2016

Annual Report

ROCK COUNTY
PUBLIC HEALTH DEPARTMENT

3328 US Hwy 51 N | Janesville WI 53545

61 Eclipse Center | Beloit WI 53511

Public Health

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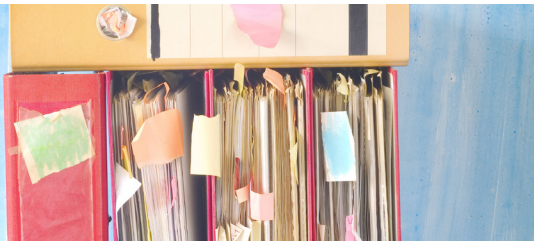

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Public Health

Rock County Public Health Department

Rock County Board of Health. From left to right: Eric Gresens, R.PH; Dr. Keith Konkol, MD; Judy Wade, WHNP; Dr. Connie Winter, DDS; Tim Banwell, Environmental Health Director (not a member); Rich Bostwick, County Board Supervisor; Sandy Kraft, County Board Supervisor; Lou Peer, County Board Supervisor. Not pictured: Linda Garrett, County Board Supervisor; Dr. Dean Peterson, DVM.

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 2016. From left to right - back row: Matt, Rick , Emilie, Jared, Dave, Adam, Mark, Tim, Jo, Janis, Abby, Jessica, Hannah, and Carol. Middle row: Alanna, Erica, Olga, Debbie, Terri, Kelly, Noel, Risa, Sandy, Janalyn, Jackie, Julie, and Sarah. Front row: Jen, Alison, Ginny, Hillary, Meghan, Sancee, and Valerie.

Message From the Director

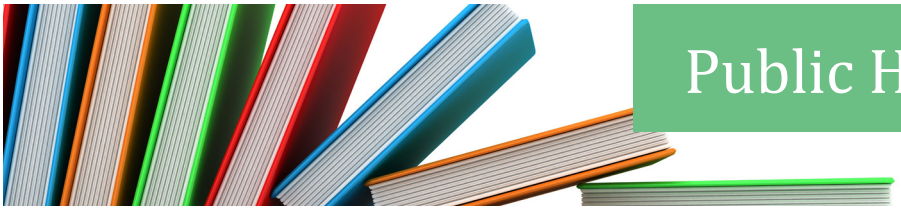
What a great year the Rock County Public Health Department has had! It takes a great team to build a great organization. As I review the details of this report, it is clear the accomplishments recounted within it are the result of extraordinary collaboration by our Department's most important asset—its people. At every layer of our organization, each individual plays a valued part in moving the health of Rock County forward.

On a daily basis and in a variety of ways, the Rock County Public Health Department is making a difference in the health and well-being of Rock County. Our staff work tirelessly to address health issues affecting the people who live, work, learn and play here. Some of the ways we make a difference are quite visible: inspecting restaurants, monitoring water and providing immunizations. Other ways—such as preparing for emergencies, identifying disease, and collecting and analyzing data on the health of the community—are less visible, but equally important.

During the past year, we have embarked on a journey to advance our vision and ensure Rock County residents enjoy good health. A major accomplishment for this year was the completion of our strategic plan. This plan was developed through an extensive department-wide process. The implementation of the plan will be ongoing and will lead to the achievement of our vision. We are grateful for the support we have received from our Board of Health, County Administrator Josh Smith, our community partners, and particularly for the dedication and hard work of our employees. May their commitment and determination be a continuing inspiration to us all!

Yours in Health,

Marie-Noel Sandoval, MPH
Health Officer/Director



Public Health Background

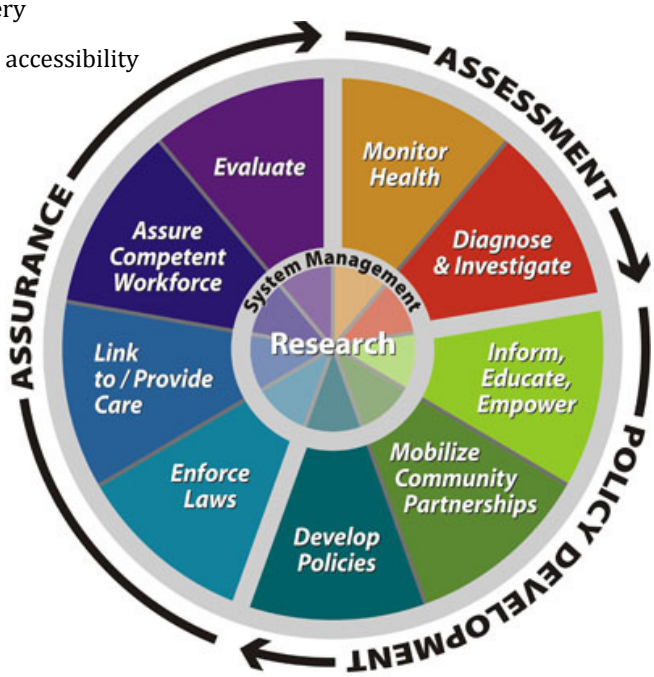
Purpose

Members of the community – including many community leaders – are often not familiar with the purpose or role of governmental public health in their lives. Public health agencies routinely prevent disease outbreaks, control the spread of illness, and ensure safe living environments. When practiced well, most people are not aware of the public health agencies quietly working 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
- Protect against environmental hazards
- Prevent injuries
- Promote and encourage healthy behaviors
- Respond to disasters and assist communities in recovery
- 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. In 1988, the Institute of Medicine described the three core functions of public health practice as assessment of health status and health needs, policy development, and assurance that necessary services are provided.



