

2015 Annual Report



Public Health
Prevent. Promote. Protect.

Clark County Health Department

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Facebook

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Dear Friends of Public Health:

I am pleased to present the Health Department's 2015 Annual Report. This 2015 Annual Report provides a summary of the public health programs and services available to children and adults in Clark County. The Clark County Health Department continues to work hard to ensure the major public health needs are addressed. Through continued partnerships with the Board of Health and a vast array of organizations the Health Department strives to promote good health and prevent disease throughout the county.

So what is Public Health? In a nutshell, public health is concerned with protecting and improving the health of entire populations through a variety of strategies. Populations can be as small as a family unit or as large as an entire county. It has been said that Public Health connects all of us; we are all impacted by the public's health. A healthy county can only be realized through the support and involvement of community and faith-based organizations, elected officials, worksites, health care organizations, schools, and residents. As such, all are invited to become part of the movement to make Clark County the healthiest in the state.

Thank you for supporting the health and wellness of all Clark County residents. Please feel free to visit the Health Department in person or online at: www.co.clark.wi.us/healthdepartment and/or come "like" us on Facebook.

Sincerely,

Robert Leischow BA, MPH
Health Officer | Director



2015 Synopsis

- ✓ Awarded competitive funding from the following organizations: Wisconsin Medical Society, to address suicide prevention; Security Health Plan, to address risky behaviors among youth; UW-Office of Rural Health, to implement mental/behavioral health focused activities; Chippewa County Health Department, to address Children and Youth with Special Health Care Needs services; UW-Population Health Institute/WALHDAB, to address risky alcohol use; NACCHO, to address performance management.
- ✓ Continued to work with partners to implement school and community-based strategies that promote active communities through policy, systems and environmental changes. E.g., City of Abbotsford and Abbotsford School District focus on Safe Routes to School (SRTS) planning; walk/bike to school day.
- ✓ The Health Department partnered with community members and key stakeholders to identify health priority areas and develop Clark County's Community Health Improvement Plan (CHIP). This document is known as *A Healthier Clark County: Connecting the Dots 2016-2020*.
- ✓ Collaborated with health care partners (Memorial Medical Center, Ministry-Our Lady of Victory, Family Health Center - Marshfield Clinic Dental) on health care access and prevention-focused improvement opportunities.
- ✓ The Eat Right, Be Fit coalition supported breastfeeding-friendly environments.
- ✓ 341 children's books were given to families at well child visits from age 6 months to age 5 as part of the Reach Out and Read program in partnership with Memorial Medical Center.
- ✓ The Prenatal Care Coordination Program continues to serve the community by enrolling and providing case management services to 21 at-risk mothers throughout the year.
- ✓ A total of 1,933 vaccines were administered to children and adults (2,100, 2014).
- ✓ Utilizing a manufacturer's Patient Assistance Program we provided 19 shingles (Zostavax) vaccines at a low cost to the members of the community.
- ✓ During Influenza season we successfully established 4 school-based mass clinic sites throughout the county to provide our pediatric population (<18 years) with free flu vaccinations. In total, 952 flu vaccinations were administered in 2015 compared to 827 in 2014.
- ✓ Members of the Mental/Behavioral Health Task Force provided emergency mental health gatekeeper training, known as *Question, Persuade, Refer* (QPR), to 344 individuals across Clark County. This training taught lay people and professionals to recognize and respond to someone exhibiting warning signs of suicide.
- ✓ 115 unduplicated clients received reproductive health services (127, 2014).
- ✓ Of 43 total residential well water tests completed, 14 were identified with elevated bacteria levels compared to 11 in 2014.
- ✓ Water samples pulled from various lakes resulted in 5 abnormal results and no beach closures in 2015.
- ✓ Water samples were taken from 76 transient non-community (TNC) establishments to test for bacteria and nitrates; 5 tested positive for elevated bacteria and 2 tested positive for elevated nitrates (2014, 74 wells; 5 elevated bacteria and 1 nitrate).

- ✓ 16 radon tests were completed with 6 resulting in elevated levels that warranted further education, and 8 local realtors attended a workshop on the subject.
- ✓ In partnership with the WIC Program, blood lead screenings were performed. Of 40 children screened, 3 tested slightly elevated, and 3 were elevated warranting case management.
- ✓ Forty-two animal bites were reported (37, 2014). This program helps to control and prevent any serious illness or death that may result from rabies.
- ✓ Jail Nurse had 2003 contacts with inmates (1,690, 2014). 175 TB Skin Tests were administered (129, 2014) with 5 testing positive (5, 2014) for TB infection and subsequently treated.
- ✓ The Health Department, in collaboration with Clark County high schools, facilitated a countywide youth-led coalition known as *Youth In Action*, in which high school students reviewed peer data, identified health concerns, and (through a selection process) identified one key issue to address—that being alcohol use and abuse amongst their peer group.
- ✓ Based on 21 successfully completed compliance checks at various retail establishments in Clark County, only 2 sold tobacco products (cigarettes) to a minor (9.5%).
- ✓ To help reduce the risk of injury and death, 40 car seats were properly positioned and installed by CPS Technicians in Clark County. Out of those 40 seat checks, 32 brand new car seats were provided to low income families.
- ✓ To help reduce the risk of injury and death among infants due to unsafe sleep environments, 16 eligible families in need received cribs and education.
- ✓ Through the school-based Seal a Smile Program, 716 children received oral health screenings, 646 received dental sealants, and 726 received topical fluoride varnish applications. Represents an increase compared to 2014.
- ✓ The Clark County Health Department successfully leveraged resources at little to no cost from academic institutions to help address specific priority areas.

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Mission, Vision, and Core Values

Our Vision

Improve health and enhance the quality of life for the residents of Clark County.

Our Mission

It is the Mission of the Clark County Health Department to promote health, prevent disease, and protect the residents of the county through partnerships and population-based services.

This will be accomplished through:

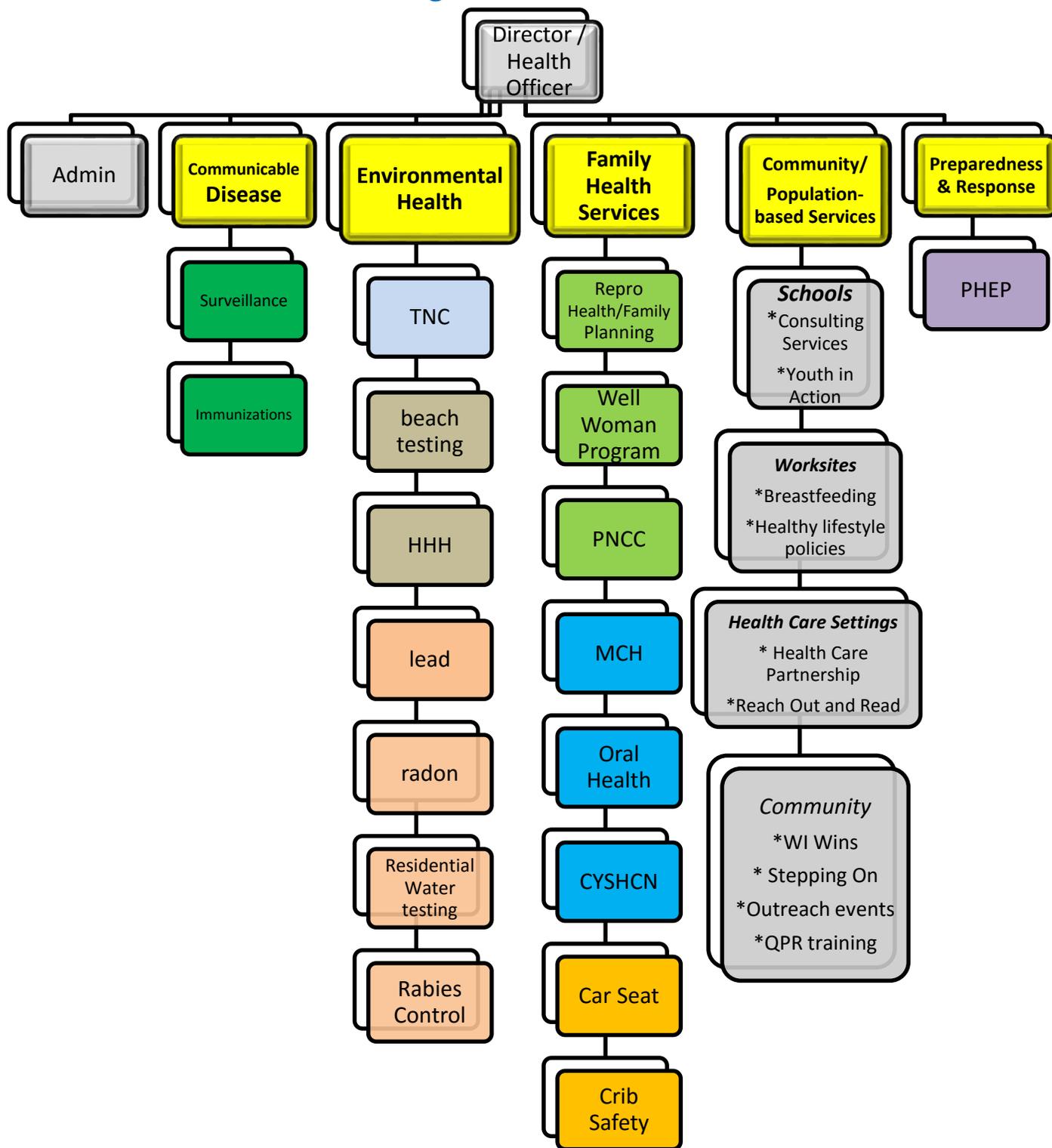
1. Assuring and promoting the quality and accessibility of health services
2. Preventing epidemics and the spread of disease
3. Preventing injuries
4. Promoting and encouraging healthy behaviors through education
5. Protecting against environmental hazards
6. Responding to disasters and assisting communities in recovery

