

2017

Annual Report

Vilas County Public Health



Message from the Health Officer

The 2017 Annual Report of Vilas County Public Health Department provides a snapshot of the many ways in which our department touches the lives of Vilas County residents each and every day and provides an answer to many who ask us, “What does Public Health do?”

Although public health programs and activities may not often be visible, public health staff can frequently be found working behind the scenes on our mission to protect, promote, and maintain the health of our entire population. The 10 Essential Services of Public Health can provide a basic description to others as to what Public Health does, and the services provided by our department.

What will help us to further describe public health in the future is the national movement of Public Health Accreditation. Through the accreditation process we will continue to formally sharpen and develop the tools and methods we need to ensure the safety and health of the population that we serve. Our health department is embarking on the accreditation process.

In summary, we cannot do it alone. Providing Essential Services of Public Health requires community partnerships. While strengthening our services to provide essential public health services, we continue to develop and engage community partners to provide a healthy and safe place to live for all residents of Vilas County.

Respectfully yours,

Gina Egan, RN, BSN
Health Officer
Vilas County Public Health Department

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Mission, Vision, and Core Values

Our Mission

The mission of the Vilas County Public Health Department is protecting and promoting the health and safety of the people of Vilas County.

Our Vision

The vision of the Vilas County Public Health Department is: Healthy People, Strong Communities, and Safe Environments ... Vilas County

Our Core Values

- *Cohesive and Competent Workforce:* We are a cohesive agency achieving and enhancing our shared vision.
- *Collaborative Partnership-Based:* We strive to have strong collaborative partnerships within Vilas County and beyond its geographic boundaries.
- *Evidence-Based:* We are science-based and use best practices to improve population health status.
- *Social Justice:* We respect and advocate for vulnerable populations and work to empower families to assure optimal quality of life.
- *Responsive:* We provide leadership on health-related issues and concerns expressed by the community, by population data, and by the Board of Health.
- *Effective, Efficient, Sustainable:* We strive to deliver services in a cost effective and efficient manner that addresses the health priorities of our community and last over time.

Vilas County Public Health Department Staff

Gina Egan, RN, BSN
Director/Health Officer

Laurel Dreger, RN, BSN, RS, CLS
Asst. Director/Deputy Health Officer

Lori Bergum, RN
Registered Nurse

Tammi Boers, RS, BS
Community Health Coordinator

Amy Springer, RS, BS
Registered Sanitarian

Taylor Haynes, RS, BS
Registered Sanitarian

Theresa Lewis
Administrative Assistant

Andrea Martin RDH
Registered Dental Hygienist

Barb Garrett
Dental Program Assistant

Mary Sikora Petersen, RD, CD, CDE,
Registered Dietician

Essential Service 1:

Monitor health status to identify and solve community health problems.

Vilas County Demographics

	Vilas County	Wisconsin
Population Estimate	21,435	5,778,708
Percent White Alone	86.4%	87.5%
American Indian and Alaskan Native	11.3%	1.1%
Black or African American	0.3%	6.6%
Asian	0.5%	2.8%
Hispanic	2.3%	6.7%
Percent Female	49.3%	50.3%
Percent Age 18 or Younger	16.7%	22.3%
Percent Age 65 or Over	29.9%	16.1%
High School Graduation Rates	92.5%	91.4%
Person without Health Insurance	10.4%	6.2%
With a Disability and Under 65	11.2%	8.3%
Median Household Income	\$41,632	\$54,610
Percent in Poverty	12.6%	11.8%

Source: US Census Bureau, July 2017

Top Causes of Death

1. Heart Related (91)
2. Cancer (42)
3. Chronic Lower Respiratory Disease (16)
4. Falls (14)
5. Motor Vehicle Accidents (12)

2017 County Health Rankings

Vilas County ranked 66 out of 72 counties for Health Outcomes and 39 for Health Factors, according to the 2017 County Health Rankings (by the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute). The Rankings provide a snapshot that where you live effects how well and how long you live compared to other counties.