Structure & Organization

The Rock County Public Health Department (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 2016, approximately 160,000 individuals lived in Rock County. The county spans 726 square miles and contains six cities, 18 townships, three villages, and eight school districts. Governed by the Board of Health, the Public Health Department is comprised of 37 individuals, including 14 Public Health Nurses, 11 Environmental Public Health professionals, three Public Health Educators, six office support staff, and two administrators.

2016 Milestones

Adult Immunization Grant

RCPHD was awarded an adult immunization grant in the amount of $11,547. This money was used for HPV and TDAP outreach.

Rock County Employee Engagement Survey

57% of RCPHD employees responded to the Rock County Employee Engagement Survey, surpassing the 35% response rate of all Rock County employees.

Asthma Grant

RCPHD initially received $12,836 to train staff and an additional $22,338 to implement an asthma intervention program.

Healthy Wisconsin Leadership Institute

The Health Equity Alliance of Rock County was accepted into the Community Teams Program through the Healthy Wisconsin Leadership Institute.

Strategic Plan Completed

RCPHD completed its 2016-2020 strategic plan. This plan sets goals for all divisions and identified new staffing needs.

Strategic Planning

At the end of 2016, RCPHD completed strategic planning. The strategic planning process identified the need to evaluate the public health department's programs and staffing with a focus on how to best meet changing needs in the community. This evaluation led to restructuring portions of the department's workforce to include the creation of Community Health Education Coordinator, Assistant Director, Health Educator, and Environmental Health Supervisor positions.

Expanding Our Galaxy

New Hires

Janalyn Eisele
Public Health Nurse

Julie Hernandez
Public Health Nurse

Sarah Duncan
Account Clerk

Megan Howard
Public Health Support Specialist

New Positions

Kelly Klingensmith
Community Health Education Coordinator

David Pluymers
Assistant Director

Abby Diehl
Public Health Educator

Staff Changes

Rick Wietersen
Environmental Health Director

Emilie Sadlowski
Sanitarian

Retirements

Tim Banwell
Environmental Health Director

Tim filled the role of Acting Environmental Health Director from February 17, 1999 until September 6, 1999 when he accepted the position of Environmental Health Director, where he diligently served in that role until his retirement on December 2, 2016

Geri Waugh
Account Clerk

Geralyn Waugh began her career with Rock County as a Clerk/Typist for the Health Care Center on March 24, 1986 and moved to the position of Administrative Assistant for Public Health on June 16, 1987. She later moved into the Account Clerk II position where she diligently served in that role until her retirement on September 2, 2016

Healthy and Safe Behaviors

Many different strategies were put into place to combat the burden of obesity.

Over 65% of Rock County adults are overweight or obese

Breastfeeding

Breastfeeding is an evidence based strategy to reduce lifelong obesity and chronic diseases. RCPHD breastfeeding initiative strategies included:

- Increased training opportunities for staff
- Increased community partnerships
- Identified 4 interested child care providers
- Initiated breastfeeding friendly training

Physical Activity

- Built collaborations with community partners to increase physical activity
- These collaborations allow for more access to safe and enjoyable activity opportunities
- Community collaborations strengthens efforts to increase physical activity throuhgout Rock County

Rock N' Wellness is a commitee led by the RCPHD to improve the overall health of Rock County Employees and their families by providing wellness challenges and opportunities to enhance and encourage healthy lifestyles.

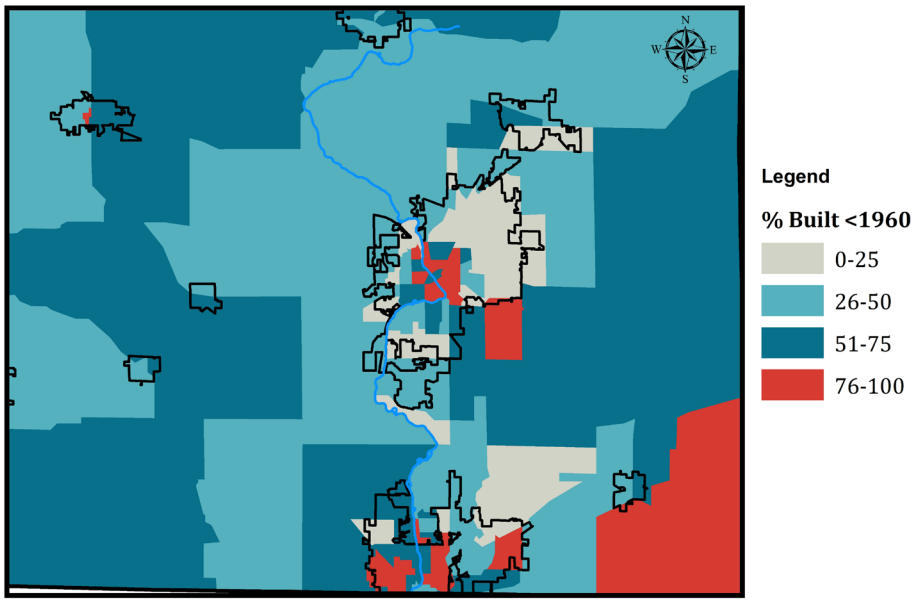
80 Employees + 5 Week Step Challenge = 12,416 miles

