

# 2017

## Annual Report



3328 US Hwy 51 N | Janesville WI 53545  
61 Eclipse Center | Beloit WI 53511



Public Health

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# Rock County Public Health Department



**Rock County Board of Health** Front row, left to right: Richard Bostwick, County Board Supervisor; Kaitlyn Meyers, DVM, MPH; Judy Wade, WHNP; Vijaya Somaraju MD, MPH FACP; and Connie Winter, DDS. Back row, left to right: Linda Garrett, County Board Supervisor; Louis Peer, County Board Supervisor; Sandra Kraft, County Board Supervisor; and Eric Gresens, R.PH.

## Vision

Rock County Wisconsin ...  
a healthy, thriving community.

## Mission

The Rock County Public Health Department is the catalyst that cultivates a spirit of wellness and improves the quality of life by promoting healthier lifestyles and environments through collaborative community partnerships.

## Values

Leadership  
Diversity and health equity  
Collaboration  
Integrity  
A spirit of wellness  
Accountability and fiscal responsibility  
Adaptation and continuous improvement



**Rock County Public Health Department Staff 2017** Back row, left to right: Jared, Erica, Jo, Amanda, Adam, Mark, Dave, Janis, Matt, Emilie and Rick. Middle row, left to right: Alanna, Kelly, Jessica, Jeff, Molly, Abby, Ginny, Carol, Jen, Risa and Jackie. Front row, left to right: Terri, Sandy, Hillary, Michelle, Noel, Olga, Anne, and Julie. Not pictured: Josh, Alison, and Janalyn.





## Message From the Director

I am pleased to present the 2017 Annual Report of the Rock County Public Health Department (RCPHD). This report reflects the work we have done throughout the year to improve the health of Rock County, to mobilize and strengthen community partnerships, to achieve collective impact, and to ensure that we as a public health agency are continuously working to improve the quality of the services we deliver.

This year proved to be a monumental year for the RCPHD. Our staff steered the Health Equity Alliance of Rock County (HEAR) in the Community Health Assessment (CHA) and compilation of the Community Health Improvement Plan (CHIP). Staff worked collaboratively with community partners throughout the assessment process to survey community members to determine the health issues that mattered most to them. This information was used to establish measureable goals and objectives in four priority areas identified by the community – Health Equity, Behavioral Health, Oral Health, and Obesity. Release of the CHIP provided the opportunity to engage community leaders and other community members in a public discussion about how we can work together for a healthier Rock County. Partnerships in our community are creating a collective impact on health and we will continue with this momentum to engage with all community partners and residents in future efforts. We continue to seek and establish alliances and partnerships to keep pace with the needs of Rock County. We remain committed to our vision: Rock County Wisconsin ... a healthy, thriving community...

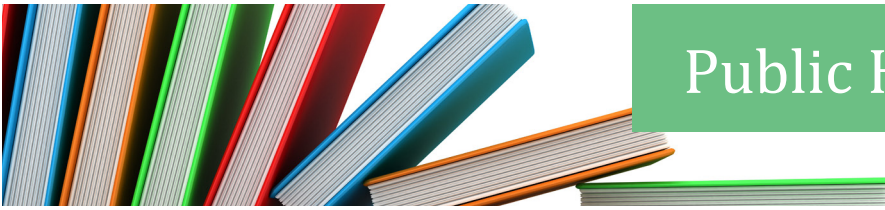
As you read the report, I hope you will gain insight into the breadth and depth of our activities. The accomplishments over the past year and the work ahead depends on the support and contributions of our partners and dedicated staff. I am immensely grateful to those individuals and partners whose energy and support sustain us.

Thank you and I look forward to another amazing year.

Yours in Health,

Marie-Noel Sandoval, MPH  
Health Officer/Director





# Public Health Background

## Purpose

Public Health is commonly described as what we do together as a society to ensure the conditions in which everyone can be healthy. As a governmental public health agency, the Rock County Public Health Department (RCPHD) works directly and with partners to prevent disease outbreaks, control the spread of illness, and ensure safe living environments and conditions. When public health is practiced well, most people are not aware of the public health agency working diligently in the background. The Centers for Disease Control and Prevention (CDC), the United States' federal public health agency, identifies the role and purpose of the governmental public health system as:

- |   |   |
|---|---|
| ■ Prevent epidemics and the spread of disease | ■ Promote and encourage healthy behaviors                 |
| ■ Protect against environmental hazards       | ■ Respond to disasters and assist communities in recovery |
| ■ Prevent injuries                            | ■ Assure the quality and accessibility of health services |

## Core Functions

For decades, the practice of public health has been organized around a set of core functions and essential services. The three core functions which form the high-level framework of public health are assessment of health status and health needs, policy development, and assurance that necessary services are provided.

## Essential Services

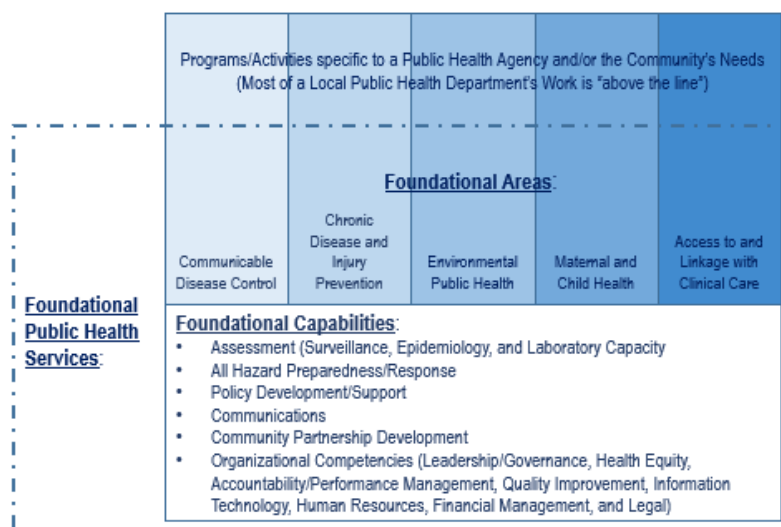
The essential services of public health represent the key activities that public health agencies should carry out each day. They are:

- Monitor health status to identify and solve community health problems.
- Diagnose and investigate health problems and health hazards in the community.
- Inform, educate, and empower people about health issues.
- Mobilize community partnerships to identify and solve health problems.
- Develop policies and plans that support individual and community health efforts.
- Enforce laws and regulations that protect health and ensure safety.
- Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
- Assure a competent public and personal healthcare workforce.
- Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
- Research for new insights and innovative solutions to health problems.

The relationship of the public health core functions and essential services are best summarized in the graphic on the right:



In September of 2017, the CDC promoted a revised approach for public health practice called Public Health 3.0. In this updated model, the local public health agency serves as a Chief Community Health Strategist – partnering with other organizations in the community to address the social, environmental, and economic conditions that affect health and health equity. Public Health 3.0 is best achieved when a public health agency is oriented around the Foundational Public Health Services model. The model provides a structure for foundational public health services, areas and capabilities. The model is as follows:



During 2017, the RCPHD continued to move toward fulfilling the vision of Public Health 3.0 and the concepts captured by the Foundational Public Health Services model.

## Structure & Organization

The RCPHD is the county governmental agency responsible for monitoring, protecting, and promoting the health of those who work, live, and play in Rock County, Wisconsin. In 2017, approximately 161,000 individuals lived in Rock County. The county spans 726 square miles and contains six cities, 18 townships, three villages, and eight school districts. When fully staffed, the RCPHD is comprised of 37 individuals. That group includes 13 Public Health Nurses, 11 Environmental Public Health professionals, three Public Health Educators, six office support staff, two administrators, and interns.

## 2017 Milestones

### Mosquito Research

The RCPHD partnered with the UW-Madison Entomology Department to establish a mosquito surveillance program during 2017. An emerging special concern has been placed on monitoring for mosquitoes that can potentially carry the Zika virus.