Our Core Values

These Values motivate and drive the work of the health department:

- ✓ *Collaboration*
- ✓ *Respect*
- ✓ *Integrity*
- ✓ *Quality*
- ✓ *Accountability*

Organization Chart



Health Department Staff

Director/Health Officer

Robert Leischow, BA MPH

Public Health Nursing

Brittany Mews, RN BSN – Lead PHN

Sabrina Meddaugh, RN BSN – Reproductive Health/Family Planning

Laura Betthausen, RN BSN

Kelsey Lynn, RN BSN

Mindy Weix, RN BSN

Health Educator/Public Health Specialist

Rebecca Rosandick, BS

Jail Health

Lynn Klovas, RN

Environmental Health

Steve Moss, RS – Environmental Health Specialist

Administrative Support

Bonnie Mayenschein – Administrative Assistant

Board of Health (BoH)

Mark Renderman – Chair

Dr. Gary Janssen – Medical Advisor

Judy Smriga (replaced by Dean Zank)

Jerome Krempasky

Doris Bakker

William Neville

Christine Parker

Lucy Hoffman (replaced by Christine Parker)

Dr. Timothy Meyer

Essential Service I: Monitor Health Status to Identify and Solve Community Health Problems

***Introduction:** Essential Service 1 activities include assessing the health status of the community through formal and informal needs assessments and data analysis. The Clark County Health Department (“CCHD”) collaborates with a diverse group of community partners to address community health problems. In this section community health improvement planning and leading health indicators including community survey data used to determine the top health focus areas are highlighted.*

Community Health Improvement Planning

The Clark County Community Health Improvement Plan (CHIP) is both a planning process and procedure that outlines the strategic framework for implementing a comprehensive and focused approach to improving the overall health and quality of life for residents of Clark County.

2015 Activities and Outputs:

- Starting in 2014 and continuing into 2015, the Clark County Health Department partnered with schools, faith-based organizations, worksites, local hospitals/healthcare systems, and other key community stakeholders to review health data and determine 2016-2020 priorities (i.e., mental health, alcohol use, nutrition).
- To gain additional insight, the Health Department organized the Healthy Clark County Coalition (HCCC). This group reaffirmed the priority areas and offered guidance in regard to the development of the Community Health Improvement Plan (CHIP).
- Local committees/task forces conducted a Root Cause Analysis exercise (asset mapping process) to identify underlying factors that contribute to each 2016-2020 CHIP priority area.
- Local committees/task forces utilized community health assessment data to identify key factors, overall goals, and indicators of progress for each 2016-2020 CHIP priority area.
- At the end of 2015, the CHIP document known as *A Healthier Clark County: Connecting the Dots 2016-2020*, was 80% complete. A final draft of this document is anticipated to be complete in the first quarter of 2016. It will then be submitted to Clark County’s Board of Health for approval.

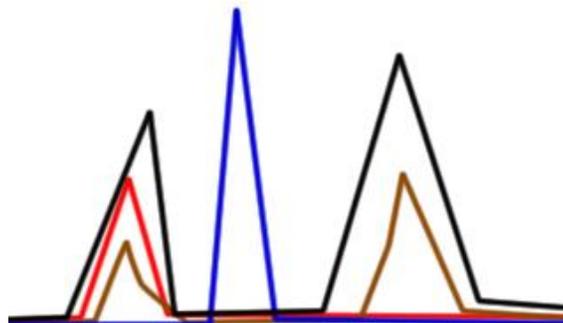
Monitoring data

The CCHD continually monitors communicable disease activity through information and data made available through the Wisconsin Epidemiologic Surveillance System (WEDSS) as well as through reports provided by the schools; community-wide health status monitoring occurs through review of secondary datasets made available through resources like the County Health Rankings and Wisconsin Interactive Statistics on Health (WISH) system.

County Dashboard

County Health Rankings*	2016	2015	2014
Health Outcomes	44	35	28
Length of Life (premature death)	48	53	44
Quality of Life	24	16	9
Health Factors	62	61	63
Health behaviors	46	49	39
Clinical Care	72	72	72
Social & Economic Factors	51	45	56
Physical Environment	36	20	16

*Numerical value based on 72 counties in WI
Source: County Health Rankings (2016, 2015, 2014)



Natality Profile for Clark County Residents

Clark County		Wisconsin		
Total Population (2014)	34,669	5,747,958		*Based on WI Interactive Statistics on Health (WISH)
Female Population (15-44 yrs.) – (2014)	5,608	1,085,462		
Births (2014)	557	67,119		
Low Birth Weight Infants (<2500 grams)	Clark County	Clark Percentage	Wisconsin	Wisconsin Percentage
2014	39	7%	4,925	7.3%
2013	16	2.8%	4,465	7.0%
2012	42	7.5%	4,810	7.2%
Premature Births (<37 weeks gestation)				
2014	47	8.4%	6,133	9.1%
2013	28	5.0%	6,653	10.0%
2012	58	10.3%	6,828	10.2%
Number of Births to Mothers Who Started Care in Clark County in the 1st or 3rd Trimester or Received no Prenatal Care	1 st Trimester	Percentage	3 rd Trimester or No Prenatal Care	Percentage
2014	298	53.2%	80	14.3%
2013	319	56.8%	56	10%
2012	317	56.3%	63	11.2%
Births-Clark County	Total Births	Teen Births (<age 20)		*Percentage of Amish/Mennonite Births compared to overall births in Clark (based off of SPHERE Birth Record Data)*
2014	557	3.4%		42.7%

2013	562	3.4 %	42.3%
2012	563	3.2%	41%
2011	594	3.5%	42%

Total Births by Age of Mother-Clark County			
	2014	2013	2012
15-17 years	0	5	7
18-19 years	19	14	10
20-24 years	124	136	135
25-29 years	192	180	190
30-34 years	139	154	143
35-39 years	59	47	61
40-44 years	24	24	15
Age Missing	0	2	2
Total	557	562	563

Maternal Characteristics-Clark County	2014	2013	2012
Mothers with < High School Education	277 (50%)	276 (49%)	276 (49%)
Births to Mothers Who Smoked During Pregnancy	57 (10.2%)	64 (11%)	61 (10%)
Not married	113 (20.2%)	109 (19.3%)	108 (19.1%)

Essential Service 2: Diagnose and Investigate Health Problems and Health Hazards in the Community

Introduction: *Essential Service 2 includes provision of epidemiological identification of emerging health threats, active investigation of infectious disease and human health hazards and prevention of vaccine preventable disease through immunization. The following programs/activities are highlighted in this section: seasonal influenza, communicable disease control, immunization program, lead poisoning prevention, human health hazard control, and radon testing.*

Seasonal Influenza

In 2015, the CCHD administered the quadrivalent influenza vaccine. The quadrivalent vaccine includes protection from 4 influenza virus strains.