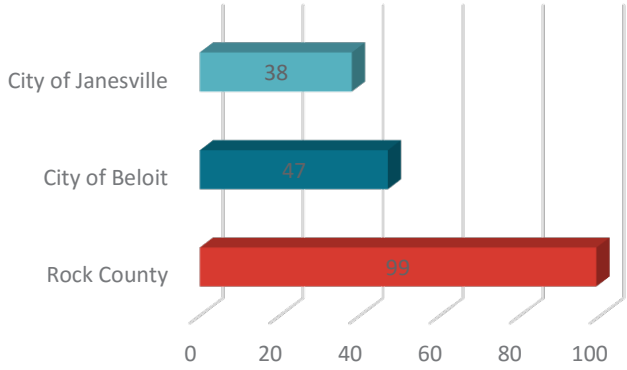
Healthy and Safe Homes

Lead

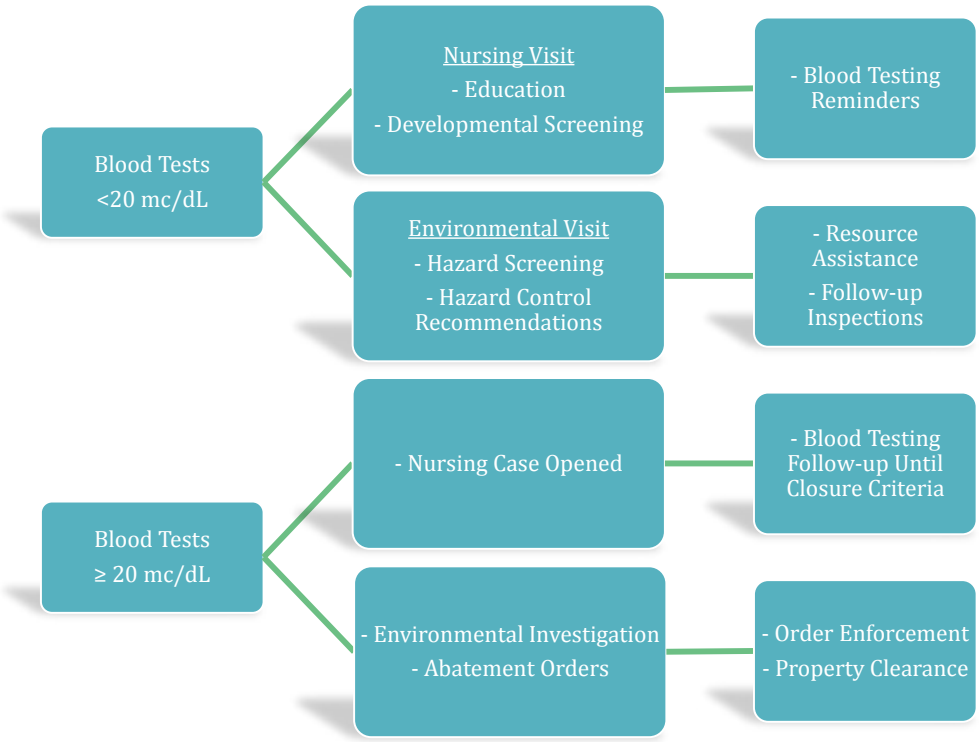
Despite being entirely preventable, childhood lead poisoning is one of the most common pediatric problems in the United States. Even low levels of exposure in children, especially under 6 years of age, have been shown to have permanent effects on development. Deteriorating and disturbed lead based paint present in older homes, especially those built before 1960, is the major source of childhood lead poisoning in Rock County with 54% of the housing being constructed before that date.

Rock County Homes Built before 1960

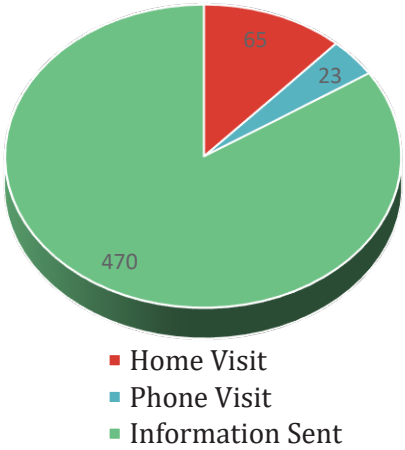




Rock County, the City of Beloit, and the City of Janesville jointly applied for and received a three-year HUD grant in 2013. This grant was designed to help property owners alleviate the high costs of making a home lead safe. As a grant partner, RCPHD was responsible for promotion, assessments of enrolled properties, and final clearances of abated properties. At the end of 2016 there were 99 properties that had completed or were in the final stages of lead abatement.



RCPHD uses the Birth Certificate program to utilize birth certificate and housing age data to identify at-risk children. Prevention education and hazard identification services are offered to these families. 669 families with at-risk children were identified and offered preventative services.