### Trails Partnership Grant

RCPHD partnered with the Rock Trail Coalition. They received a \$5,000 grant from SSM Health-Janesville to create a comprehensive Rock County Trail map. Maps were created in English and Spanish and distributed throughout Rock County.

### Nitrate Risk Tool

The RCPHD partnered with the University of Wisconsin-Whitewater to develop a predictive tool to estimate areas in the county that are susceptible to elevated nitrates based on geology and land use factors.

The Health Equity Alliance of Rock County conducted a Community Health Assessment and Community Health Improvement Plan for Rock County.

A grant was received to evaluate the potential for lead in elementary school water supplies. RCPHD tested water at 17 elementary schools and head start programs that volunteered to be part of this program.

### Community Health

### Environmental Tracking Grant

## Expanding Our Galaxy

### New Hires

Amanda Pinter  
Sanitarian II

Josh Shere  
Sanitarian I

Molly Polk  
Account Clerk II

Brett Strasser  
Sanitarian I

Michelle Bailey  
Public Health Nursing Supervisor

David Kolodziejski  
UW-Whitewater

Michael Leblanc  
UW-Whitewater

Mackenzie Woodward  
University of Wisconsin  
AHEC

Chrissy Jorgenson  
DePaul University Masters Program

### Retirements

Sancee Siebold  
Public Health Nurse Supervisor

Sancee started her career at the RCPHD in 1988 as a staff nurse. In 2009, she accepted the Public Health Nursing Supervisor position where she diligently served in that role until her retirement on September 22, 2017. Thank you for almost 30 years of service, Sancee!

### Staff Changes

Matt Wesson  
Environmental Health Supervisor



## In the News

2017 filled our local newspapers with many public health topics. Below you will find a few of the most important topics.

### **Health initiative seeks healthier, safer community**

**CHANNEL 3 NEWS- PRIVATE WELL NITRATE**

Retiring county nursing supervisor known as “a wealth of knowledge”

### **IMMUNIZATION OFFERS THE POWER TO PROTECT**

*Be on the lookout for Lyme disease as summer gets closer*

Sexually transmitted infections rates is highest in Rock County in five years

Many lack access to healthy food in Rock County

**CHANNEL 3 NEWS- 2ND MOST OBESE COUNTY**

### **The natural benefits of breast-feeding**

**Rock County sends out community health survey**

Elevated E. coli levels found in Rock, Yahara rivers

**Groups in Rock County hope access to trails will lower obesity rates**

*Vaccine can halt HPV, a cause of some cancers*

### **Health Equity Alliance of Rock County hosts community breakfast**

*Rock County climbs one spot in state health rankings again*

# Healthy and Safe Behaviors

## Breastfeeding

The RCPHD continues to pursue breastfeeding as part of its strategic plan. In 2017 the RCPHD worked with six childcare providers and one employer-only company. They worked toward completing a ten step training process to become a Breastfeeding Friendly Business.



Little Sprouts childcare center

Our most current data shows that in 2016, 79.5% of infants were "ever breastfed" in Rock County.

### Breastfeeding Friendly Training Process



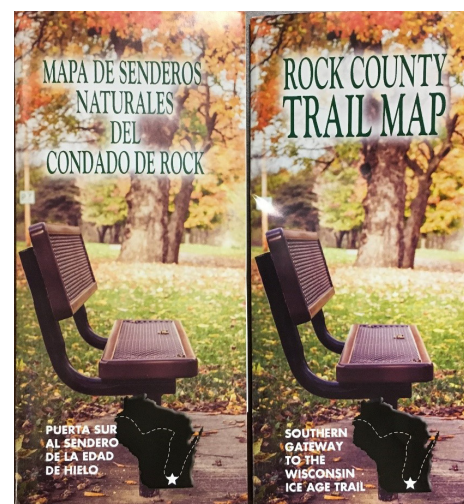
## Physical Activity

In January of 2017, the Rock Trail Coalition wrote a grant to SSM Health in partnership with the RCPHD. They received \$5,000 to create a comprehensive map of all Rock County trails. They created and printed 5,000 English and 1,500 Spanish maps to be distributed throughout Rock County.

- **High access to exercise opportunities**  
87% of Rock County residents have adequate access

- **Increase awareness of free physical activity opportunities**

- **Increase physical activity rates**

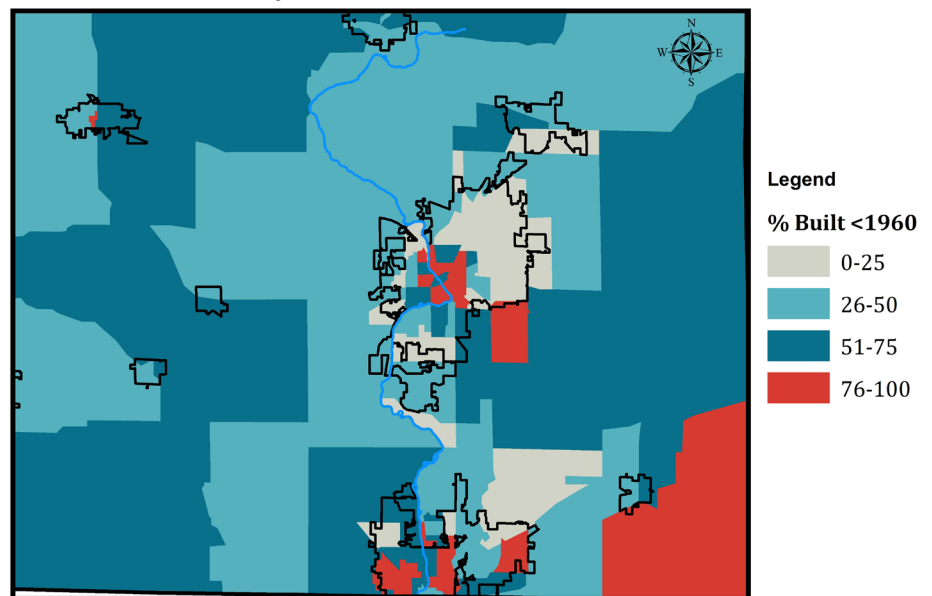


# Healthy and Safe Homes

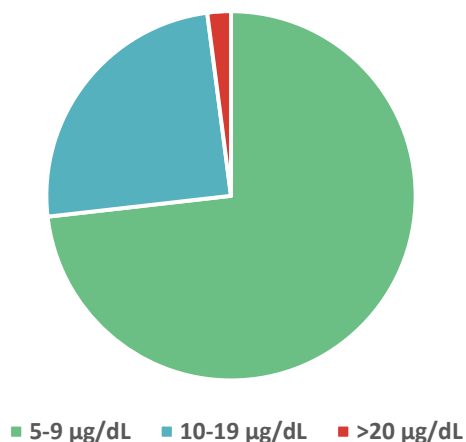
## Lead

Despite being entirely preventable, childhood lead poisoning is one of the most common pediatric problems in the United States. Even low levels of exposure in children, especially under six years of age, have been shown to have permanent effects on development. Deteriorating and disturbed lead based paint present in older homes, especially those built before 1960, is the major source of childhood lead poisoning in Rock County. Fifty-four percent of the housing in Rock County was constructed before that date.

**Rock County Homes Built before 1960**



**Elevated Lead Cases**



The Environmental and Family and Community Health divisions provide educational and investigative services to families affected by childhood lead poisoning.