Key Findings:

- 32% Smoking during Pregnancy (vs. WI at 13%)
- 23% Children in Poverty (vs WI at 17%)
- 95% High School Graduation (vs WI at 88%)

Community Health Improvement Process and Plan

Vilas County Public Health Department continued to work with Forest and Oneida Health Departments and Ascension Health Care on implementing the 2017 Community Health Improvement Plan. The plan consists of goals and objectives that were chosen based on the Community Needs Assessment, community forums, small focus groups and interviews. The plan's focus areas include:

- Alcohol and Other Drug Abuse (AODA),
- Chronic Disease, and
- Mental Health.

Essential Service 2:

Diagnose and investigate health hazards in the community.

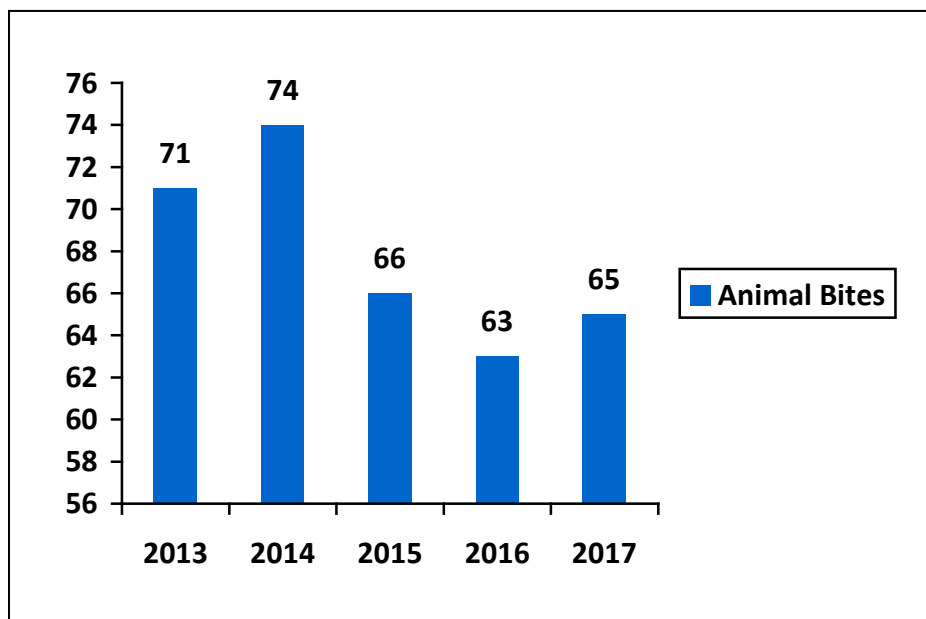
Communicable Disease and Prevention

Confirmed/Probable/Suspect Reportable Diseases	2013	2014	2015	2016	2017
Lyme Disease	25	30	17	31	46
Blastomycosis	3	3	3	1	2
Hepatitis C	12	7	20	37	24
Chlamydia	30	28	41	29	52
Giardiasis	9	7	9	34	12
Pertussis	10	36	45	104	39
Erlichiosis/Anaplasmosis (Tick-borne)	12	6	6	16	13

In 2017, VCPHD received 426 reports of communicable diseases, Chlamydia, Lyme Disease and Pertussis were the top three reported diseases.

Animal Bites

VCPHD investigates all animal bites to people. We work closely with law enforcement, the local humane officer, area emergency rooms and veterinarians to prevent rabies.



Immunizations for Children and Adults

Through the state of Wisconsin Vaccine for Children’s program, VCPHD provides vaccines at no cost to resident’s age birth to 19 who qualify. Adult vaccines are also offered, such as Tetanus, Hepatitis B, Shingles and Pneumonia. In 2017, VCPHD gave a total of 1078 immunizations, with 73 of these given to children and 1005 given to adults.