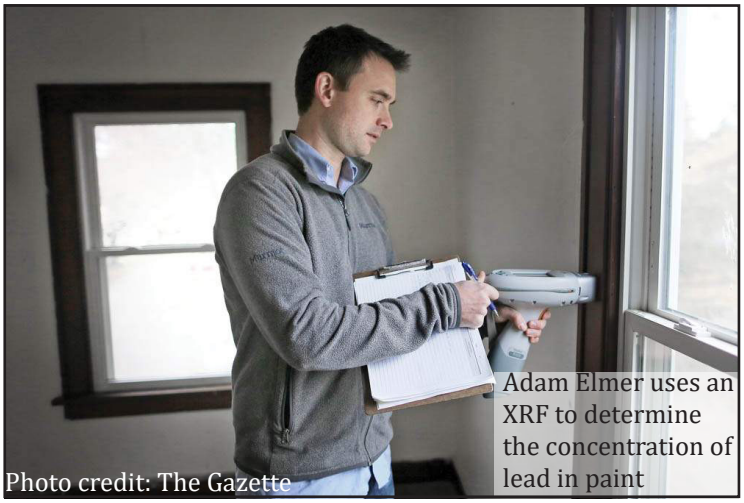


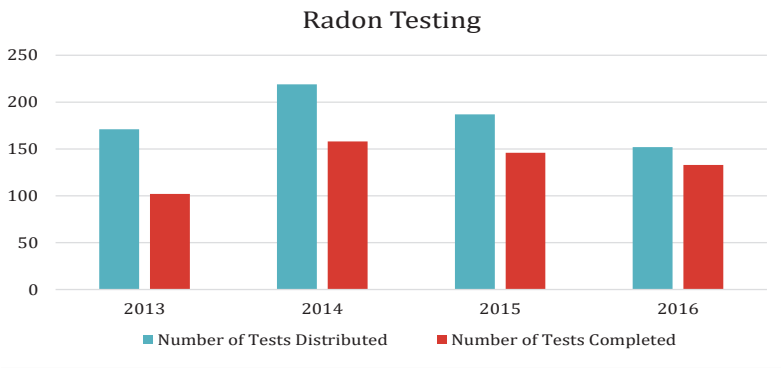
Photo credit: The Gazette

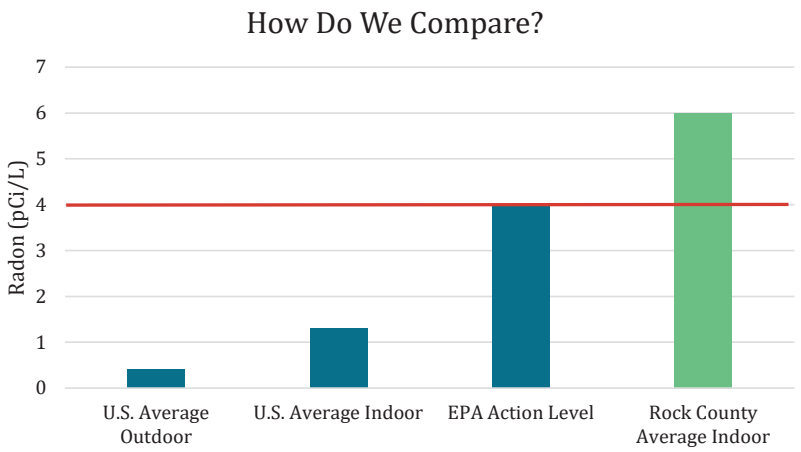
Adam Elmer uses an XRF to determine the concentration of lead in paint

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 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.

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





Asthma

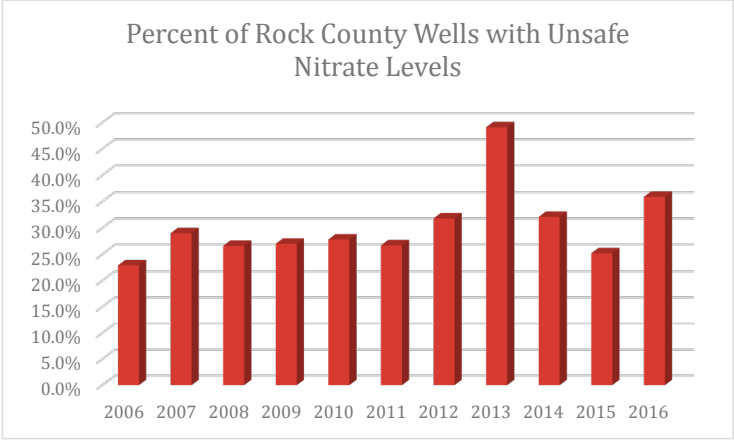
In 2016, RCPHD received the "Wisconsin Department of Health Services for Asthma Capacity" grant to provide the *Asthma Care and Environmental Strategies Program*. This program targets children under 18 years of age who have an asthma diagnosis that is not well controlled. Referrals are received by RCPHD from local Emergency Departments. Public Health Nurses conduct two home visits in order to provide asthma education and resources along with an assessment to identify asthma triggers in the home. Participating families receive incentives for completing home visits, including items that can help to reduce asthma triggers. Follow-up phone calls are made to the family after two weeks, three months and six months to track progress and outcomes.

Goals of the program:

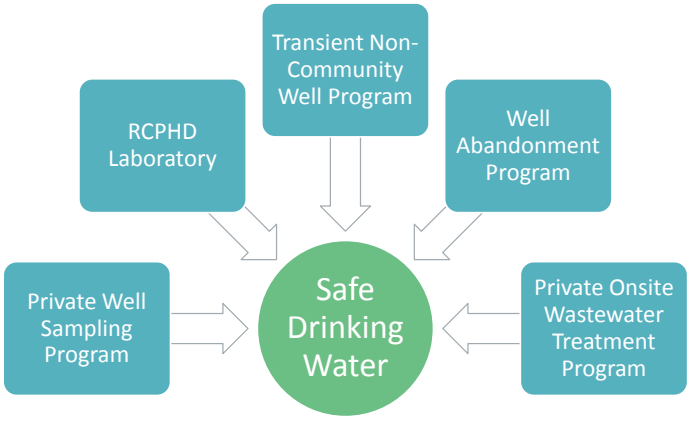
- **Reduce unscheduled doctor visits**
- **Reduce school days missed**
- **Reduce ER visits**
- **Reduce asthma triggers in the home**

Drinking Water

The goal of the groundwater protection program is to protect the quality of groundwater in Rock County. This includes drinking water use and educating the public on potential adverse health effects. RCPHD Lab continued a strong trend with a high volume of **1596** drinking water tests conducted in 2016.