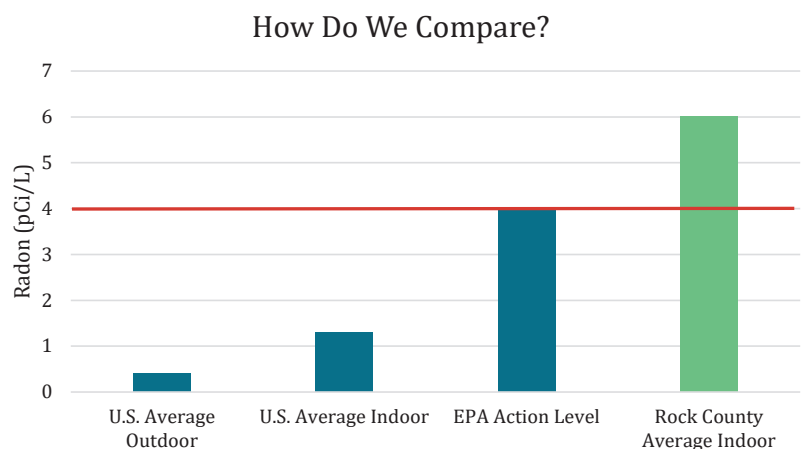
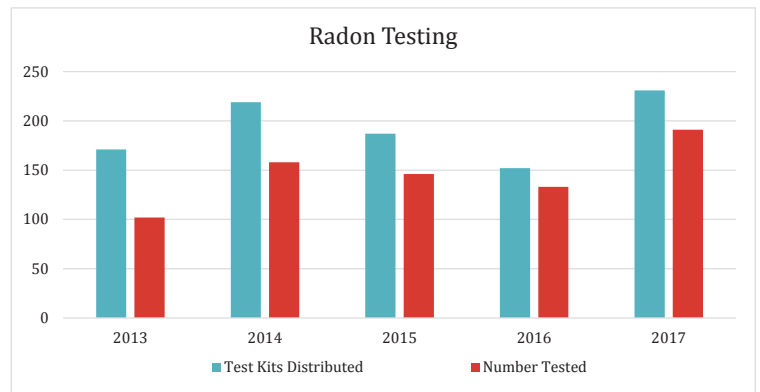


## Radon

Radon is a cancer-causing, radioactive gas. It is colorless, odorless, tasteless, and chemically inert. Radon is formed by the natural radioactive decay of uranium in rock, soil, and water. Naturally existing, low levels of uranium occur widely in the earth's crust; it can be found in all 50 states. Radon levels in Rock County tend to be above average due to the county's geology. Once radon is produced, it moves up through the ground into the air and can also dissolve into ground and surface water.

Local and national efforts are increasing the awareness of this invisible hazard. 2017 saw a significant increase of testing kits sold and homes tested.

Radon is the leading cause of lung cancer among non-smokers. We recommend all Rock County residents test their homes.



## Asthma

This year marked the second year of the Asthma Care and Environmental Strategies Program grant from the Wisconsin Department of Health Services (DHS). In 2017, RCPHD staff members met with health systems, clinics, and other partners to gather referrals for its asthma treatment and prevention program. During the year, Rock County's Public Health Nurses met with the families of 14 children with uncontrolled asthma to provide information regarding asthma control and provide supplies and techniques for minimizing asthma triggers. After the home visits, the nurses followed up with the children and their families to track progress and outcomes.

### Goals of the program:

Reduce unscheduled doctor visits

Reduce school days missed

Reduce ER visits

Reduce asthma triggers in the home

According to a 2017 release of 2014 data by the Wisconsin DHS, Rock County had the fourth highest rate of asthma-related emergency department visits in the state.

## Drinking Water

A work group was established by the County Board to evaluate nitrate impacts on the groundwater. Representatives from public health, UW-Extension, Land Conservation, Planning Department, the County Board of Supervisors, and the agricultural community are evaluating nitrate impacts and developing plans for long-term nitrate best management practice demonstration areas.



### IMPLEMENTING A GROUNDWATER NITRATE RISK TRACKING TOOL IN ROCK COUNTY

A TAKING ACTION WITH DATA GRANTEE PROJECT

Rick Wietersen, RS, MS; Adam Elmer, RS, BS  
Rock County Public Health Department

Michael Leblanc; David Kolodziejski  
UW-Whitewater Student Interns

#### BACKGROUND

Elevated nitrates in drinking water can lead to methemoglobinemia, or "blue baby syndrome" and can potentially increase the risk of certain cancers. In Rock County, more than 30% of private wells exceed the health advisory level for nitrates.

#### PROJECT OVERVIEW

This project is designed to identify and evaluate the main sources of nitrates in the groundwater and utilize Geographic Information Systems (GIS) to map the areas of highest nitrate risk. Some of the Nitrate Risk inputs include:

- USDA satellite land cover data used to identify high N impact crops.
- Soil survey characteristics used to identify highly susceptible areas
- Irrigated lands delineated
- Septic system densities mapped

#### MAIN RISK FACTORS FOR NITRATE IN GROUNDWATER






#### NITRATE GIS RISK TOOL

#### OUR IMPACT

- Project was a factor in creation of a county-wide Nitrate Work Group consisting of key agencies and the agricultural industry.
- Four key partnerships built with Land Conservation, Planning Department, UW-Extension, and UW-Whitewater.

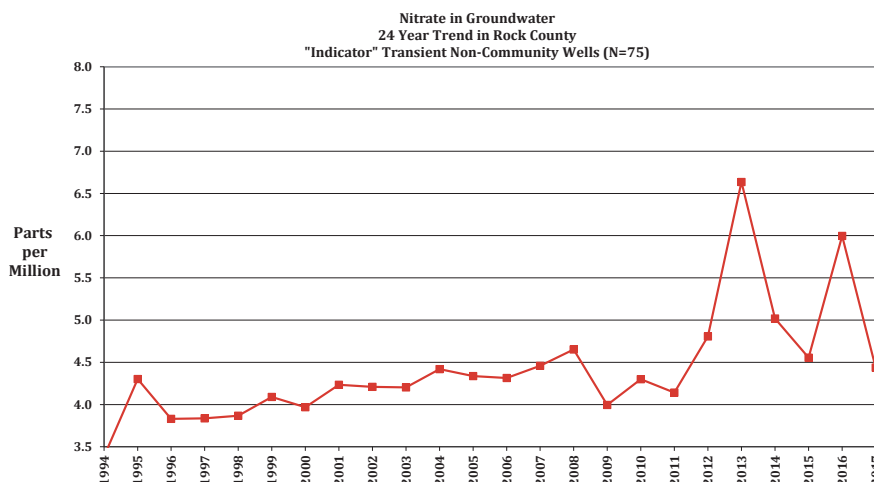
#### NEXT STEPS

In the final three months of the grant, we plan to:

- Finalize/calibrate GIS Risk Tool
- Place Nitrate Risk Tool on website for public use.
- Share outcomes with community partners.
- Work with newly formed Rock County Nitrate Work Group to evaluate long-term solutions.

**ROCK COUNTY PUBLIC HEALTH DEPARTMENT**  
This project was funded by the Wisconsin Environmental Public Health Tracking Program.

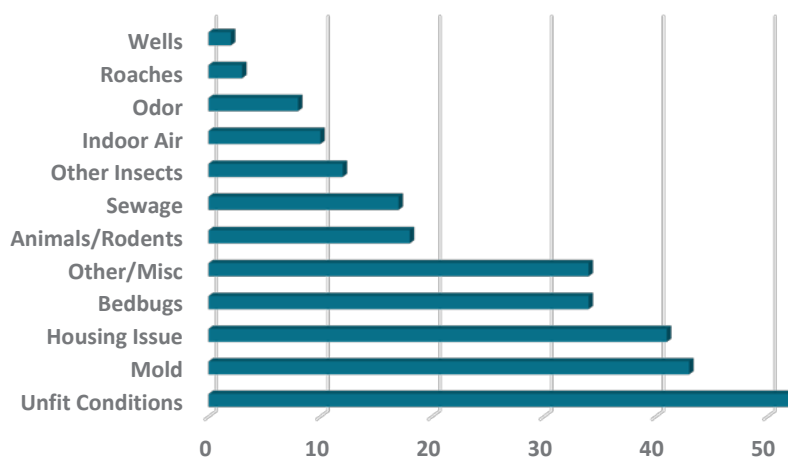
Questions and comments should be directed to Rick Wietersen at [rick.wietersen@rock.wisconsin.gov](mailto:rick.wietersen@rock.wisconsin.gov)



## Other Health Hazards

RCPHD responded to 218 human health hazard complaints in 2017. The Environmental Health staff members respond to each complaint by providing information, correction action, and/or referrals to other agencies that can provide support.