Vaccinations					
Type	2013	2014	2015	2016	2017
Influenza (flu)	1167	1146	1070	966	885
Tetanus/Pertussis	183	302	223	177	156
Pneumonia	13	20	34	31	13
Shingles	67	47	40	14	8
Hepatitis B	16	16	34	4	3



Immunization Coalition

Vilas County Public Health Department is part of the Northwood’s Immunization Coalition which is made up of Florence, Forest, Oneida and Vilas Counties. Members, which include local healthcare providers, school nurses, tribes, pharmacies and infection control providers, met six times in 2017. The focus of the meetings is:

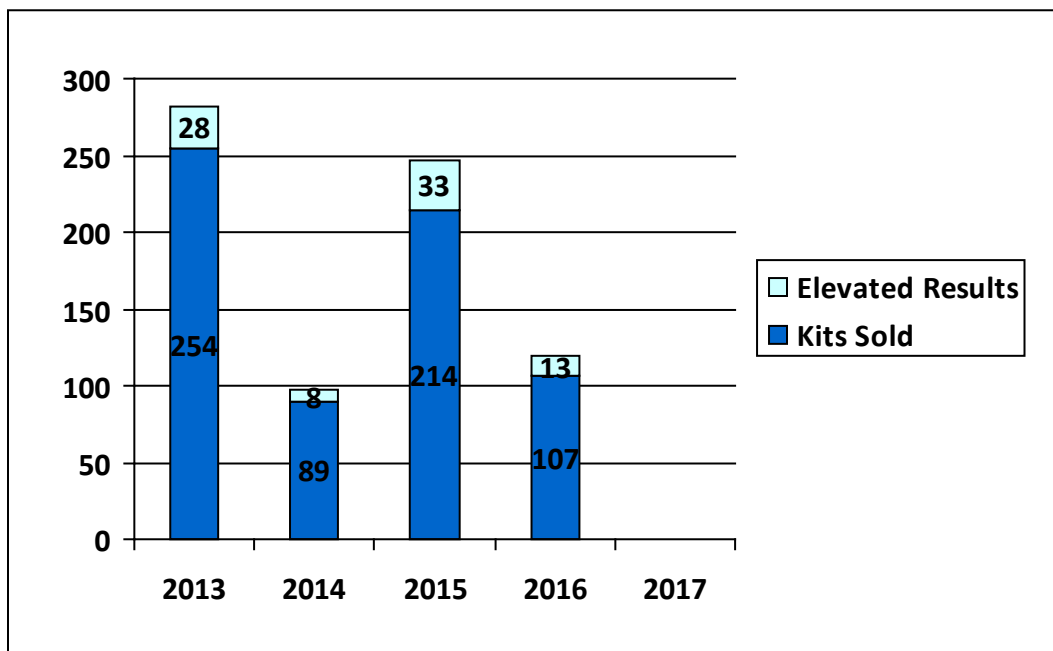
- Promoting Strategies to Improve Access to Care
- Promoting Strategies to Improve County Immunization Rates, and
- Receiving updates from the State and coalition members.

2017 Outcomes:

- Increase DTaP (diphtheria, tetanus, and pertussis), Flu and Pneumonia adult vaccines by 6/30/17 as compared to 6/30/16 to decrease communicable and chronic disease.
- Increase 2-year-old immunization rates by 12/30/17 as compared to 12/30/16.
- Increase adolescent immunization rates by 12/30/17 including HPV, Tdap (tetanus, diphtheria and pertussis), and Meningitis in each county as compared to 12/30/16.
- Promote strategies to improve access to care.

Radon

In 2017, the health department promoted radon testing in January through a press release and postings on the Health Department’s Facebook and VCPHD website pages.



Lead

A VCPHD nurse follows up with children who have a lead level of 5 or greater. This may include phone calls, home visits, consultation with the primary healthcare provider and a home lead risk assessment by our Environmental Health Specialist. The goal is to lower environmental lead exposure and lead poisoning. In 2017, 211 children were tested for blood lead; 41 children were tested through the VCPHD. One child had an elevated blood lead level in 2017.