Samples Analyzed at RCPHD Lab



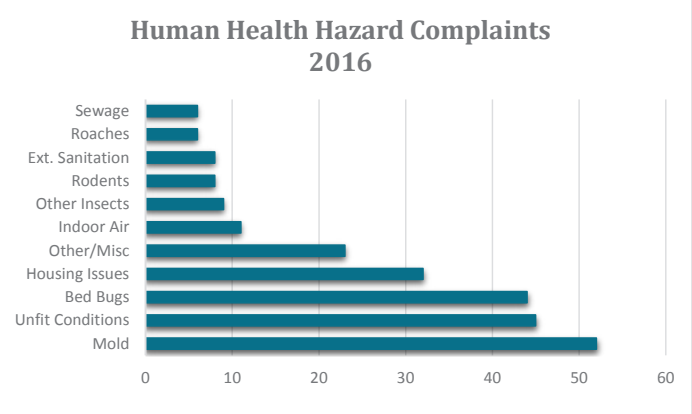
Saunders Creek, Edgerton

Other Health Hazards

RCPHD responded to **243** Human Health Hazard complaints in 2016

The Environmental Health staff respond to each complaint by providing information, corrective action, and/or referrals to other agencies that can provide support.

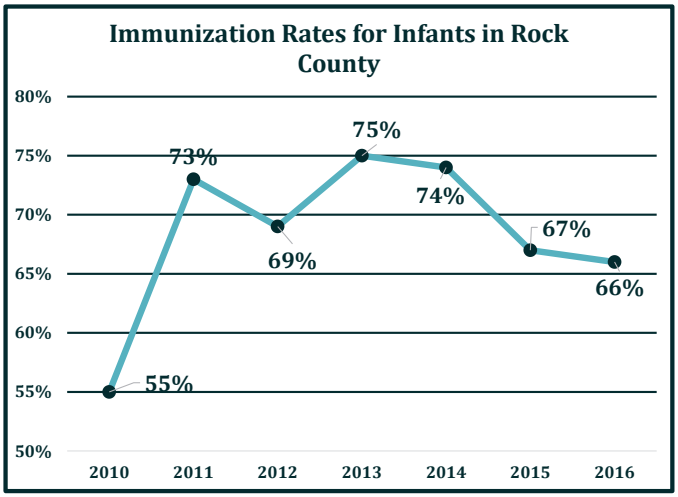
The main mosquito-borne diseases of concern in Rock County are La Crosse encephalitis and West Nile virus. These infections generally occur during the warm-weather months when mosquitoes are active.



Healthy and Safe Communities

Communicable Disease

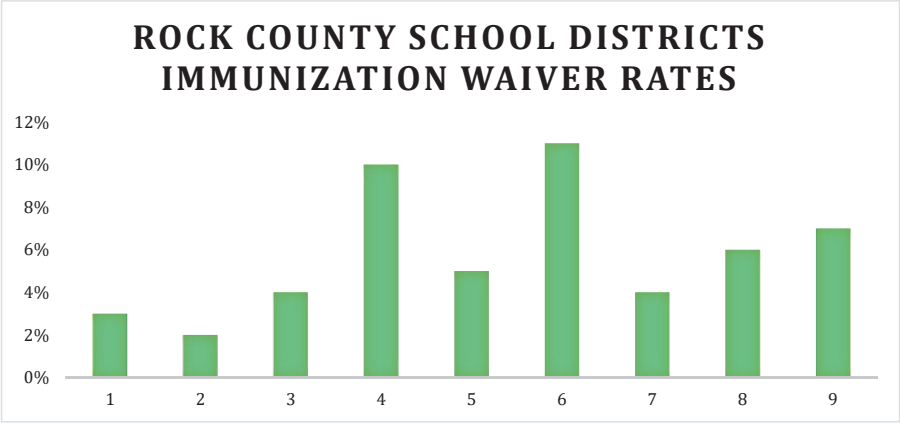
The low immunization rate among infants and high number of school immunization waivers leaves Rock County citizens vulnerable to many vaccine preventable illnesses and diseases. Barriers to immunization such as vaccine hesitant parents, missed appointments, and missed opportunity by health care providers have been identified. The Rock County Immunization Coalition, initiated in April 2016, has representatives from all area health systems and schools and is chaired by the RCPHD. The mission of the coalition is "Community partners working together removing vaccination barriers to save lives and improve health by eliminating vaccine preventable diseases."



This graph measures 2 year old benchmark

Immunize Rock County
Community Partners Working Together

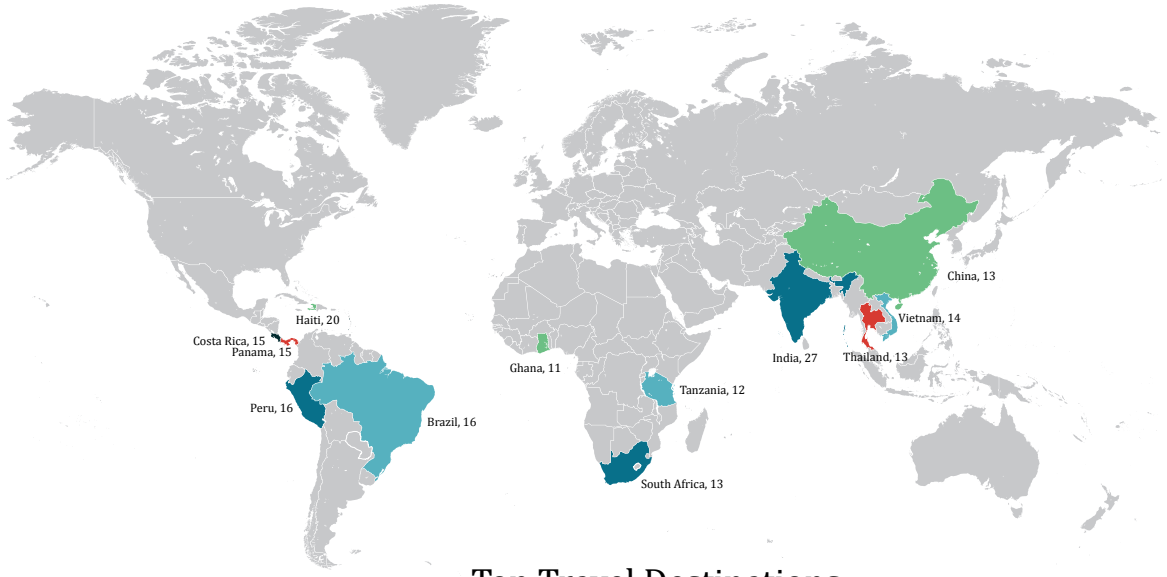
DISTRICT	TOTAL ENROLLMENT	IN PROGRESS	WAIVED	BEHIND SCHEDULE	% WAIVED	% BEHIND
1. BELOIT	7060	14	183	22	3%	0.3%
2. BELOIT-TURNER	1525	4	34	0	2%	0%
3. CLINTON	1101	0	49	30	4%	2%
4. EDGERTON	1807	2	189	18	10%	1%
5. EVANSVILLE	1828	0	98	13	5%	0.9%
6. JANESVILLE	9790	48	1059	0	11%	0%
7. MILTON	3231	20	132	4	4%	0.01%
8. PARKVIEW	781	0	49	0	6%	0%
9. PRIVATE SCHOOLS	1394	2	96	5	7%	0.4%