### Human Health Hazard Complaints 2017



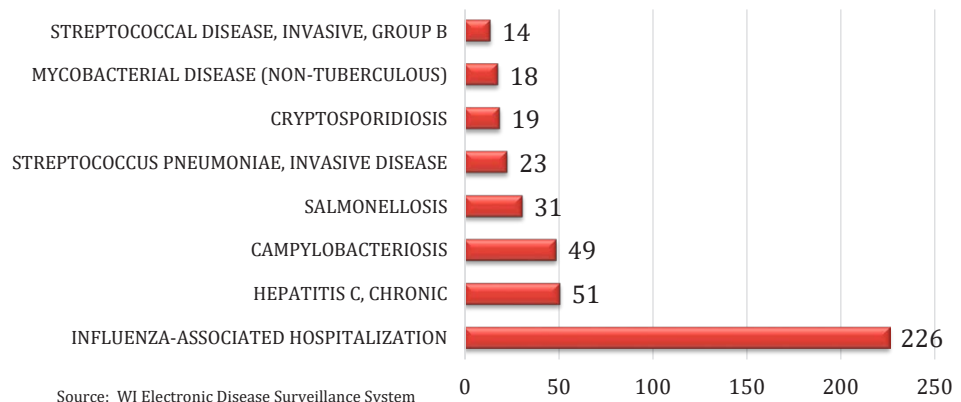


# Healthy and Safe Communities

## Communicable Disease

According to the CDC, the primary purpose of a local governmental public health agency is to prevent epidemics and spread of disease. In Wisconsin, state Statute 252 requires that local health officers investigate communicable diseases and take measures to prevent and control those diseases. In 2017, the RCPHD investigated a broad range of communicable diseases – including 226 hospitalizations associated with influenza.

### Leading Confirmed Diseases of 2017



### 2017 Outbreaks

Disease	Public Health Action	Outcome
Hantavirus (Old World)	Visited facility, assisted CDC in testing rats, provided education	Rats were negative, increased community awareness of rare virus
Mumps	Investigated contacts, went to facility, gave MMR vaccine, provided education	Prevented spread of disease, increased awareness of importance of MMR vaccine.
Pertussis	Sponsored immunization clinic at Craig H.S., provided education on Tdap vaccine	Low attendance at clinic but increased awareness of community achieved through education and media coverage, no further spread
Cryptosporidium	Followed up on cases, met with Fair officials to discuss handwashing stations to prevent future outbreaks	Fair officials will emphasize handwashing after touching animals for 2018 Fair
Salmonella	Statewide outbreak from shelled peas purchased at farmer's market, followed up on cases	No further spread into our county
Campylobacter	CDC led investigation of 39 cases in 7 states, 2 cases in Rock County, sampled puppies at local store, provided education to store owners	All samples were negative, increased awareness of handwashing around animals

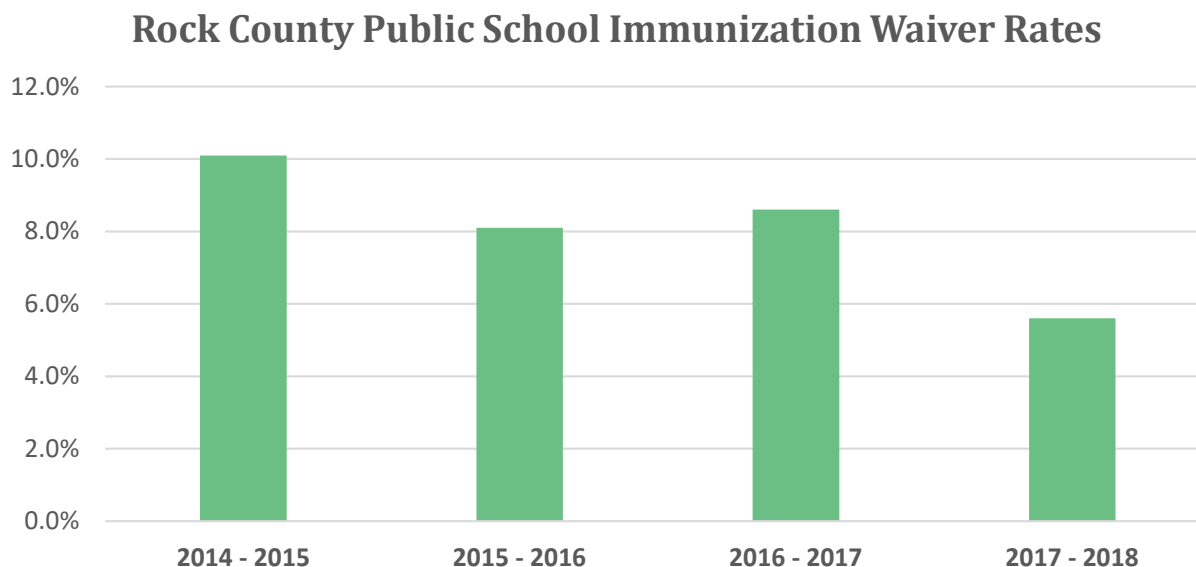
In 2017, most reportable communicable disease cases in Rock County were the result of sexually transmitted infections (STIs). After STIs, gastrointestinal or respiratory diseases were most common. Some cases were associated with food- or water-borne outbreaks. Although Rock County saw a significant increase in the number of influenza-associated hospitalizations in 2017, the number of most other non-STI communicable disease cases were similar to previous years.



# Immunization

According to the CDC, immunizations are one of the top ten public health achievements in the 20th century. The CDC notes that immunizations have substantially reduced deaths, hospitalizations, and health care costs due to vaccine-preventable diseases. However, constant vigilance is required to maintain proper levels of disease immunity and to control disease in our community. To maintain the current levels of protection, all people should receive immunizations, including children, adults, and the elderly.

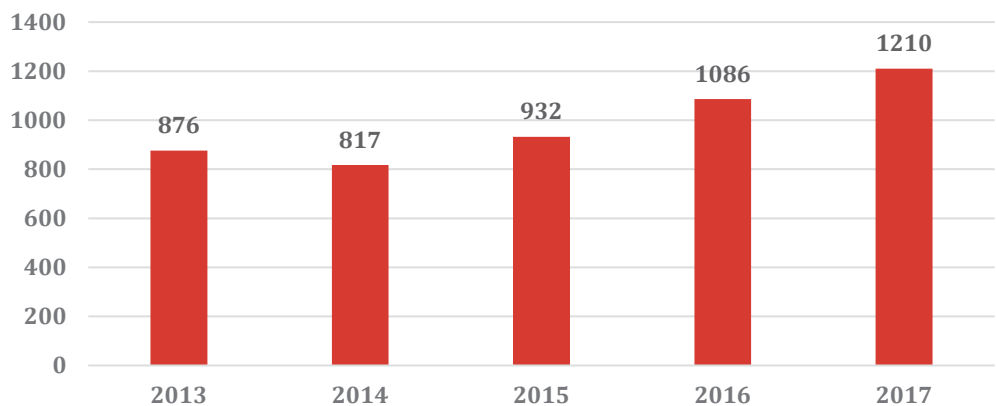
In 2017, the RCPHD provided 25 different types of vaccines for a total of over 2,500 immunizations. The Public Health Department also worked with school districts and health care providers to encourage higher vaccination rates throughout the county. In 2017, six of Rock County's eight public school districts had immunization waiver rates that were equal to or lower than the waiver rates in 2016. Over the past four school years, the immunization waiver rate in all Rock County public school districts has decreased from 10.1% to 5.6% - meaning that many more children are immunized and that school children are more protected against vaccine preventable diseases.



