school districts allowing health department nurses to perform a variety of services for the schools.

- Communicable disease monitoring: student, staff, and parent education, immunization compliance, health alerts
- School policy review and development: emergency nursing, life threatening allergy, communicable disease, AED, medication administration, blood borne pathogens
- Vision and hearing assessment; screening, referral and follow up
- Health and safety education: blood borne pathogen training, shaken baby syndrome prevention, disease prevention and control, human growth and development, handwashing
- Advocating for health care of students with general and special health care needs; developing health and emergency care plans, providing care procedure training for staff; acting as liaison between parents, school and medical providers

The continued relationships between the contracted schools and the health department vary by school due to student need, however, the underlying goal is always to facilitate the student’s ability to learn by fostering the student’s health and promoting a safe school environment.
In 2014, SMCHD completed an in-depth community health assessment (CHA). The CHA utilized over 90 data measures to assess the health status of our communities. The CHA is built upon the Robert Wood Johnson and UW Population Health Institute model of health (below). This model recognizes that there are many factors that impact a person’s—and community’s—health outcomes (quality and length of life) including the physical environment, clinical care, social contexts, and individual behaviors. These different areas highlight different levels in which the health department operates—from individual health to community health to policy and systems change. SMCHD works within all of these levels to impact the health of our communities.

This past year, SMCHD used the CHA to help inform and work with community partners on various health needs in the community. Using both the CHA and community partnerships, SMCHD is working on putting together a five year community health improvement plan (CHIP) which will identify specific priorities to focus public health programming efforts. Over twenty-five different agencies, organizations and businesses have contributed to the CHIP. Through surveys and community forums, the public has also helped identify priority areas. So far, these areas include: physical activity, nutrition and obesity, AODA and mental health, and access to care. In 2016, SMCHD will finalize its CHIP and continue to work with community partners to realize our vision; healthy people in healthy Shawano and Menominee Counties.

The health department performs a number of environmental health services to the community. Wisconsin Statute Ch. 254 delegates the health department as the local authority for environmental and human health hazard investigation and mitigation. To compliment state statute, there are also local county and municipal ordinances that provide further authority of the health department to conduct investigations.

Key partners for the health department include law enforcement, planning and zoning, human services, DNR, and state environmental health staff. Partners provide referrals, assistance on inspections, and enforcement of other environmental health laws outside the scope of the health department. The goal of the environmental health program is to identify environmental and human health hazards and mitigate them from doing the public harm.

The department receives a number of complaints throughout the year. It is the job of staff to determine the specific issue and if further action is necessary. Further action may be a referral to another agency, inspection, or investigation from the department. Total number of complaints where the health department responded was 29.

The number of complaints received from customers, typically licensing issues increased. Similarly, professional complaints or referrals also increased. This was expected as SMCHD has worked to improve communication and partnership with local and state agencies. Food, sanitation, mold, and licensing related issues were the most prevalent types of complaints. Often, sanitation and mold inquiries are part of larger landlord/tenant issues in which the health department can provide little support.

The health department also provides water test kits and radon test kits for residents. Residents with private well water supply are encouraged to regularly test their water for a number of hazards including bacteria, nitrates, and arsenic. These tests can help determine if water is safe for drinking and use as well as what mitigation efforts are needed.
Immunizations continues to remain an important public health issue. In 2015, an outbreak of mumps occurred in Iowa (50 cases), Illinois (259 cases) and Wisconsin (26 cases) college campuses. This shows how easily communicable diseases can spread and the important role vaccination has in controlling outbreaks. It is important as a community to avoid vaccine preventable diseases by maintaining high levels of immunization coverage or “herd immunity”.

In 2015, the public health nurses administered 1252 immunizations to infants, children, adolescents, and adults. This number includes 645 doses of seasonal influenza vaccine that CDC recommends everyone age 6 months and older receive.

In addition to our 3 regularly scheduled monthly clinics, nurses work closely with the WIC (Women, Infant, and Children) program to provide infants, children and their mothers with recommended vaccines at the same time as their WIC appointment. This is a convenient way for families and the health department to keep our communities protected.

Through state and federal policy changes, health departments are restricted in providing immunizations to only those individuals who have no insurance, whose insurance does not cover immunizations, who qualify for Medicaid, or are Native American or Alaska Native. An exception to this policy change is granted for pertussis containing vaccines and influenza vaccine for children. A $5.00 administration fee is requested per vaccine from all non-Medicaid clients and the fee for adult seasonal influenza vaccine was $35.00 for 2015.

SMCHD remains a strong advocate for vaccination completion by partnering with medical providers in the community and providing regular reminders to families who are in need of vaccinations. This is reflected in Shawano County’s Public School Immunization Compliance Rates in which each public school in Shawano County met a 99% or over compliance rate for the 2014/2015 school year. Shawano County schools as a whole also have low personal conviction waiver numbers (those parents who sign a waiver exempting their student from required immunizations) of only 2%, one of the lowest in the state.

In 2015, the health department was the recipient of a Wisconsin Comprehensive Cancer Control Program grant. This additional funding gave us the opportunity to conduct a campaign to increase HPV (human papilloma virus) vaccination rates and raise public awareness of the importance of HPV vaccine as cancer prevention. HPV has been shown to cause a number of cancers in women and men including cervical and oropharyngeal. SMCHD used the grant to:

- Purchase 30 seconds ads that run prior to every movie at the Shawano Cinema.
- Display messages encouraging HPV vaccination for children on billboards entering the city of Shawano.
- Development and delivery of HPV vaccination promotion packets to every healthcare clinic
- Posting of HPV information on the Shawano Health Dept website and Facebook page.