We continue to offer numerous senior adult influenza immunization clinics throughout the county, increasing access to vaccine coverage. The Public Health Nurses (PHNs) traveled to a total of 12 senior centers/apartment complexes/nutrition sites/nursing homes administering the influenza vaccine to seniors.

The CCHD continued to outreach to worksites, providing flu vaccinations to employees. Once again, flu vaccines were offered to all employees of Clark County at special employee only flu clinics. We continued to provide vaccines to employees at Gross Motors and as a worksite added to our list in 2015, 76 employees at Abbyland, Inc. were vaccinated.

Also in 2015, we were once again able to hold mass clinics at 4 of our schools and at one community site, which allowed us to continue increasing our influenza vaccination rates among children and adolescents.



2015 Activities and Outputs:

405 doses of adult flu vaccines and 547 children's vaccines were administered during the 2015 flu season for a total of 952 flu vaccinations given by the Health Department, compared to 827 in 2014.

Communicable Disease Control

Surveillance, investigation and follow-up of reportable communicable diseases are statutory responsibilities of local health departments. These numbers are **NOT** a complete picture of communicable diseases in Clark County. Some infections may not have been reported yet and some are never reported.

Selected Diseases-2015	Number of Confirmed Cases
Pertussis (Whooping Cough)	5
Parapertussis	1
Campylobacter	13
Chlamydia	44
Cryptosporidiosis	12
Lyme Disease	12
Hepatitis C	7
Influenza Hospitalizations	30
Salmonellosis	5
Tuberculosis, Latent Infection	5
Ehrlichiosis/Anaplasmosis, A. phagocytophilum	5
Varicella	2
*Provisional Data from the Wisconsin Electronic Disease Surveillance System (WEDSS)	

Animal Bites

Investigation of reported animal bites is conducted to assure serious illness or death from exposure to animal to human transmission of rabies will be prevented. This program is designed to coordinate an effective rabies control procedure between the Clark County Health Department, Sheriff's Department, veterinarians, physicians, cities, villages, town boards, and the general public.



Animal Bites	Year	2015	2014	2013
	Total # Reported to Clark County Health Department	42	37	52
Dog	30	30	35	
Cat	9	6	11	
Bat	0	0	3	
Goat	0	0	1	
Raccoon	2	0	1	
Animal to Animal	0	0	1	
Cow/Calf	0	0	0	
Domestic Rabbits	0	0	0	
Squirrel	0	0	0	
Coyote	1	1	0	
TOTAL	42	37	52	

Immunization Program

The Health Department strives to reduce or eliminate cases of vaccine preventable diseases through administration of vaccines. The tables below indicate our compliance rates among our pediatric population at 24 months of age and also displays our vaccine usage for 2015.

Clark County Compliance Rates at 24 months

Year	DTaP (4)	HepB (3)	Hib (3)	MMR (1)	Polio (3)	Pneumo (4)	Varicella (1)	4313314 Series
2011	63.38%	64.88%	71.91%	67.06%	69.73%	59.70%	58.19%	50.17%
2012	61.05%	62.00%	68.20%	67.41%	68.04%	58.19%	54.85%	48.33%
2013	61%	62%	70%	67%	69%	60%	55%	46%
2014	61%	61%	68%	64%	68%	61%	54%	46%
2015	57%	60%	67%	63%	65%	58%	53%	45%

2015 Activities and Outputs:

- 1,933 immunizations were given to 1,316 individuals by the Health Department
- 475 vaccines were given to adults age 19 and older and 1,458 immunizations were given to children (<18 years).
- 45 % of Clark's 2 year olds met Wisconsin's benchmark immunization standards
- No major childhood vaccine preventable disease outbreaks were reported in Clark County.



Lead Poisoning Prevention

The CCHD continues to collaborate with the WIC program to provide capillary blood lead screenings for children at age 1 and again at age 2 years or older at the Neillsville WIC clinic site. Lead test results from private medical providers are also recorded in the child's WIC record to assure appropriate follow-up and testing is completed. Children with elevated capillary lead levels are referred to their physician for a confirmatory venous blood lead test.

The CCHD also monitors weekly lead surveillance reports from the WI Childhood Lead Poisoning Prevention Program. Education is provided to families whose children have lead levels >3.3 mcg/dl. If a child's blood lead level is greater than or

equal to 5 mcg/dl, the Public Health Nurse provides education and case management until the child's blood lead level is at or below 3.3 mcg/dl.

2015 Activities and Outputs:

The CCHD performed capillary lead testing on 40 children (25, 2014).

- 34 (22, 2014) of those children tested within normal limits (<3.3mcg/dL)
- 3 (2, 2014) had slightly elevated levels (4.0-4.8 mcg/dL)
- 3 (1, 2014) had elevated level (>5mcg/dL)

The CCHD monitored the weekly lead surveillance reports

- 10 (9, 2014) children had blood lead levels >5 mcg/dl
- 0 (1, 2014) children had a blood lead level >20 mcg/dl (Elevated Blood Lead Level-EBLL)

Human Health Hazard Control

The Health Department investigates complaints subject to provisions of the county Human Health Hazard Ordinance. The goal of this program is to protect the health of the public from illness and disease from health hazards. Unsafe housing issues are frequently reported.

2015 Activities and Outputs:

CCHD investigated 5 housing complaints and tested a total of 43 residential wells.

REASON / COMPLAINT	2014	2015	WELL WATER TESTING –		
			2014	2015	
Garbage	1	3	Total Wells Tested	50	43
Sewage	1	0	Nitrates & Bacteria Safe	39	25
Housing Concerns/ Mold	10	12	Nitrates Unsafe	3	5
Hazardous Materials	0	0	Bacteria Unsafe	11	14
Landlord/Tenant	12	14	Old Samples	2	1

2015 Radon Outputs:

In 2015, the Clark County Health Department provided 32 radon test kits to 28 households; 16 tests were completed, 6 of which demonstrated elevated levels. Follow up and mitigation recommendations were provided. Outreach activities included letters to the newspapers in January for Radon Awareness month and in November for Lung Cancer Awareness month. Radon brochures were also distributed to Prenatal Care Coordination and Postnatal Care Coordination clients. During the month of January, the Health Department partnered with the Clark County Zoning Department to provide outreach education to builders with a display board for radon resistant construction. The Clark County Health Department sponsored a 2 hour Radon Awareness Training for local realtors the morning of November 12, 2015. 8 local realtors attended the training workshop.



Essential Service 3: Inform, Educate and Empower People about Health Issues

***Introduction:** Essential Service 3 includes social marketing, targeted media public communication and providing accessible health information resources to reinforce health promotion messages and programs. The following activities are highlighted in this section: general health education, the CCHD website, Healthier Clark County website, and Facebook page.*

General Health Education

Clark County Health Department staff provides educational sessions to staff and students in local school districts, and also to clients receiving public health services at the health department. Topics include prenatal and postpartum care, blood borne pathogens, contraceptive methods, STI prevention, and puberty. The department also hosts an evidenced based falls prevention workshop for seniors in the county.

The CCHD is working to use technology to enhance health education and public awareness about public health issues. The CCHD website (www.co.clark.wi.us/healthdepartment) is used to promote a multitude of health related topics and programs and the Healthy Clark County website (www.healthyclarkco.com) offers healthy lifestyle resources available at the municipal level. Furthermore, as a way to more efficiently communicate health messages to a broader audience the health department maintains a Facebook page. The CCHD also issues press releases in regard to a variety programs and health topics.

2015 Activities and Outputs:

- The CCHD conducted education sessions at the schools for staff and students on the topics of blood borne pathogens, contraception, STI prevention, and puberty. In addition, the department has also presented to community member organizations and other county agencies on topics such as safe sleep, car seat safety, and blood borne pathogens.
- 16 press releases were published by local papers on a variety of health related topics.
- 2 radio interviews were conducted with WCCN.
- The department continues to maintain and promote its website.
- The department maintained an active Facebook presence and continues to increase the number of 'likes.'

Stepping On Falls Prevention Program



Stepping On is an evidenced based program that empowers older adults to carry out health behaviors that reduce the risks of falls. It is a community-based workshop offered once a week for seven weeks using adult education and self-efficacy principles. In a small-group setting, older adults learn balance exercises and develop specific knowledge and skills to prevent falls.