Community Human Health Hazards

Vilas County Public Health Department (VCPHD) investigates situations with the potential of a human health hazard, according to the "Human Health Hazards" ordinance. Enforcement of the Human Health ordinance is the role of the Vilas County Board of Health and Health Officer.

In 2017, 23 Human Health Hazard cases were managed by the VCPHD for such issues as air quality, mold, garbage and hoarding.

Health Hazards		
Type	2016	2017
Garbage	7	19
Mold	3	1
Water Issues	1	2
Air Quality	2	0
Other	4	1



Essential Service 3:

Inform, Educate and Empower People about Health Issues.

Presentations and Health Fairs

- Minocqua/Woodruff Child Development Days – Nearly 300 parents of children 5 years old and younger.
- St. Mary's Parish Council – Presented information on the new bus transportation services in Vilas and Oneida Counties.
- Eagle River Rotary Presentation – Presented on VCPHD and Northwoods Dental Program to 22 members.
- CHIP Kick Off – Kicked off the Community Health Improvement Plan during Public Health Week.
- Eagle River 4th of July Parade – Provide the public information on VCPD/UW-Oshkosh's water lab.
- Lac du Flambeau Health and Wellness Expo – Provided information on sugar intake in beverages to 100s of people.



Media

Vilas County Public Health promotes health, informs public on health concerns, provides resources and tips, as well as promotes events using different forms of media. Public health topics are shared using an all media approach, which includes press releases, interviews (when applicable), website posts and Facebook. 2017 public health outreach included:

- Pertussis Outbreak
- Radon
- Tobacco
- WI Wins Results
- Strong Women/Strong Bones
- Immunizations
- Parents who Host, Lose the Most
- Mental Health Month
- Tick Illnesses
- West Nile Virus
- Back to School Safety
- Preparedness Month
- Suicide Prevention
- Food Safety
- Carbon Monoxide Poisoning

Visit our website at <https://www.vilaspublichealth.com> and friend us on Facebook.



Essential Service 4:

Mobilize community partnerships to identify and solve health problems.

Vilas County Youth Coalition

The Vilas County Youth Coalition, spearheaded by UW-Extension Vilas County, is a partnership with law enforcement, Lac du Flambeau Tribe, Ministry Health Care, VCPHD and other local agencies. The coalition's mission is to strengthen and support youth by providing intergenerational partnerships, positive opportunities, various community activities, and by encouraging respect, individuality, and active healthy citizenship. In 2017, the following was accomplished:

- **Sixth Grade Summit** – The Summit is held every September at the St. Germain Fire Station and all sixth grade classes in Vilas County participate. The summit provides education to students on safety and ways to have fun without using alcohol or drugs. In 2017, 200 students participated as well as many agencies and businesses. VCPHD talked to students on preparing their families and pets for an emergency. (9/28/17).



- **Parents who Host Lose the Most Campaign** – Educates parents and the community on the legal consequences of providing alcohol to minors. In order to do this, the campaign uses yard signs, stickers at local pizza take-out restaurants, media and letters to parents during graduation. Partners include school districts, law enforcement and local businesses.
- **Dose of Reality Campaign** – Provides education and resources on preventing opioid (or narcotic) abuse and overdose through posters, movie theater public service announcements.
- Provided personal lockboxes and permanent RX drop boxes.

Northwood's Tobacco-Free Coalition

Vilas County Public Health Department (VCPHD) is part of the six county (Florence, Forest, Lincoln, Price, Oneida and Vilas) Northwood's Tobacco-Free Coalition. Participation includes educating legislators, partners and the public on other tobacco products including electronic cigarettes (e-cigarette), health effects of tobacco use, and tobacco quitting resources.

Additional coalition activities include participating in the Wisconsin Wins (WI Wins) campaign. The campaign is a State-level initiative designed to decrease youth access to tobacco products. In 2017, 37 random checks were completed for retailers holding a tobacco license; 3 of these retailers sold tobacco to a minor. The current illegal sale rate is 10.5%. This has gone down from the last 2 years (2015, 2016) which was at 22.9%.