# Sexually Transmitted Infections (STIs)

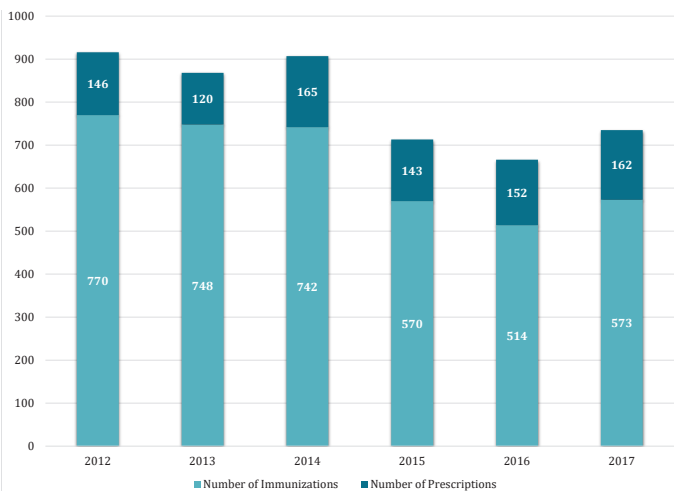
STIs are known as a hidden epidemic. In the state of Wisconsin there are five reportable STIs: Chlamydia, Gonorrhea, Syphilis, Chancroid and Pelvic Inflammatory Disease (PID). The RCPHD investigates all but Syphilis which is handled at the state level. All investigations are done by a Public Health Nurse who contacts the case to assess for treatment, provides education on disease and prevention, and elicits partners needing to be tested/treated.

CHLAMYDIA AND GONORRHEA CASES IN ROCK COUNTY



## Travel Vaccines

The RCPHD serves travelers who are traveling for business, mission, and pleasure. During 2017, the RCPHD travel nurses provided education and vaccinations/antimalarial prescriptions to 334 international travel clients out of our two offices. Forty-nine percent of those served were from Rock County, 19% from Dane County, and the remaining 32% from other counties in Wisconsin and nearby states. Five hundred seventy-three immunizations were provided, and 162 prescriptions for malaria prevention were given.



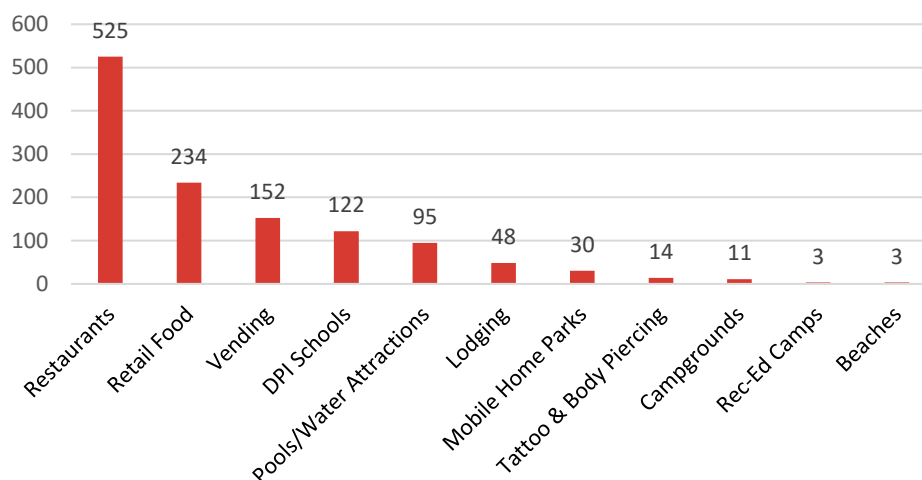
## Licensed Facilities

Residents and guests of our community utilize our public service establishments, lodging facilities, and recreational areas with the assumption that they can do so without the worry of disease and injury. The threat of disease and injury in these areas is ever present and public safety is dependent on meaningful regulation, public education, and proactive measures.



The RCPHD accomplishes public safety through its multiple licensing and surveillance programs.

### 2017 Licensed Facility Inspections



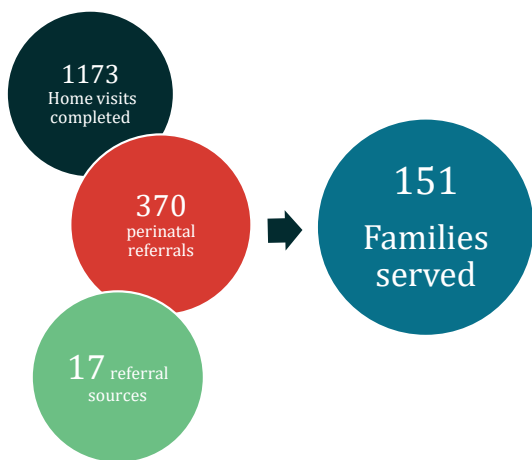
As agents of multiple state departments, the RCPHD inspectors are responsible for ensuring licensed facilities maintain a safe, healthy environment for their customers and employees. Inspectors utilize their training and expertise to identify high risk health hazards that put a citizen at risk for illness or injury. Corrective actions are ordered and follow-up inspections are conducted to ensure compliance. Besides reactionary actions, inspectors also play a critical prevention role by providing education, training, and resources to operators.



## Injury & Premature Death

### Better Birth Outcomes

In 2017, the RCPHD began a strategic review of its public health nursing home visiting program with the intent of focusing services and improving birth and early childhood development outcomes. The RCPHD regularly met with other home visiting service providers in the county including Early Head Start, Exchange Family Resource Center, and Cooperative Educational Services Agency (CESA) of Wisconsin. The department also met with some of the health maintenance organizations (HMOs) in the community who provide perinatal health services through the Wisconsin DHS Obstetric Medical Home Initiative.



### Safe Sleep

The RCPHD delivers safe sleep curriculum developed by the Children's Health Alliance of Wisconsin. This training was delivered to clinics, hospitals, and community members. Out of the 62 individuals who completed the pre- and post-training survey, there was a 33% increase in knowledge of safe sleep information.

Sleep Baby Safe	Presentations Given- 2016	Presentations Given- 2017	People Reached- 2016	People Reached- 2017
Health Systems	1	4	10	40
Community Groups	4	1	60	17
Latino Community Groups	3	2	98	20
Total	5	5	70	57



Alanna at the Rock County Community Baby Shower

The RCPHD renamed its home visiting program Better Birth Outcomes. New brochures and materials were developed and distributed to partner agencies and potential clients. The agency also determined that the program would have a perinatal health focus – providing services to pregnant mothers and new mothers with newborns up to 12 months of age. The department also developed criteria by which it would accept perinatal clients with a stronger orientation toward high risk pregnancies and births.

## Infants, Children, and Young Adults

Staff members of the RCPHD coordinate and facilitate Rock County's Child Death Review (CDR) team. This multi-disciplinary team reviews the deaths of individuals between 2 weeks and 25 years of age. The CDR team's goal is to improve the understanding of why infants, children, and young adults die in our community and identify policies, programs, and interventions to prevent those deaths.

The CDR team met five times in 2017 and reviewed six deaths. A total of 53 professionals attended the meetings from eight different agencies or organizations. Meeting participants represented school districts, hospital and health systems, law enforcement agencies, the RCPHD, divisions of Rock County's Human Services Department, and the Children's Health Alliance of Wisconsin (CHAW).

In June of 2017, staff from the CHAW presented information about child deaths in Rock County from 2008 through 2017. Their presentation revealed that, excluding natural deaths, the four leading causes of child death in Rock County were motor vehicle accidents, suicides, accidental infant suffocation, and accidental poisoning/overdose/acute intoxication. All the accidental deaths of infants (children between the ages of two weeks and one year) were related to suffocation.