Workshops are facilitated by two trained leaders. Subjects covered include improving balance and strength, home modifications, community safety, vision, medication review, safe footwear, and sleep. It is the process in which the program is taught that makes it effective. Classes are highly participative; mutual support and success build the participants' confidence in their ability to manage their health behaviors to reduce the risk of falls and to maintain active and fulfilling lives.

The program is the work of Dr. Lindy Clemson, a Ph.D. occupational therapist from Australia. The program was evaluated and the results published in the September 2004 issue of the Journal of American Geriatrics Society. At the end of the study, Dr. Clemson found that those completing Stepping On experienced a 31% reduction in falls. This demonstrated the program was effective in preventing falls in community-residing older adults.

2015 Activities and Outputs:

- Hosted 1 Stepping On Falls Prevention workshops in the county with a total of 11 participants.

Essential Service 4: Mobilize Community Partnerships and Action to Identify and Solve Health Problems

Introduction: *Essential Service 4 involves convening and facilitating community groups in undertaking defined preventive and population focused activities in order to capture the full range of potential resources to solve community health problems. Highlighted in this section are: Clark County Interagency Coordinating Coalition (ICC), Clark County Prevention Partnership (CCPP), Eat Right-Be Fit Coalition, Public Health Emergency Preparedness (PHEP), Child Death Review (CDR) Team, and the Mental Health Task Force (MHTF).*

Clark County Interagency Coordinating Coalition (ICC)

The Clark County Interagency Coordinating Coalition is the unification of agencies/programs in a cooperative effort to network and implement valuable services to young children and their families in Clark County. Several agencies actively participate in this coalition including the Neillsville School District, Indianhead Community Action Agency (ICAA), Head Start, Social Services, Birth-to-Three, Childcaring, Health Department, Memorial Medical Center, Personal Development Center, CESA 10, UW-Extension, and Community Services-Family Support Program-Children's Long-Term Support Waiver (CLTS).

2015 Activities and Outputs:

- Hosted 6 ICC meetings, with an average of 12 participants per meeting.

Youth In Action

Through a grant provided by Security Health Plan, student leaders from five high schools across Clark County came together to form a youth-led coalition known as Youth In Action (YIA). After reviewing health data specific to their population (Clark County's 2014 *Youth Risk Behavior Survey*), the group identified alcohol use amongst their peers as their focal issue.

- Partnered with Being a Leader and Standing Tall (BLAST) groups within schools
- Bi-monthly, small group, meetings took place within individual schools
- Coordinated and organized approximately 20 student leaders representing five schools to learn about school-based alcohol sports policies, current drug trends in Clark County, 2014 Youth Risk Behavior Survey data, and working together to achieve a greater overall goal.

Reach Out and Read

Reach Out and Read, an evidence-based nonprofit program in which medical providers promote early literacy and school readiness in pediatric exam rooms by integrating children's books and advice to parents about the importance of reading aloud into well-child visits, continued to be implemented at Memorial Medical Center (MMC) managed by the CCHD. Loyal and Greenwood clinics joined the program as satellite sites.

- MMC secured funding from their Foundation to help sustain their Reach Out and Read Program.
- MMC Neillsville, Greenwood, and Loyal providers distributed 341 books to children (ages 6 months-5) at well child visits, along with discussing with parents the many benefits of reading aloud together.
- The parents are given a listing of all the Clark County Libraries as well as an informational sheet of which types of books are best suited for the child and their age as well as tips on how to get the most out of each reading session.
- MMC received funding and implemented a "Prescription to Read Library Punch Card" program in the fall of 2015. Children ages 3 to 6 get a card and can take it to 4 local libraries (Granton, Neillsville, Loyal, and Greenwood); if they open a new library card and/or check out a book, the child gets to choose a prize (a water bottle or a portion plate-to encourage healthy eating habits).

Family Fun Festival

- ICC hosted the Family Fun Festival at the Greenwood School in August.
- Close to 200 children attended the festival.
- Secured several grants/donations to make this event possible.
- CCHD hosted a Scholastic book fair; funds were used to support early literacy efforts in Clark County.

New Baby Welcome Kit Project

- Applied for and received the opportunity to partner with a local library and take an Early Literacy and Community Development Online Course. Team members who took the course together included the Abbotsford Public Library Director, UW-Extension, and the CCHD. The team completed a 4 week online course through the University of Wisconsin-School of Library and Information Studies Continuing Education Services. The team worked individually and as a team examining the shared role of early literacy efforts within our communities.

- Awarded a \$225 mini grant to develop a New Baby Welcome Kit Project.
- Awarded a \$500 grant from the Western Region WI Early Childhood Collaborating Partners (WECCP) to additionally help support the new baby welcome kit project.
- Collaboration project between the Colby, Abbotsford, and Dorchester libraries, Clark County UW-Extension, CCHD, and the Marathon County Health Department
- Every mother residing in the Colby, Abbotsford, Unity, and Dorchester areas, received an invite to go to one of the three participating libraries to redeem their free gift. The gift is a welcome kit consisting of practical baby care items, as well as 2 board books promoting safe sleep and the importance of reading to children every day. The kit also consists of a resource guide and simple tips parents can do to promote early brain development/bonding. When the kit is given, the librarians offer the family to open up a library card if they don't already have one. The goal of this project is to help foster early literacy within the county via a joint community effort.
- A total of 24 kits have been redeemed from May to December 31, 2015.

Clark County Prevention Partnership (CCPP)

The mission is to make Clark County a safe and enjoyable place to raise children. The coalition is coordinated through Community Services and includes representation from the Clark County Health Department, UW-Extension, Sherriff's Department, and community members. The coalition exists to help assist families in developing healthy environments that foster resilient, successful children, youth, and families. The coalition also strives to make community changes by working with law enforcement and the court system to make Clark County safer and healthier. Some activities the coalition has worked on include Parents Who Host Lose the Most, Anti-Bullying, Distracted Driving/Texting Simulators, and Alcohol and Other Drug Abuse (AODA Prevention).

2015 Activities and Outputs:

- Collaborated with the Community Services BLAST coordinator and UW-Extension Office to prepare and submit a proposal to Security Health Plan for funding.
- Worked with partner agencies to identify participants, organize and host the inaugural Youth in Action leadership training.

Eat Right-Be Fit Coalition

As a longstanding and vital member of the Eat Right-Be Fit coalition, the Clark County Health Departments works with WIC, UW-Extension, the Office of Aging, and other community stakeholders to support and promote adequate nutrition, healthy eating, breastfeeding, and physical activity throughout Clark County.

2015 Activities and Outputs:

- ERBF committee members participated in an affinity process, which identified areas of concern (regarding nutrition and health factors) in Clark County.
- Continued to support breastfeeding mothers.
 - Set-up and organized a breastfeeding-friendly booth at the annual Clark County fair.
 - Raised awareness within the Clark County courthouse on the personal needs of breastfeeding mothers (courthouse employees).
 - Educated worksite policy makers on the need for having proper refrigeration available for milk storage.
- Continued to promote the importance of physical activity in schools and in the community.
 - Partnered with the Optimist Club to assist in the planning and coordination of *National Walk to School Day* in Neillsville.
 - Participated in the planning and grant application process for *Safe Routes to School* in Abbotsford, which would support infrastructural changes conducive to students walking/biking to school.
- Promoted the importance of local farmers' markets and food pantries in the county.
 - WIC voucher redemption rates increased at local farmers' markets
 - Clark County Area Food Pantry and Resource Center opened in Neillsville and served 90+ families.
- Began developing the framework for implementing a school backpack program in which students who are at risk for hunger are provided with food over the weekend.

Public Health Emergency Preparedness (PHEP)

With the State moving to a Health Care Coalition model in 2014, the Clark County Health Department continued to align itself within Region 2. As a significant

change in how services will be delivered in the event of a public health emergency preparedness situation, we were introduced to many new county, hospital and emergency management partners. The primary purpose of the Health Care Coalition is to assure efficient and effective delivery of services in the event of a public health emergency through networking, coordinating, standardizing, and centralizing resources and planning efforts.

The 2015 Preparedness grant brought with it initiatives that include specific focus on four designated capabilities as well as participation in a Homeland Security Exercise and Evaluation Program (HSEEP) compliant exercise.