Community Outreach Prevention Education (COPE) Coalition

In 2017, the Northwoods COPE (Community, Outreach, Prevention, Education) Coalition (Forest, Oneida and Vilas) continued to work on alcohol and other drug coalition (AODA) and mental health strategies. Strategies included strengthening data, access to care, lowering use of AODA, lowering mental health stigma, and suicide prevention. The following was completed:

- Mental Health Month Campaign (May 2017)
- Suicide Prevention Week Campaign (September 2017)
- Question, Persuade, and Refer (QPR) Suicide Prevention Training for 266 participants that included healthcare providers, medical students, school districts, volunteers, governmental agencies, and the community.
- Drug Impairment Training for Education Professionals
- Drug Takeback Day (April 29, 2017)
- Teen Bedroom Presentation – Demonstration of the “Hiding in Plain Sight” bedroom. The presentation reviewed information explaining how teens hid their drugs & drug paraphernalia in their bedrooms. This demonstration can be provided to groups upon requests.



Child Death Review Team

Child Death Review is made up of a variety of partners whose purpose is to understand why children in our community die and if there were ways to prevent the death. Our team meets four times a year to review deaths of children under nineteen years of age. The team focused on suicide prevention this year.

Breastfeeding Coalition

As breastfeeding advocates, the coalition represents childbearing women and their families. We believe that breastfeeding is natural and provides the optimal nourishment for infants, benefiting both mother and child. We come together in this coalition to provide a strong unified voice in the protection, promotion and support of breastfeeding in Vilas, Forest, Oneida, and Price Counties.

Essential Service 5:

Develop Policies and Plans that Support Individual and Community Health Efforts.

Performance Management Plan

Vilas County Public Health Department continues to implement their 2015-2018 Performance Management Plan. The plan includes how VCPHD's performance standards, measures, reporting of progress, and quality improvement are selected and carried out. Performance measures were tracked in an Excel based dashboard and reviewed. Measures are also monitored for potential quality improvement initiatives.

Strategic Plan

Vilas County Health Department's Strategic Plan was adopted in 2013 and 2017 was the last year for implementation. The Health Department has a leadership team that is responsible for monitoring the plan.

Goals include:

- Provide Highest Quality Public Health Services.
- Increase communication and expand awareness of public health programs.
- Strengthen workforce competency and capacity.
- Secure sufficient resources to assure growth and sustainability and achieve implementation of health department goals.

VCPHD began the process to create a new Strategic Plan for 2018 – 2022. For a copy of the VCPHD's Strategic Plan, visit: <http://www.vilaspublichealth.com/index.php?page=Reports>

Quality Improvement Plan

A quality improvement team was created and represents different program areas within the department. The purpose of this team is to develop and implement the Vilas County Public Health Department Quality Improvement Plan as well as oversee performance management and the strategic plan for the health department. The Quality Improvement Plan was created in 2016 and is compliant with the Public Health Accreditation Board Version 1.5 Standards and Measures document. This plan is effective through 2019. The purpose of the QI Plan is to maximize our work efforts, staff efficiency and effectiveness, as well as to build a culture of quality improvement within the organization.

Public Health Preparedness

Vilas County Public Health Department receives funding from the Wisconsin Department of Health Services to support public health emergency planning, training, and exercising. In 2017, the VCPHD's Public Health Emergency Response Plan (PHERP) was reviewed and updated, exercised, and used in a real event. VCPHD also concentrated a large amount of time on staff training. Outcomes:

- Pertussis Outbreak (After Action Report Created on February 6, 2017)
- Hospital Power Outage Exercise (April 12, 2017) – Tabletop exercise sponsored by the North Central Wisconsin-Healthcare Emergency Readiness Coalition (NCW-HERC). CDC Capabilities tested were:
 - Emergency Operations Coordination
 - Information Sharing
 - Continuity of Operations
- Staff Training was implemented through an independent study work plan. Trainings included: Incident Command System (ICS) 100, ICS 200, National Incident Management System (NIMS) 700, basics on

community preparedness, community recovery, fatality management, mass care, medical surge, non-pharmaceutical intervention, mass care, responder safety and health, volunteer management.