As a means of reducing possible accidental infant deaths due to suffocation, the RCPHD promotes safe sleep environments for all babies. In 2017, the RCPHD provided safe sleep displays and promotional materials to all seven public libraries in the county. RCPHD staff also presented safe sleep information at the Rock County Community Baby Shower, home-based educational parties, and other community events. The department's Public Health Nurses also worked with all three of Rock County's birthing hospitals to encourage the adoption of safe sleep policies and procedures in their facilities.

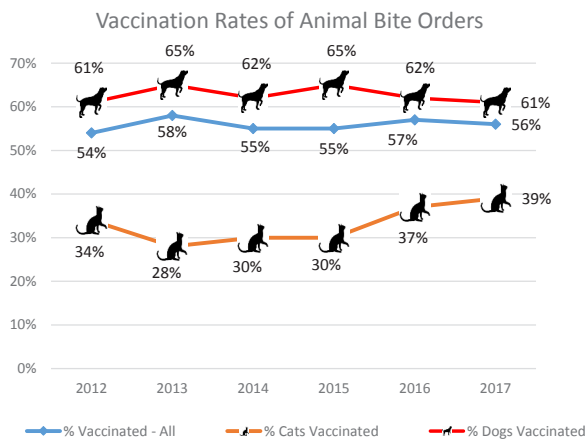
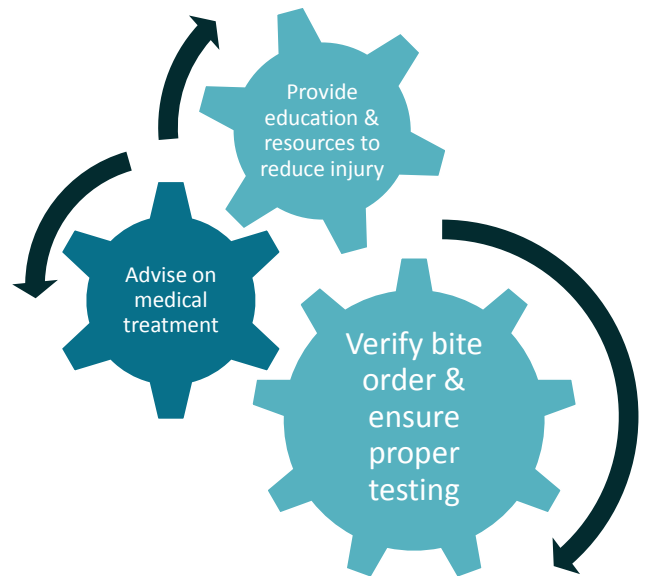
## Older Adults

The most current data regarding injury deaths in Wisconsin is from 2016. According to those data, falls were Rock County's most common underlying cause of injury deaths during 2016. In Wisconsin, falls due to injuries were the leading cause of death due to injuries among those age 65 and over. Knowing the hazards associated with falls among older adults, the RCPHD collaborated with Rock County's Council on Aging and St. Mary's Hospital to carry out the Stepping On course. Stepping On is an internationally acclaimed course which is evidenced based to reduce falls by 33% for participants who finish the course.

A RCPHD Public Health Nurse co-led the 2017 course and subsequent booster class. It is a participatory style class which includes strength and balance exercises as well as presentations from local experts. The experts included a pharmacist for medication management, a police officer who spoke about safety for elders in our community, a vision expert who focused on how vision relates to falls, and a physical therapist.

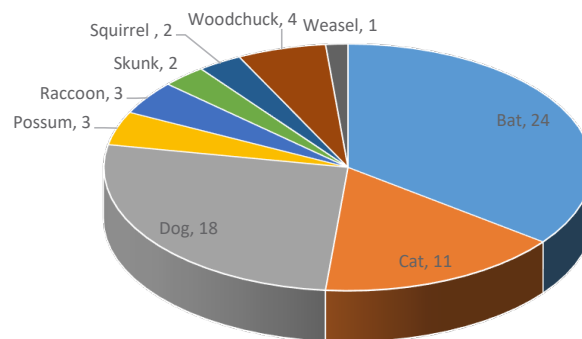
## Vector Control

Rabies is a deadly disease endemic in our wildlife. Rabies-related human deaths have significantly dropped over the last century due to aggressive rabies control programs and pet vaccinations. The RCPHD and its community partners work together in monitoring rabies exposures and enforcing regulations.

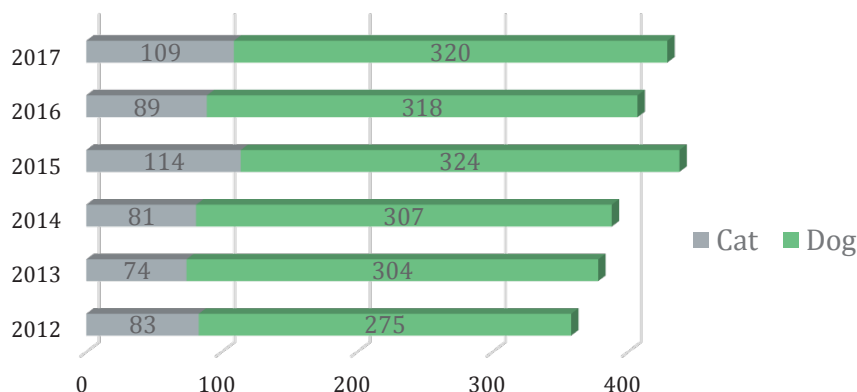


Wild and domestic animals that are unable to be quarantined are sent to the Wisconsin State Laboratory of Hygiene for rabies testing if there is an exposure to a human or pet. All submissions were negative except one bat that was untestable.

Animals Submitted for Rabies Testing in 2017



2012-2017 Rock County Animal Bite Orders Issued

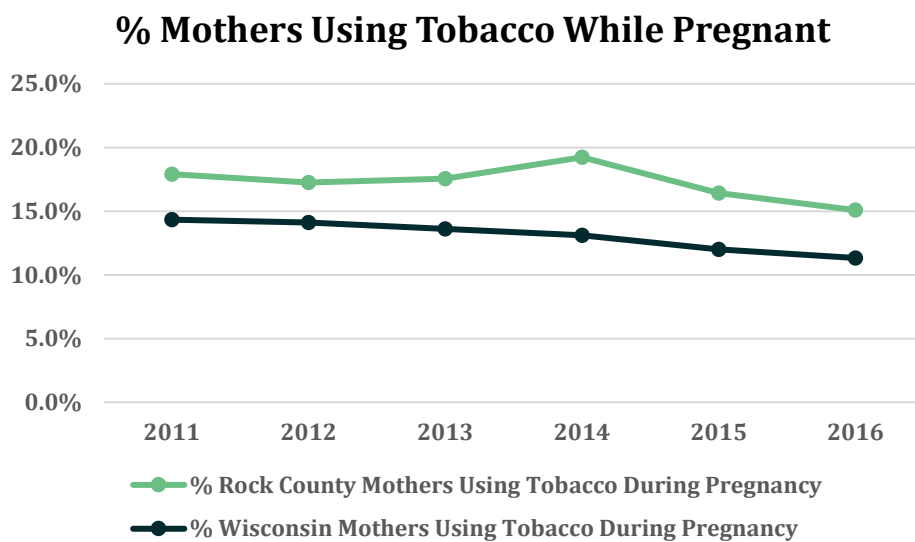


## Alcohol and Tobacco Use and Abuse

According to the 2018 County Health Rankings and Roadmaps, 21% of Rock County's adults reported binge or heavy drinking in 2016. In addition, 43% of the driving deaths in Rock County, from the years 2012 through 2016, involved alcohol.

In 2017, the Health Equity Alliance of Rock County, a community health coalition supported and facilitated by the RCPHD, identified alcohol-related problems as one of its community health improvement plan objectives.