2015 Activities and Outputs:

- Completed 100% of the required CDC/State PHEP contract deliverables.
- As a result of identified gaps in capabilities, agency staff addressed competencies that focus on fatality management, volunteer management, mass care, and medical surge.
- To help control for the threat of an influenza outbreak in Clark County, we successfully implemented a school-based mass clinic exercise and related After Action Report.
- Attended Region 2 Coalition meetings and engaged in subgroup coalition with other health departments.
- Fatality Management Plan (draft) developed in partnership with local agencies.
- Coordinated local Ebola response planning efforts with key stakeholders.
- Ongoing review of communicable disease data to monitor for potential outbreaks.
- As a stakeholder of the Clark County Emergency Operations Committee, the Department continued to participate in Local Emergency Planning Committee meetings.

Child Death Review Team (CDR)

The Clark County Health Department is an active member of the Clark County Child Death Review (CDR) team, which is coordinated through the Clark County Sheriff's Department. Local infant/child death review teams are part of public health surveillance and are critical to better understanding how and why a child died. These multidisciplinary teams review and acknowledge all child deaths from a prevention standpoint. Child Death Review teams are a community response to a

child's death birth through age 21. We have statistics on how many children die and from what causes, but often know little about the circumstances leading up to the child's death. The teams increase agency collaboration to improve health and safety, while demonstrating a commitment to keeping kids alive.

Child Death Review leads to a better understanding of how and why children die and catalyzes actions to prevent other deaths. The Clark County CDR team inputs the data into the National Child Death Review Case Reporting System. The National Center for the Review and Prevention of Child Deaths, in collaboration with state CDR programs, developed and manages this web based reporting system. Users of this system can enter CDR case review data so that their findings can be tabulated at the local, state and national level. Findings from these reviews guide program, service and policy efforts to keep children safe, healthy and alive.

The Clark County CDR team in conjunction with the Clark County Interagency Coordinating Coalition (ICC) has implemented several prevention initiatives as a result of the findings from the child death reviews.

2015 Activities and Outputs:

- 4 CDR meetings were held.

Promotion of CDR Team and the Program's Goal

- CDR Team released a press release entitled, "Clark County Is Working Together to Prevent Child Injuries and Deaths." The article was submitted to all the local papers and to WCCN to inform the public about the Clark County CDR Team, what the purpose of the CDR team is, to showcase the prevention work that has been done, and to promote the Children's Health Alliance website as well as the CCHD and Sheriff's Office Facebook pages.
- WCCN aired the CDR interview featuring Detective Kerry Kirn, CDR coordinator.
- Several prevention messages were posted to the CCHD and Sheriff's Office Facebook page.

Prevention Kits

- The CDR team continued to distribute prevention kits to at-risk families including two smoke detectors and safety resources. Along with giving the family the smoke detectors, the home visitor activates the alarms. Various agencies in Clark County continue to distribution the prevention kit. A total of 17 care packages (34 smoke detectors) were distributed to families. Various agencies in Clark County continue

to distribute the prevention care packages including Social Services, Head Start, Community Services, Birth to Three, and the Health Department.

Mennonite Farm Safety Education

- The Clark County Sheriff's Office Detective and Lead PHN met with a Mennonite bishop leader to discuss implementing farm safety and pedestrian/bicycle safety education into the Mennonite schools.
- Provided the bishop with publications provided by the National Children's Center for Rural and Agricultural Health and Safety-National Farm Medicine Center-Marshfield Clinic. The publications included "Farm Safety Stories, Creating Safe Play Areas on Farms, and Weeds in Our Garden." All booklets were culturally adapted/appropriate to the Anabaptist culture.
- Bishop expressed interest in getting farm safety education into the school, which was later supported by their school Chairman.
- CCHD staff provided all 3 booklets to the teachers as well as provided a pedestrian/bicycle safety presentation to the school children in 24 of their schools.
- The CCHD also provided to each school the farm safety publications, explaining how they can incorporate the information into their lessons.
- The department will be mailing a survey to the teachers in the spring of 2016 to obtain the teachers feedback on the presentation, farm safety booklets, and suggestions/thoughts on future educational presentation topics.

Mental/Behavioral Health Task Force (M/BHTF)

In 2013-2014, the CCHD was awarded a planning grant from the University of Wisconsin-Office of Rural Health to address the mental health needs within our county. Partner organizations including the Health Department, Community Services, Social Services, Sheriff's Office, Memorial Medical Center, Ministry Our Lady of Victory, UW-Extension, and representation from schools and other community based organizations convened to prepare a logic model. Successful completion of the planning grant led to a full implementation award for 2014-15.

2015 Activities and Outputs:

- Hosted 8 partner meetings
- 2015 asset map completed
- Grant funding secured from the UW-Office of Rural Health (2014) supported 10 MBHTF members in becoming Question, Persuade, Refer (QPR) trainers
- Nine additional individuals completed online QPR training
- Identified key factors, overall goals, and indicators of progress relative to the *Mental Health* portion of the 2016-2020 CHIP.

Suicide Prevention

- 10 people in Clark County were trained as Instructors on the evidence-based Question, Persuade, Refer (QPR) suicide prevention method. As Instructors, these individuals, in turn, trained others as Gatekeepers.
- QPR training was offered to all 8 public and 5 parochial schools. 6 school districts expressed interest and received the training during an all staff event, and also received the QPR booklet resource guide labeled with the Clark County Community Services 24 hour mental health and AODA crisis lines service number, and a Clark County and surrounding area counseling options brochure.
- A total of 344 people received QPR training.
- CCHD received a WI Medical Society Grant to make QPR online training available. 5 EMS leaders completed the training as did 1 Nurse Practitioner, 2 RN's, and 1 Physician.

Essential Service 5: Develop Policies and Plans that Support Individual and Community Health Efforts

Introduction: *Essential Service 5 involves providing leadership for systematic community and state level planning for health improvement; development and tracking of measureable health objectives as a part of continuous quality improvement strategies and development of codes, regulations and legislation to guide the practice of public health. Highlighted in this section are the agency's strategic plan, quality improvement efforts and the Clark County Community Health Improvement Planning.*



Agency Strategic Plan

The Clark County Health Department strategic plan continues to serve as a means to assure that the agency remains effective, efficient, and relevant. Through a comprehensive planning process that involved agency staff and board of health members, 4 strategic priorities were established: health promotion, workforce development, quality/performance improvement, and fiscal management and viability.

2015 Activities and Outputs:

- To support each of the 4 strategic priority areas, team's reviewed and, as needed, addressed the various goals/objectives as outlined in the plan itself. Strategies implemented include, but are not limited to, ongoing implementation of a customer satisfaction tool, routine dialogue with local hospitals regarding access to health care needs and opportunities, collaborative discussions with partners regarding mental health planning needs and implementation strategies, routine maintenance of our agency websites and social media platform, further discussion of the PHAB standards and measures tool, quality improvement projects, and staff participation in various trainings to increase competencies.

Quality Improvement (QI) Plan

The QI Plan serves as a guide for continuous review and improvements of all its

programs and services. It is the vision of the Clark County Health Department to improve health and enhance the quality of life for the residents of Clark County.

2015 Activities and Outputs:

- Identification of gaps as determined by ongoing review of the PHAB agency self-assessment.
- Contracted deliverables were met.
- New hire orientation plan was updated.
- Two quality improvement projects were implemented within the Health Department to improve and facilitate both internal and external communication.
 - Fax Machine Protocol
 - Telephone Directory for Service Inquiries
- In December of 2015, the Clark County Health Department was awarded the *Accreditation Support Initiative 2015-2016* grant by the National Association of County and City Health Officials (NACCHO). As a quality improvement initiative, this grant will support the Health Department in addressing performance management needs (i.e., activity to meet or sustain National Public Health Performance Standards). This grant will continue into June of 2016.

Community Health Improvement Planning Process (CHIPP)

As a core function of the Health Department, development of the Community Health Improvement Plan involves identifying, organizing and collaborating with key community stakeholders to review data, determine health priorities and develop goals, objectives and strategies to address those priorities. Starting in 2014 and into 2015, the Health Department worked with many individuals and organizations to develop the health improvement plan for the next few years.