- 3 staff attended a Sheltering Training (September 14, 2017) on how to open and organize a shelter.
- 1 staff attended the National NACCHO Public Health Preparedness Summit in Atlanta, Georgia (April 24 – 28, 2017)



Community Health Improvement Process – the Assessment (CHA) and the Plan (CHIP)

Vilas County Public Health Department continued to work with Forest and Oneida Health Departments and Ascension Health Care on implementing the 2017 Community Health Improvement Plan. The plan consists of goals and objectives that were chosen based on the Community Needs Assessment, community forums, small focus groups and interviews. The plan's focus areas include: Alcohol and Other Drug Abuse (AODA), Chronic Disease, and Mental Health. Community coalitions have been formed to work on implementing evidence-based strategies for each health priority. For a copy of the tri-county CHIP, visit

<http://www.vilaspublichealth.com/index.php?page=Reports>

Essential Service 6:

Enforce Laws and Regulations that Protect Health and Ensure Safety.

Food Safety and Recreational Licensing

The Vilas County Public Health Department (VCPHD) is contracted as an agent of the State of Wisconsin to provide public health inspections and licensing for a variety of establishments. For the 2016-2017 licensing year, 1073 licenses were issued for public facilities such as taverns, restaurants, temporary food stands, hotels/ motels, tourist rooming houses, bed and breakfasts, recreation and education camps, campgrounds, swimming pools, retail food stores (grocery and convenience), and body art facilities.

Type of Facility Inspected	2013	2014	2015	2016	2017
Restaurants	244	252	247	244	216
Campgrounds	28	28	29	27	30
Recreational Camps	13	13	14	14	14
Pools	33	33	33	33	34
Bed and Breakfast	6	7	5	5	4
Tourist Rooming Houses	426	441	460	453	481
Hotels/Motels	211	208	206	205	200
Schools	8	8	8	8	8
Retail Food Establishment	68	72	73	71	70
Temporary Food Stands	39	40	38	41	16
Tattoo/Body Piercing	1	0	0	0	0

Water Quality Issues

Through a contract with the Wisconsin Department of Natural Resources (DNR), transient non-community water supply systems and wells were tested and inspected in the county, ensuring safe and dependable water to the public. In 2017, 362 transient non-community water supply systems were sampled, with 14 needing corrections and 8 needing additional monitoring due to positive samples. 931 private wells were sampled.



VCPHD also provides pregnant women or families with children age 1 or less with free water testing kits. The kit measures bacteria, nitrates and fluoride levels in the water sample. In 2017, 28 water test kits were distributed to these families in Vilas County.

Local beaches are also monitored at several locations throughout the summer (Memorial Day weekend - Labor Day weekend). The beach water is monitored for fecal coliforms and *Escherichia coli* (*E. coli*) as indicators of more hazardous bacteria. This is completed through a partnership with UW-Oshkosh. In 2017, 15 Vilas County beaches were tested once weekly for 15 weeks.



Essential Service 7:

Link People to Needed Personal Health Services.

WIC - Nutrition

WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children. WIC helps:

- Income eligible pregnant and breastfeeding women,
- Women who recently had a baby,
- Infants and children up to five years of age who are at health risk due to inadequate nutrition.

The program improves pregnancy outcomes by:

- Provides or refers clients to support services necessary for full-term pregnancies.
- Reduces infant mortality by reducing the incidence of low birth weight (infants under 5 ½ pounds are at greater risk of breathing problems, brain injuries and physical abnormalities).
- Provides infants and children with a healthy start in life by improving poor or inadequate diets while saving long-term medical costs.

Vilas County Public Health Department had 293 WIC clients in 2017.

The health department has two nurses who are Certified Lactation Specialists. Both are members of the Northwoods Breastfeeding Coalition. The lactation specialists provide specialized breastfeeding education, encouragement and support, and resources.