The RCPHD also refers pregnant women to the Wisconsin Women's Health Foundation. The Women's Health Foundation has My Baby and Me and First Breath programs. These programs assist women with alcohol and smoking related issues. In 2017, the department's Public Health Nurses referred 31 pregnant women to My Baby and Me and seven women to First Breath.



## Opioids

Opioid abuse and opioid use disorders continue to be a growing problem across the nation, in the state, and in our communities. In 2016, Rock County had the seventh highest number of hospital encounters involving opioids according to the Wisconsin Interactive Statistics on Health (WISH).

In 2017, the RCPHD paired with HealthNet of Rock County to bring an Americorp Volunteers in Service to America (VISTA) volunteer to serve as a Substance Abuse Reduction Coordinator in Rock County. A VISTA volunteer was identified, interviewed, and scheduled to start her service in early 2018. Per the RCPHD's agreement with HealthNet, the Substance Abuse Reduction Coordinator will be asked to:

1. Raise awareness within the community around the opioid and methamphetamine epidemic as well as other issues related to alcohol and other drug use/abuse.
2. Increase capacities and competencies to combat the local drug epidemic.
3. Develop collaborative opportunities to address substance use and abuse where community members are.



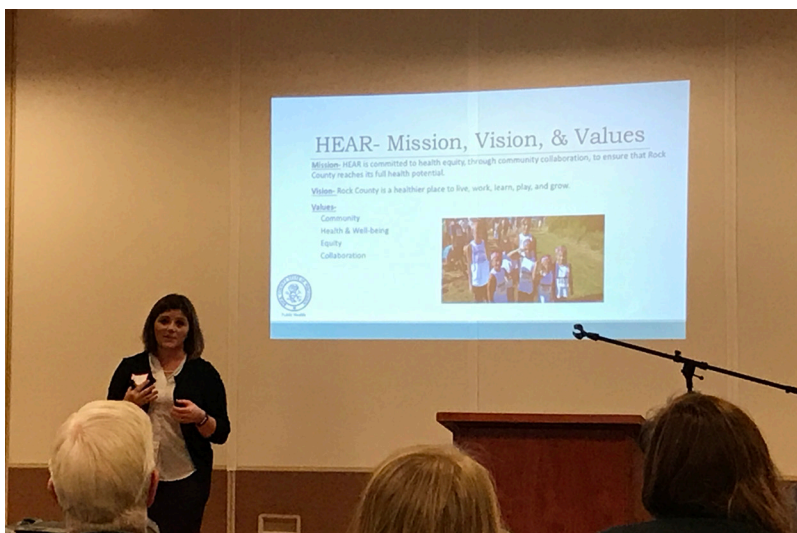
## HEAR

The Health Equity Alliance of Rock County (HEAR), with RCPHD as the backbone organization, conducted a Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP). The Rock County CHA used the socio-ecological model to gain input from all levels of the community. Methods included a county-wide survey (available in English and Spanish), one-to-one conversations (key informant interviews), and community conversations (focus groups). HEAR followed a strategic plan for Community Engagement outlined by the Healthy Wisconsin Leadership Institute (HWLI) Community Teams program. The quantitative survey yielded 1,466 responses, of which 546 were mail responses and 920 were online responses. The One-to-One Conversations and the Community Conversations yielded additional useful data not obtained through the CHA survey. . Thirteen individual One-to-One Conversations and thirteen Community Conversations, with over 130 individuals were conducted by HEAR members to obtain information about the health of the county and hopes for the future. Based on results from the CHA, a CHIP was designed by HEAR.



HEAR Community Breakfast

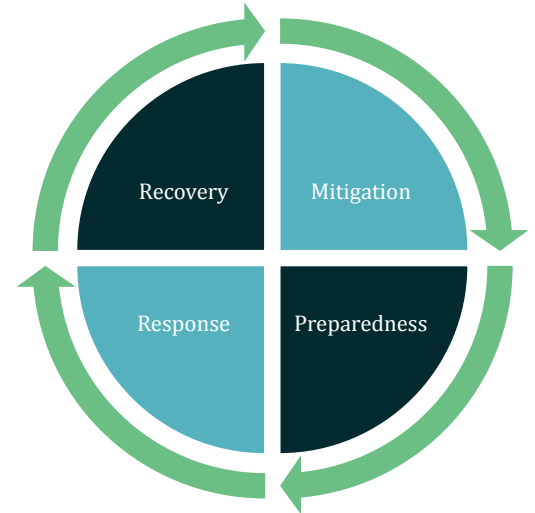
HEAR presented the results of the CHA and launched the CHIP at a community-wide breakfast in 2017. The breakfast was attended by over 90 individuals representing multiple organizations throughout Rock County.



Kelly at the HEAR Community Breakfast

# Emergency Preparedness

RCPHD's Emergency Preparedness Program focuses on preparing for, and responding to health events, threats, emergencies, or disasters that pose a risk to the health of its residents. RCPHD received approximately \$91,116 (July 1, 2016-June 30, 2017) in grant funding from the CDC Cooperative Agreement and \$95,972 (July 1, 2017-June 30, 2018) in grant funding from the CDC. The grant focused on Medical Surge, Non-Pharmaceutical Interventions, and Volunteer Management. Objectives focused on Community Resilience and encompassed Community Preparedness and Community Recovery.



In 2017, the RCPHD met with partners to establish Memorandum of Understanding (MOU) agreements with partners in the event of an emergency.

## Exercises/Workshops with outside partners:

January 26, 2017	Byron Ingestion Pathway Zone Workshop	Facilitated by Wisconsin Emergency Management.
February 26, 2017	Cyber Power Outage Workshop	Facilitated by Wisconsin Emergency Management.
April 6, 2017	South Central Health Care Coalition Regional Evacuation Tabletop Exercise	Facilitated by Wisconsin South Central Health Care Coalition.
August 17, 2017	Immunization Program Functional Exercise RCPHD Mass Clinic Exercise - Janesville School District, Franklin Middle School	Facilitated by RCPHD.
September 26, 2017	Integrating County and Municipal Emergency Operations Centers	Facilitated by Rock County Sheriff's Office – Emergency Management.
October 4-5, 2017	Autumn Charge VIII Wisconsin Emergency Assistance Volunteer Registry (WEAVR) exercise	Facilitated by Wisconsin Department of Health Services and Intermedix.

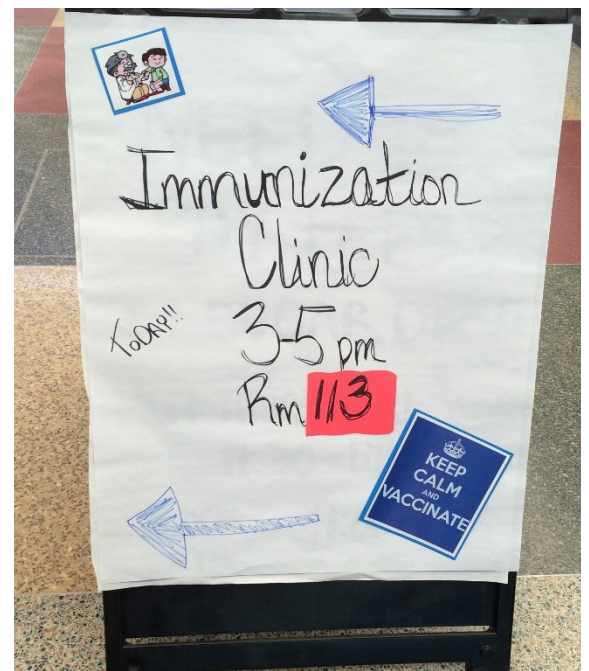


Throughout 2017, RCPHD staff participated in various training exercises related to emergency preparedness.

The public health department also held two mass clinics. On March 21, 2017, the RCPHD held a free immunization clinic at Craig High School in Janesville, Wisconsin. High school students from Craig High School in the School District of Janesville were invited to attend the mass clinic. On August 17, 2017, the RCPHD held a free immunization clinic at Franklin Middle School in Janesville, Wisconsin. All middle school students from the School District of Janesville were invited. A total of 72 clients received vaccinations at the clinic. A total of 72 Pertussis/Tdap - Td (Adacel) (100%) vaccines were administered.