2015 Activities and Outputs:

- Facilitated numerous planning discussions with the Eat Right-Be Fit Coalition, Mental/Behavioral Health Task Force, Health Care Partnership, and members of the Healthy Clark County Coalition to gain insight and direction to the development of the Clark County CHIP.
- Draft CHIP completed.

Essential Service 6: Enforce Laws and Regulations That Protect Health and Safety

***Introduction:** Essential Service 6 involves enforcement of State and local rules and regulations; full protection of drinking water supplies; enforcement of clean air standards and timely follow-up of hazards. Highlighted in this section are: the Agent Program with the Department of Natural Resources (DNR), Human Health Hazard Control, Beach Water Testing and Youth Tobacco Compliance Investigations.*

DNR Well Water Program - Transient Non-Community Program (TNC)

Since 2011, the Clark County Health Department has partnered with the Wisconsin Department of Natural Resources to complete well water sampling and sanitary surveys through the Transient Non-Community (TNC) Program. Throughout the county there are 76 water systems that require samples be collected and analyzed each year for bacteria and nitrate. As well, a portion of these systems require sanitary surveys be completed every 5 years. The Health Department staff work with those operators in violation to inform the public, discuss corrective actions, and rescind any public notices.

2015 Activities and Outputs:

1. 76 water systems were sampled; 5 tested positive for bacteria and 2 tested above 10.0 mg/L for nitrates.
2. 17 sanitary surveys were completed.
3. All contract deliverables were completed.



Recreational Beach Testing Program

The purpose of this program is to conduct bacteriological water testing of selected public recreational beaches in Clark County to assure water safety.

BEACH	# of Tests Completed	Abnormal
Rock Dam Lake	9	NONE
Snyder Lake	11	3 tests abnormal, 326, 276, 2420
Sherwood Lake	Lake drained in 2014	N/A
Mead Lake	10	2 tests abnormal, 276, 261
Russell Co. Park	9	NONE

2015 Activities and Outputs:

- Bi-weekly sampling performed (May –September).
- 39 samples were collected.
- Four (4) beaches were monitored for fecal bacteria, including Rock Dam Lake, Snyder Lake, Mead Lake, and Russell County Park; 5 tests came back abnormal.
- No lakes were closed and 1 had an advisory in 2015.

Youth Tobacco Compliance Investigations

The CCHD contracts with the WI WINS program to conduct tobacco compliance investigations throughout the county. The goal of this program is to prevent the sale of tobacco products to minors. The state goal is to have sales to minor's at a rate under 10%. By doing compliance checks it gives us the opportunity to thank those retailers who aren't selling to minors. In addition, we are also able to take the time to offer training opportunities to those retailers who did sell to a minor. Through the work of WI WINS, tobacco use among minors in the state has greatly decreased!



2015 Activities and Outputs:

Clark County – 2015 Tobacco Compliance Checks	
Total Planned Checks	31
• Successfully Completed Investigations	21
• Incomplete Investigations (e.g., establishment closed, outside business hours, no longer sells tobacco)	10
Refused Sale to Minor	19
Sold to Minor	2

- Based on 21 successfully completed compliance checks, the sale of tobacco to minors in Clark County was 9.5%, a 4.5% increase from 2014. This compares to 5.0% in 2014 and 24.1% in 2013. It should be noted, however, that there was a slight increase in the number of successfully completed compliance checks in 2015 (21) compared to 2014 (20).
- Retailers that sold to a minor were provided with education as part of the WI Wins program and received a verbal warning from their local police department.

	Compliant	Not Compliant	Sales Percentage
2015 21 checks	19	2	9.5%
2014 20 checks	19	1	5%



Essential Service 7: Link People to Needed Personal Health Services

Introduction: Essential Service 7 involves assuring effective entry for disadvantaged people in to a coordinated system of clinical care; linkage to services for special population groups; ongoing care coordination; targeted health information to high risk population groups and technical assistance for effective worksite health promotion/disease prevention programs. Highlighted in this section are the agency's Jail Nursing services, Oral Health Program, Prenatal Care Coordination efforts, Reproductive Health Program, and Wisconsin Well Woman Program.

Jail Health

The Jail Health Program is a cooperative and coordinated effort by the CCHD, a medical provider, the Clark County Sheriff's Department, and jail staff. The goal is to assure that each prisoner has access to adequate medical care.



2015 Activities and Outputs:

	2015	2014	2013	2012	2011	2010
# of RN Contacts	2003	1690	1887	1919	2062	1815
TB skin tests done on inmates	175	129	114	191	166	184
# of positive inmate TB tests	5	5	4	4	1	3
Prescription Med Setup for Inmates	609	1235	1365	1324	1234	1297
Inmates seen by Jail MD	169	121	88	80	97	75

Clark County Seal-A-Smile (SAS)



The Wisconsin Seal-A-Smile (SAS) Program is a statewide sealant program that offers grants to local school-based programs targeting underserved children. This program is funded by the Wisconsin Seal-A-Smile, a collaborative program of Children's Health Alliance of WI and the WI Department of Health Services. A dental provider (registered dental hygienist) goes in to schools and provides a dental screening/exam (without x-rays) to assess if sealants are needed, apply sealants (when appropriate), provide a dental cleaning and fluoride varnish treatment(s). A follow up letter is sent home to describe what was completed and what is recommended for future needs. Case management is provided for students who have significant decay and urgent follow up needs. All procedures follow recommendations from the American Dental Association and Centers for Disease Control and Prevention's recommendations for school-based dental sealant programs.

The mission of the Seal-A-Smile program is to prevent dental decay and promote oral health as part of a child's total health by increasing the number of dental sealants on their teeth through community-based sealant promotion initiatives.

The Seal-A-Smile initiative has three primary goals:

1. **Sealant Placement** – To have annual community-based sealant promotion initiatives in every county of the state (all children are eligible to receive sealants);
2. **Sealant Education** – To provide education and information about sealants and oral health; and
3. **Partnerships** – To strengthen state and local partnerships between oral health, education, and youth health advocates to improve the oral health of children in Wisconsin.

The CCHD received a start-up grant in 2010-11 and has since received a yearly award to help support implementation efforts. Over the years the program has expanded, allowing us to increase access to oral health care services and, in particular, increase the number of children served in Clark County.

2015 Activities and Outputs:

- Services were provided to children in grades 1-8 in all 8 public schools and 5 parochial schools.
- A total of 716 children received oral health screenings, 646 received dental sealants, and 726 received topical fluoride varnish applications.
- 10.6% of children served had untreated decay, 2.6% had urgent dental needs, and 8.74% had early dental needs.

Healthy Beginnings+ (Prenatal Care Coordination (PNCC)):

Two Public Health Nurses (PHN) provide a Prenatal Care Coordination Program (Healthy Beginnings +), helping expecting families get the support they need to have a healthy baby. Together the PHN makes scheduled home visits, listening to families concerns and answering questions during and after their pregnancy.

Healthy Beginnings+ is a Wisconsin Medicaid Benefit Program. The program is offered to Medicaid-eligible pregnant women residing in Clark County who are deemed high risk for adverse pregnancy outcomes. Services are provided for the duration of the pregnancy and up to 60 days postpartum.

The objectives of the program include ensuring that women at high risk are identified as early as possible, receive individual psychosocial support and services, receive early and continuous prenatal care services, receive necessary health and nutrition education, are referred to available community services as appropriate, and receive assistance in accessing and obtaining needed health and social services. Services also include outreach, initial assessment, care plan development, ongoing care coordination and monitoring, and health education and nutrition counseling services.

In 2012, 37 clients participated in the program.
In 2013, 29 clients participated in the program.
In 2014, 25 clients participated in the program.

2015 Activities and Outputs:

- 21 clients participated in the program.

Cribs for Kids

The Cribs for Kids Program is a safe-sleep education program for low-income parents, families, and caregivers to help reduce the risk of injury and death of infants due to unsafe sleep environments. The Cribs for Kids Program provides families in need with a portable Pack N' Play crib and educational materials regarding safe sleep which includes tips to protect their baby.



A Cribs for Kids intake questionnaire is completed by the Registered Nurse for every parent or caregiver who receives a crib. Caregivers are screened for eligibility and need. A Public Health Nurse (PHN) presents and reviews educational materials related to safe sleep practices, shows a SIDS prevention DVD, and demonstrates how to correctly assemble the Pack N' Play crib. The PHN then follows up with the parent/caregiver(s) via a phone call or home visit approximately one month after the baby is born, again reinforcing the safe sleep message and performing an evaluation questionnaire. If a home visit is made, the PHN performs an assessment of the infant's sleep environment to ensure it is safe.