Mother, Child and Family

Infant mortality is an important measure of a community's health. Our prenatal and postnatal programs aim to help families support their children's healthy growth and development. Research shows that families who are part of these programs have healthier babies, improved parenting skills, positive community relationships, children have less behavior problems, and a reduction in tobacco exposure and alcohol use.

Prenatal and Postnatal Care

Vilas County Public Health Department provides information and resource referrals to assist families after the birth of their baby, whether it is their first child or if they already have other children. Mothers receive support, baby weight checks, health teaching on parenting and child development, home visits and referrals to community services.

Referrals are also made to medical, social, educational and other services to pregnant women who are considered high risk for adverse pregnancy outcome. Northwoods Healthy Families partners with the Health Department to provide a home visitation program for at-risk families.

Oral Health

Vilas County Public Health Department spearheads the Northwoods Dental Project, an oral health partnership with Vilas, Oneida, Forest and Florence Counties. In 2018, 792 children at Early Head Start, Head Start and 4K programs had varnishes applied to their teeth.

The Seal-A-Smile Program applied sealants to second and sixth grade children in area schools in 2017. In total, 1,130 children received oral health education, 913 received oral health exams, 513 received sealants and 898 of these children also received fluoride treatments.



Essential Service 8

Assure a Competent Public and Personal Health Care Workforce

Linkages with Academia

Every summer, Vilas County Public Health Department works with UW-Oshkosh to offer summer internships in environmental health to students. Students are offered hands on opportunities to inspect Tourist Rooming Houses, collect well water samples and beach testing.

VCPHD also partners with UW-Green Bay to host RN to BSN candidates during their community health practicum. In 2017, we had 2 nursing students learn and work with the community health improvement process.

Essential Service 9:

Evaluate Effectiveness, Accessibility & Quality of Personal and Population Based Health Services.

Consolidated Contract & State Grant Program Reviews

Each year the State Division of Public Health enters into contracts with local health departments for a package of grant dollars targeting various public health initiatives. These grants are performance based and require attainment of negotiated objectives to assure future funding. In 2017, all deliverables for state contracts were met. Grant Funding includes:

- WI Department of Public Health Prevention (WI DPH) Program Grant
- WI DPH Preparedness Program Grant
- WI DPH Woman and Children (WIC) Grant
- WI DPG Childhood Lead Grant
- WI DPG Immunization Grant
- WI DPG Maternal and Child Health Grant
- Northwood's Tobacco Free Coalition

Public Health Accreditation

The Public Health Accreditation Board (PHAB) was created in 2007 to implement and oversee public health department accreditation. Public health accreditation:

- Measures a health department's performance against national quality standards and measures;
- Improves and protects the health of the public by advancing the quality and performance within a health department;
- Ensures that programs offered at every health department in the nation are consistent with one another.

Vilas County Public Health Department continues to work towards accreditation through updating policies and procedures, staff training, carrying out the performance management plan, strategic plan, quality improvement plan and the community health improvement plan.

Essential Service 10:

Research for New Insights & Innovative Solutions to Health Problems.

Wisconsin Public Health Research Network

Public Health Research Networks (PBRN) are organized groups of public health agencies engaged in ongoing collaboration with public health research centers to conduct rigorous, applied studies designed to identify strategies to improve the organization, financing, and delivery of public health services in real work community settings. The Robert Wood Johnson Foundation funded an initial round of five states for PBRNs. Wisconsin received second round funding at the end of 2009.

Other Research Involvement

Vilas County Public Health Department, in collaboration with Forest County Health Department, Oneida County Health Department and Ministry Health Care, worked with University of Wisconsin – Stout (Applied Research Center) to assess and complete the 2015 – 2016 Community Health Assessment (CHA) Report.



Public Health
Prevent. Promote. Protect.

Visit our website at
www.vilaspublichealth.com

Information Sources: National Association of County and City Health Officials, Centers for Disease Control and Prevention, WI Department of Health Services, US Census