Franklin Middle School Mass Clinic



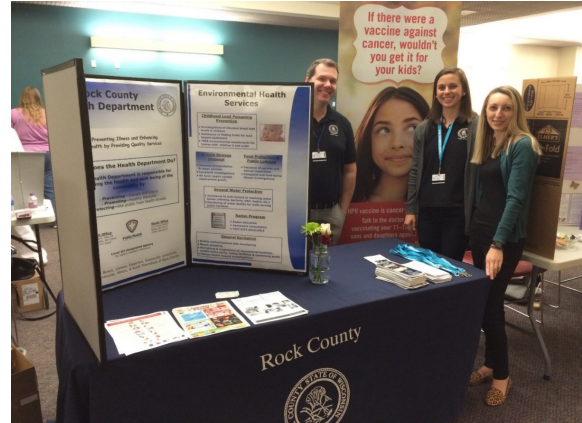
Craig HS Mass Clinic



# Community Outreach

## Health & Wellness Fair

In the Spring of 2017, the RCPHD participated in the Blackhawk Technical College Health and Wellness Fair. RCPHD provided information on radon, well water, ticks, RCPHD services, and HPV vaccine. Chrissy Jorgenson, Masters student from DePaul University assisted RCPHD staff in educating the public on the HPV vaccine.



## Farmers Markets

Throughout the summer of 2017 the RCPHD Family and Community Health division had booths at local Farmers Markets in Janesville and Beloit. These events were used as an opportunity for education and outreach. Topics covered included: breastfeeding, safe sleep, immunizations and sexually transmitted infections.



Booth at Beloit Farmers Market July 2017



Janesville's Farmers Market June 2017

## Summer Food Fair

In the summer of 2017, RCPHD participated in the Beloit Memorial High School Summer Food Fair. RCPHD provided health education on heat safety, sun safety, water, vaccines, and ticks. In addition, the Rock Star campaign was used.



Community Partner



Mackenzie RCPHD AHEC Intern

## National Night Out(s)

In the summer of 2017, RCPHD participated in many National Night Out events throughout Rock County. RCPHD provided information on ticks, well water, vaccines, radon, and other services.



Amanda at Edgerton Night Out



Evansville Night Out



## Back to School Bash



RCPHD staff at Back to School Bash

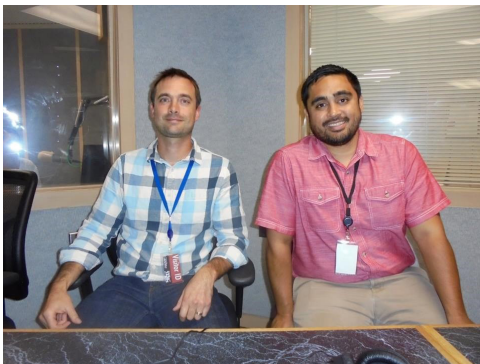
In July 2017, RCPHD attended and participated in the Back to School Bash in Beloit. RCPHD provided information on children's vaccines, ticks, well water, radon, and promoted the Rabies Clinic for pets.

In the Fall of 2017, the RCPHD participated in the Rock County and Beloit Senior Fairs. Public Health Nurses provided flu, high dose flu, Pneumovax, Prevnar, and Zostavax immunizations. Health Educators informed seniors about proper hand washing and the importance of receiving flu shots.

## Senior Fairs



## Radio



Adam and Matt at WCLO

RCPHD appeared monthly on WCLO Afternoon Chat. Staff members presented a variety of health matters. In addition, RCPHD spoke on Spanish radio station RITMO.



Julie at RITMO



Hillary and Jackie at WCLO

# Financial Report

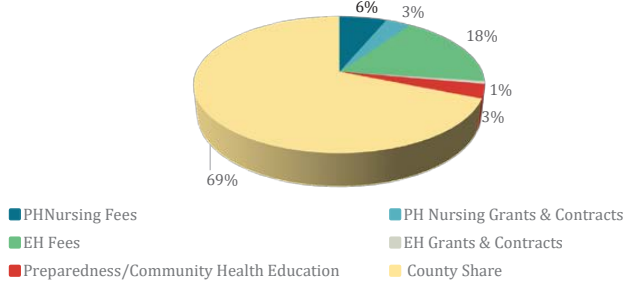
## 2017 BUDGET BY FUNDING SOURCE

	\$	%
PHNursing Fees	\$ 218,085.00	6%
PH Nursing Grants & Contracts	\$ 112,313.00	3%
EH Fees	\$ 600,192.00	18%
EH Grants & Contracts	\$ 27,346.00	1%
Preparedness/Community Health Education	\$ 110,641.00	3%
County Share	\$ 2,363,990.00	69%
<b>TOTAL</b>	<b>\$ 3,432,567.00</b>	

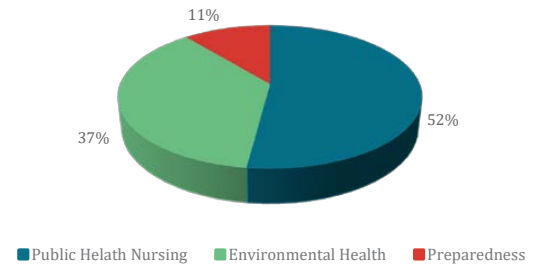
## 2017 EXPENSES BY PROGRAM

Public Helath Nursing	\$ 1,784,935.00	52%
Environmental Health	\$ 1,270,050.00	37%
Preparedness	\$ 377,582.00	11%
<b>TOTAL</b>	<b>\$ 3,432,567.00</b>	

2017 Budget by Funding Source



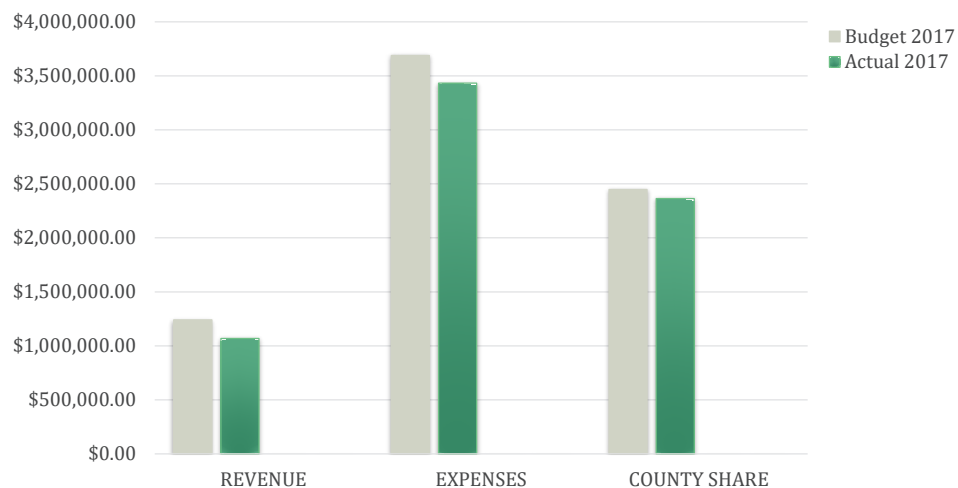
2017 Expenses by Program



## Budget Summary

	Budget 2017	Actual 2017	DIFFERENCE	% DIFFERENCE
REVENUE	\$1,240,472.00	\$1,068,577.00	-171895	13%↓
EXPENSES	\$3,689,216.00	\$3,432,567.00	-256649	7%↓
COUNTY SHARE	\$2,448,744.00	\$2,363,990.00	-84754	3%↓

## Budget to Actual 2017



3328 US Hwy 51 N | Janesville WI 53545

61 Eclipse Center | Beloit WI 53511



Public Health