A goal of less than 5% exemption at each district would offer much better protection and decrease the opportunity for outbreaks.

Travel Vaccines

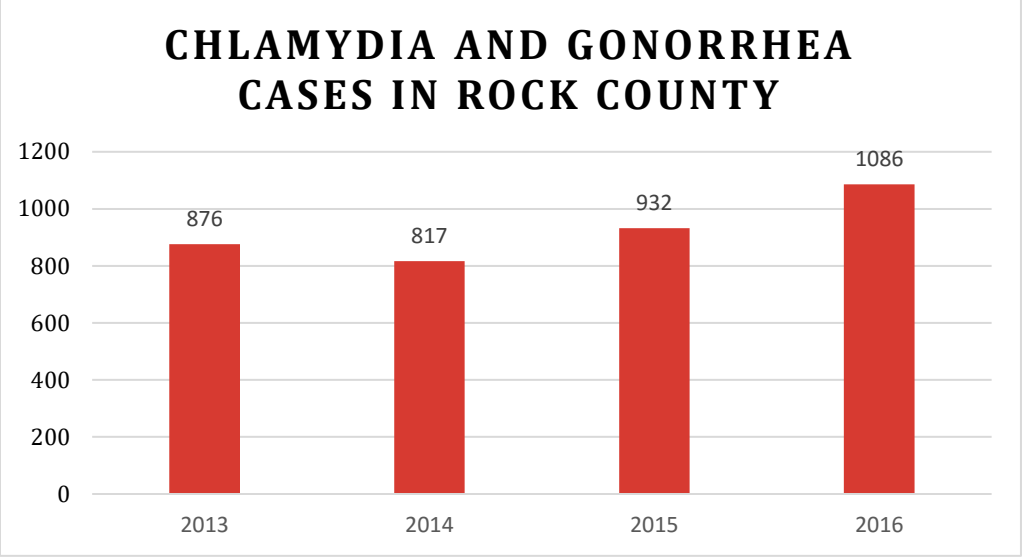
The RCPHD travel clinic provides protection for travelers through vaccines and education of other risks such as water and food safety, sanitation, and insect protection. Over **300 clients** going to **114 destinations** were given **663 immunizations** as well as information on staying healthy while traveling. This service keeps travelers healthy while abroad and helps prevent diseases from coming into Rock County upon return.



Top Travel Destinations

Sexually Transmitted Diseases (STDs)

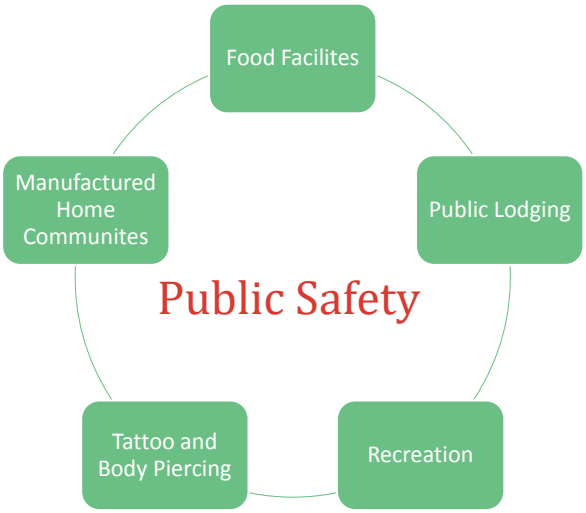
STDs are known as a hidden epidemic. In the state of Wisconsin there are five reportable STDs: Chlamydia, Gonorrhea, Syphilis, Chancroid and Pelvic Inflammatory Disease (PID). The RCPHD investigates all but Syphilis which is handled at the state level. All investigations are done by a Public Health Nurse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



Public Health Nurses contacted and provided health education to **796** cases in 2016.