2015 Activities and Outputs:

- The Cribs for Kids Program and safe sleep messaging was consistently promoted by the Clark County Interagency Coordinating Coalition (ICC) and the Clark County Child Death Review (CDR) Team, allowing this important message to reach numerous families in Clark County.
- 16 cribs were distributed to families in need.
- Secured grant funding from the Clark County United Way and the Listeman Foundation to continue the program.
- Safe sleep messaging was promoted on the CCHD's Facebook page.



Clark County Car Seats for Kids

The CCHD in partnership with Memorial Medical Center works together in the delivery of car seat services to Clark County based clients/patients. The CCHD has three Certified Child Passenger Safety (CPS) Technicians, and Memorial Medical Center has 1 trained CPS Tech. Car seat checks are available to

anyone free of charge. The CPS Techs help educate caregivers in the proper selection, installation, and use of car seats and booster seats. This program also allows eligible low income parents and caregivers to receive car seats and booster seats at a reduced cost, supported by the Wisconsin Department of Transportation (DOT).

2015 Activities and Outputs:

- Secured Department of Transportation grant funding to help support and sustain the program.
- A total of 40 car seats were properly positioned and installed by CPS Technicians in Clark County. This compares to 58 seats in 2014, 67 seats in 2013, and 53 in 2012.
- Out of the 40 car seat checks performed, 32 new car seats (80%) were provided to families at a reduced/waived fee.

Reproductive Health

A primary purpose of the Reproductive Health program is to provide safe and effective contraception services that enable women and couples to reach their family planning goals. In addition, the program offers pregnancy testing, sexually transmitted infection testing and treatment and access to Medicaid “Family Planning Only” services.



2015 Activities and Outputs:

- A total of 115 unduplicated clients were seen at the Reproductive Health office for services, including contraception, STI testing and treatment, referrals for women's medical care and Presumptive Eligibility for the Family Planning Waiver.
- 7 unduplicated clients were seen for early pregnancy intervention.
- The Reproductive Health Program launched a “WIC-Dual Protection Kit” Initiative in October, 2015. A standard *Dual Protection Kit* contains two doses of emergency contraception, 36 male condoms and 3 female condoms. Kits were offered to Medicaid-eligible clients being seen at the WIC clinic in Neillsville. Since launching this initiative, we have provided 20 kits to women of reproductive age.
- The Reproductive Health Program participated in the *2015 Get Yourself Tested (GYT) Campaign* in which the purpose was to increase public information on the importance of STI-risk awareness and testing, and to provide confidential, convenient, discreet, low-cost tests and treatment. Activities included supplying

local taverns with promotional (testing) condom packets and fliers, as well as performing STI testing within the Clark County Jail.

- The Reproductive Health Nurse presented reproductive health-related topics to 8 area High School Health classes. The first topic covered sexually transmitted infections and the WI law in regards to sexual activity. The second topic covered unintended pregnancy and contraception.

<i>Outputs:</i>	2015	2014	2013
# of Pregnancy Tests Done	7	5	16
# of Positive Pregnancy Tests	0	1	2
# Unduplicated Clients	115	127	135

School Nursing Program

The Health Department provides school nursing consultation services to the eight public schools in Clark County as well as to five parochial schools. Services include providing educational student presentations on various health topics including sexually transmitted infections, contraception, and puberty. The CCHD also provides consultation regarding communicable disease prevention and control and assistance with state immunization program guideline compliance. The CCHD takes part in the school's child development days, displaying the department's programs and services available to families.

The CCHD also offers school nursing services to 23 Amish and 28 Mennonite schools in the county. As well, CCHD staff offer vision and hearing screenings to students and assist the schools in completing the required state immunization program guideline compliance report.

Children and Youth with Special Health Care Needs

CYSHCN is a program designed to meet the health care needs of families with special health care needs. This is done through a local, regional and statewide coordinated system of information, referral and follow-up, parent to parent support and service coordination. Given the direction of the fiscal agency (Chippewa County Health Dept.), 2014 was in effect the last year that Clark County received funding to support this program. Clark County residents are now served through a regional coordinating center. The Western Regional Center offered mini grants to two counties in the

Western Region. The CCHD was chosen as a mini grant recipient.

2015 Activities and Outputs:

- Our objective was to educate Amish midwives in the Granton/Chili area on the importance of newborn screening, reinforce how to perform newborn blood, heart, and hearing screenings, and provide them with support to ensure every infant that is delivered is offered screening and upon acceptance is screened within the appropriate timeframe.
- Prior to obtaining this grant, newborn screening had not been completed routinely by the local Amish midwives. Data from the Wisconsin State Lab of Hygiene demonstrates there were no screenings completed for 2013 and 2014 by the local Amish midwives within Clark County, Wisconsin. Following the training and with support of a UWEC DNP Student beginning in June of 2015, the local Amish midwives assisted in 39 births, resulting in a total of 27 Amish newborns screenings via blood for genetic disorders in addition to heart and hearing screening. We are encouraging the local Amish midwives to continue offering the newborn screenings to the expecting mother, as we will continue to educate on the importance of screening.
- A Newborn Screening training was held in June at the Clark County Public Health Department. The training was led by Gretchen Spicer, Wisconsin State Newborn Screening Consultant. Seven local and surrounding midwives attended the training as well as two Clark County Public Health Nurses.

Wisconsin Well Woman Program (WWWP)



The Wisconsin Well Woman Program is a statewide program that provides free health services to low income, uninsured or underinsured women ages 45-64. Services include: Breast and cervical cancer screening (yearly breast exam, pelvic exam, PAP test, and mammogram, and follow-up screenings for abnormal results).

Due to the Wisconsin Department of Health Services' redesign of this program, 2015 marked our final year of funding for this program. As a result of the Affordable Care Act being enacted, many women became eligible to obtain health insurance that provided preventative care services including breast and cervical cancer screening. By mid-2015, the Wisconsin Well Woman Program transitioned to become a regional-based program. Portage County has become the regional coordinating agency for Clark County women. Locally Marshfield Clinic and Ministry Health Care are providers for the WI Well Woman Program. This enables

women to see their own physician as well as supports continuity of care between the client/patient and involved health care providers.

The regional Coordinator works with local clinics and hospitals on reporting and billing issues, follows-up on screening results, assists women in securing funding for additional testing and treatment, and informs women about the program through the media and public presentations to community groups.



<i>Outcomes</i>	2015	2014	2013	2012
Total number of clients enrolled	6	40	64	72
Number of new clients enrolled	0	3	18	23
Number with abnormal breast screenings	1	3	2	10
Number with abnormal pap/pelvic tests	0	1	0	1
Number diagnosed with breast cancer	1	1	1	0
Number diagnosed with cervical/uterine cancer	0	0	0	0
Number diagnosed with precancerous cervical lesion	0	0	0	0

Essential Service 8: Assure a Competent Public and Personal Health Care Workforce

Introduction: *Essential Service 8 involves educating and training personnel to meet the needs for public and personal health service; adoption of continuous quality improvement and life-long learning; active partnership with academic institutions. In order to provide the highest quality public health service, the CCHD strives to ensure that all staff possesses the knowledge, skills, and abilities necessary to perform their jobs effectively and efficiently. Highlighted in this section are the public health preparedness competency development, the Workforce Development Team, and Linkages with Academia.*

Public Health Competency Development

The CCHD supports the professional development needs of its employees. As part of our public health preparedness program, essential staff participate in a variety of training opportunities that focus on particular capabilities and related competencies. Moreover, staff are also encouraged to attend training opportunities that fall outside of just preparedness but in support of other general public health programs and services.

As a component of the Strategic Plan, the Workforce Development team provides guidance to competency development. It is the mission of this team to strengthen workforce competencies and capabilities and improve workforce recruitment and retention.