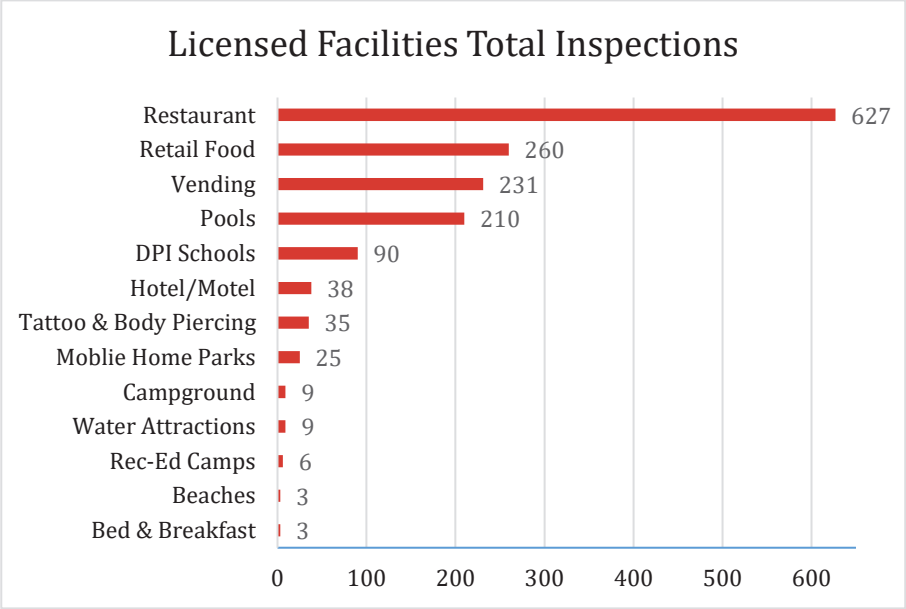
Licensed Facilities

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.



Aldrich Intermediate School food handlers protecting our kids with safe food practices

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

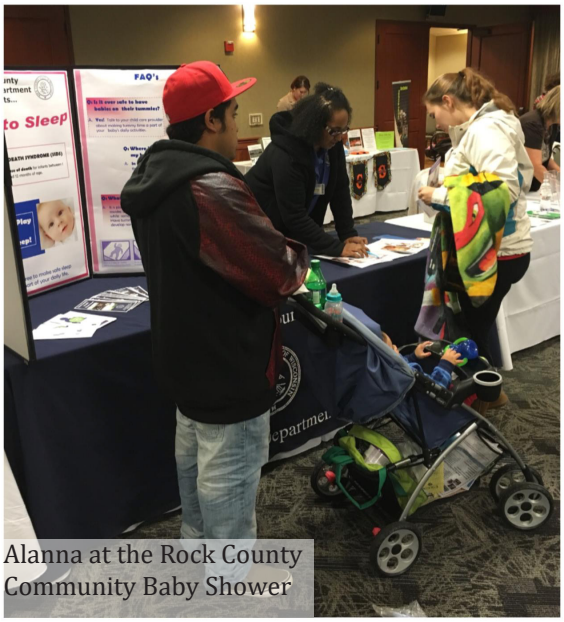


As agents of multiple state departments, the RCPHD inspectors are responsible for ensuring licensed facilities maintain a safe, healthy environment for their customers and employees. Inspectors utilize their training and expertise to identify high risk health hazards that put a citizen at risk for illness 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, & resources to operators.

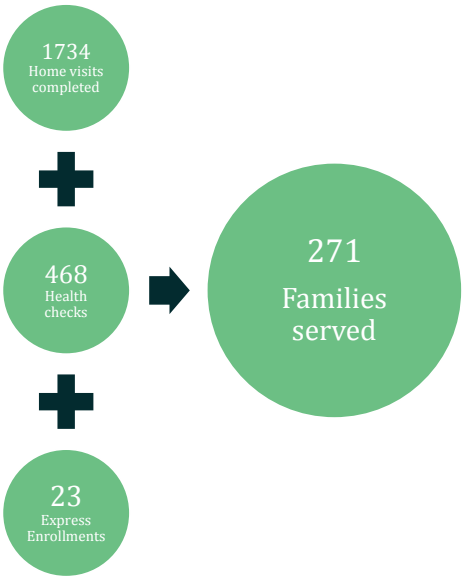
The RCPHD collaborates with many different community groups to reduce injury and premature death throughout Rock County.

Infants & Children

RCPHD staff chair the Rock County Child Death Review Team. This multi-disciplinary team of professionals review all intentional and unintentional deaths of people 24 years and younger. The goals of the team are to improve our understanding of how and why children die, identify the need to influence policies and programs, improve child health, safety, and protection, and prevent child deaths.



Alanna at the Rock County Community Baby Shower



To reduce the infant mortality rate from unsafe sleep environments, the RCPHD implemented the Safe Sleep initiative in 2016.

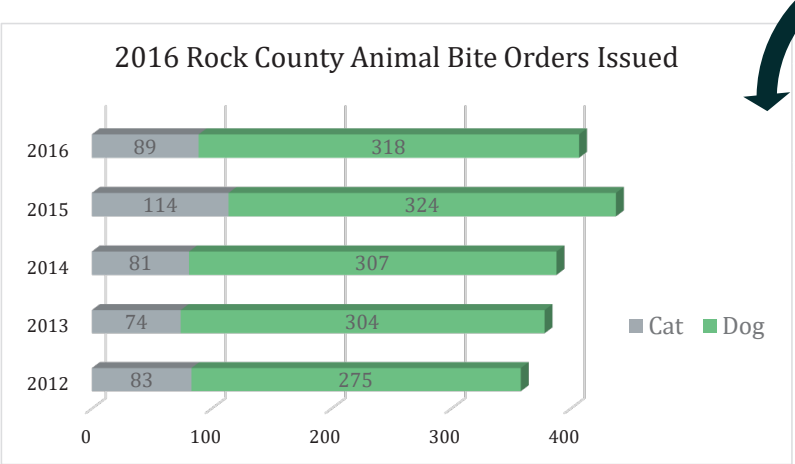
"Healthy Families First" is a program committed to supporting the health of Rock County families during pregnancy and throughout the first year of life. The program provides free in-home nursing services to families who are referred from a variety of places. Public Health nurses provide valuable support and information.