2015 Activities and Outputs:

- Agency staff attended and/or participated in training opportunities to increase competencies in relation to public health preparedness: i.e., ICS 100 and 200, NIMS 700, fatality management, Ebola tabletop exercise.
- The Department continues to support workforce training needs by sending staff to trainings covering various topics such as maternal child health, reproductive health, health equity, radon, mental health/suicide prevention, early childhood systems training, child passenger safety training, early literacy, adverse childhood experiences, home visiting, quality improvement, communicable disease surveillance and control, and rabies control.
- The Department also supported staff attendance at professional organization conferences and meetings such as the WPHA-WALHDAB Annual Conference, WFPHRA, WALHDAB, PHN Annual Conference, PHN Supervisors meetings, Western Region Healthy Babies meetings, Fulfilling the Promise Conference, Reach Out and Read

Conference, as well as the Keeping Kids Alive Conference.

Linkages with Academia

The CCHD has strong linkages with numerous institutions of higher learning and serves as a site for student placement for observation, practice experience and internship in a local health department. In particular, this is demonstrated through our partnership with nursing schools to host nursing students and the University of Wisconsin Area Health Education Center (AHEC).

2015 Activities and Outputs:

- The department hosted one AHEC intern and 10 NCAHEC students.
- The CCHD hosted 2 UW-Eau Claire Doctorate of Nurse Practitioner Students. One student worked on increasing newborn screening among the Amish population in Clark County. The second student worked on increasing immunization rates among the Amish community.
- The CCHD hosted 12 nursing students from UW-Eau Claire School of Nursing.
- A total of 12 UW-Eau Claire senior nursing students completed 2 separate projects, with each student dedicating 56 hours toward the project.
 - **Project 1:** 8 students developed 3 presentations and presented to over 300 3rd grade students at the Clark County fairgrounds as part of UW-Extension’s sponsored Rural Safety Days. Age appropriate, fun, and interactive presentations were given to the 3rd grade students on topics such as: chemicals, poisons, first aid, and how to dial 911. The nursing students also gave presentations to 4-H groups in Clark County educating both youth and parents on farm safety.
 - **Project 2:** 4 students completed a “Navigating Mental Health Services in Clark County – Key Informant Interviews” project. The goal was to gather additional data on mental health needs from key informants, in particular focusing on two high risk groups including the Clark County Jail inmates and the elderly population. Data was collected through specifically designed surveys targeted towards the key populations. The findings were communicated through a newly designed mental health resource brochure, an article for the Clark County Office of Aging/Nutrition Newsletter, and a presentation for the Clark County Mental Health Task Force (MHTF).
- Wisconsin Area Health Education Center Community Health Internship (AHEC): The one student was mentored by the Health Officer for 8 weeks in the summer.
 - The intern used available resources to help address the issue of health equity in Clark County. By meeting with internal and external stakeholders representing a variety of backgrounds, a final presentation was given to department staff with observations and recommendations.
 - *North Central Area Health Education Center (NCAHEC):* Over 10 students came to Clark County for a cultural diversion experience, learning about the Amish/Mennonite culture and way of life. The Health Department gave the

students presentation about the Amish/Mennonites culture. The CCHD also facilitated an additional cultural experience by providing a guided tour into one Amish home, a lay midwife who delivers the majority of the Amish/Mennonite births in the county, and also to the Country Health Clinic.

Essential Service 9: Evaluate Effectiveness, Accessibility & Quality of Personal and Population Based Health Services

Introduction: *Essential Service 9 calls for ongoing evaluation of health programs to assess program effectiveness and to provide information necessary for allocating resources and shaping programs. Highlighted in this section is reference to the Public Health Accreditation Board (PHAB) standards, agent status review for adherence to deliverables and compliance with statute as well as review of State-based grants/contracts.*

National Voluntary Public Health Accreditation

Having initiated in 2012, the CCHD continued to explore its feasibility of becoming nationally accredited. This is a process that requires public health departments to meet nationally established standards and measures in 12 domains. The ultimate goal is to improve public health performance to deliver the highest quality public health services to the residents of Clark County.

2015 Activities and Outputs:

- The Department continued to have discussion with experts in the field about the value and, with few resources, the feasibility of national accreditation.
- Quality improvement opportunities were discussed and implemented, aspects of the strategic plan was acted upon, and a community health improvement planning process continued.

State contracts and agent status program review

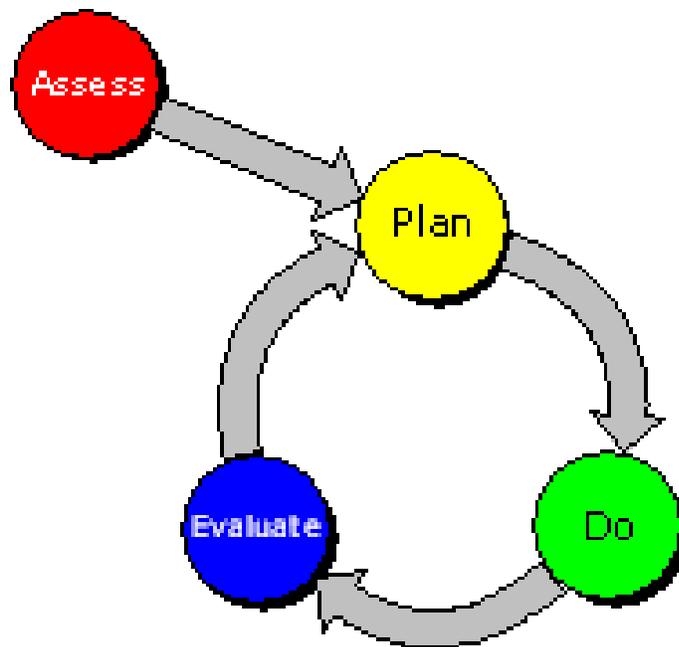
Each year the State Division of Public Health enters into contracts with local health departments to provide a variety of public health services and/or support public health initiatives. Moreover, local health departments can contract with State agencies, like the Department of Natural Resources, to serve as an agent to the State. In every instance, these grants/contracts are performance-based and require objectives be met to assure funding.

2015 Activities and Outputs:

- Objectives were satisfactorily met in the following programs: Immunization, Prevention, Lead Poisoning Prevention, Maternal Child Health, Wisconsin Well Woman, Reproductive Health, Local Public Health Emergency Preparedness, Public Health Infrastructure, WI WINS, and Children and Youth with Special

Healthcare Needs.

- Services that the CCHD provides as an agent to the Department of Natural Resources – Transient Non-Community Well Program were reviewed by DNR staff in early 2016 to assure compliance with applicable state statutes, codes and contract deliverables. Feedback received indicated full compliance with the terms and scope of the contract.



Essential Service 10: Research for New Insights & Innovative Solutions to Health Problems

***Introduction:** Essential Service 10 includes continuous linkage with appropriate institutions of higher learning and research. Highlighted in this section are the agency's participation in projects funded by the University of Wisconsin-Office of Rural Health, the UW-Population Health Institute, and partnership with local health care provider organizations.*

Mental Health Project

The CCHD was initially awarded funding by the Office of Rural Health for the 2013-14 fiscal year to plan for mental health services, which then converted to additional funding in 2014-2015 to focus on implementation. Partners were invited to the table to complete an asset mapping process, develop a logic model and related work plan that outlined strategies to improve the mental health status in our county.

2015 Activities and Outputs:

- Planning funds secured from the UW-Office of Rural Health.
- Partners met multiple times to work through an asset mapping process and develop a logic model.
- Wrote for full implementation funding and was subsequently awarded.
- Scheduled onsite Question, Persuade, Refer (QPR) training.
- Approximately 350 individuals were trained on the evidence-based QPR method.

Community Health Improvement in Action (CHIA)

This grant, with funding provided through the UW-Wisconsin Population Health Institute and managed by WALHDAB, focused on alcohol use and systems-level change strategies to alter current norms.

2015 Activities and Outputs:

- As part of a larger learning community, participated in training with other funded entities on best practices to consider when addressing the issue of alcohol use in a community.
- CCHD worked with Community Services and UW-Extension Clark County to organize a student-led Leadership Training wherein they focused on alcohol and other drug use challenges.

Research Related Involvement

The Health Department participates in numerous data collection surveys and information gathering efforts.

2015 Activities and Outputs:

- The NACCHO Survey of Local Health Departments was completed.
- CCHD continued to partner with the local acute care hospitals and the Family Resource Center – Marshfield Clinic Dental to implement a community health needs assessment, analyze data and facilitate stakeholder meetings.



Public Health

Prevent. Promote. Protect.

CLARK COUNTY HEALTH DEPARTMENT

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