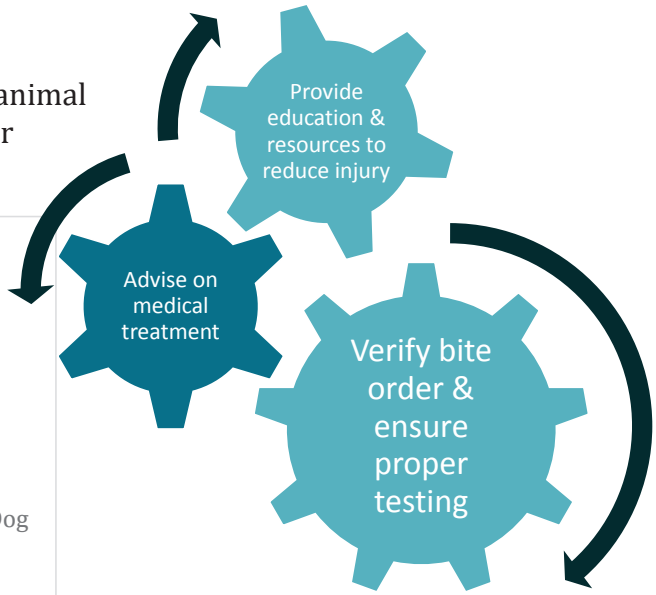
Elderly

In partnership with the Council on Aging, two "Stepping On" classes were taught by a Public Health Nurse. "Stepping On" is a seven-week, multi-faceted group program, which is community-based and licensed by the Wisconsin Institute for Health Aging (WIHA), a non-profit organization which is dedicated to advancing evidence-based programs that encourage healthy living among older adults.

Vector Control

The RCPHD and community partners work together in monitoring potential rabies exposures and enforcing applicable regulations. Local police departments issue animal bite orders to domestic pet owners suspected of biting or scratching a human.





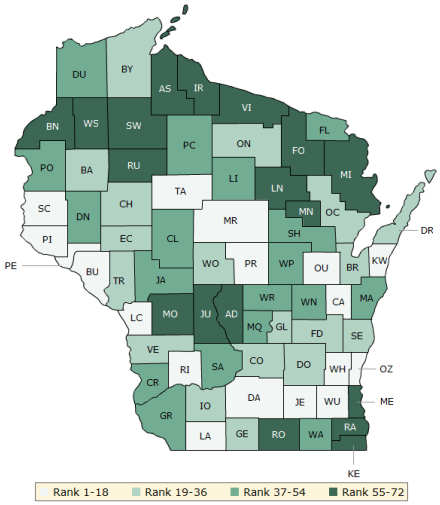
Access To Care

In 2016, the Rock County Public Health Department began assessing the circumstances surrounding access to dental health care in Rock County. Important findings about dental health care access in Rock County were as follows:

- In 2013, the federal government designated inner city portions of Beloit as a dental health care professional shortage area (HPSA). No other portions of Rock County received this designation.
- According to the 2016 County Health Rankings, Rock County ranks 52nd out of 72 counties for access to clinical care. Rock County has one Dentist per 1,850 residents while Wisconsin's average is one Dentist per 1,590 residents.
- According to the 2016 County Health Rankings, 35% of Rock County residents report not having a recent dental visit compared to a Wisconsin average of 26%.

HEAR

The Health Equity Alliance of Rock County (HEAR) is a collaboration that began meeting in 2008 to conduct a County-wide health assessment. Shared ownership of community health, through broad and diverse community engagement, has been shown to improve the health of communities. In 2016 this group began a strategic planning process facilitated by staff from RCPHD. Collectively the group assembled a formal name, vision and mission statements, and a set of values. HEAR will be responsible for conducting a county-wide Community Health Assessment in 2017, which will be used to set priorities to collectively address health disparities throughout Rock County.



Taken from countyhealthrankings.org

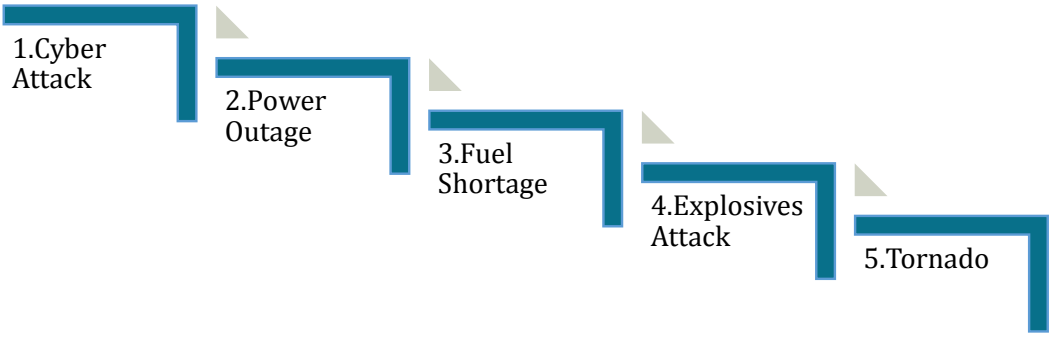
The 2016 County Health Rankings ranked Rock County 61 of 72 for overall health outcomes.

Left to right: Maria Acevedo, Youth 2 Youth 4 Change; Jen Braun, Building A Safer Evansville; Angie Flickinger, UW Extension; Ian Hedges, HealthNet of Rock County; Stacy Beals, Clinton School District; Angie Sullivan, SSM Health; Kelly Klingensmith, Rock County Public Health Department. Not Pictured: Traci Lindsey, South Central Area Health Education Centers.

In August 2016, just three months after the initial assessment of the existing Community Health Needs Assessment coalition, the group was accepted to participate in a 10 month Healthy Wisconsin Leadership Institute Community Teams Program. The Healthy Wisconsin Leadership Institute will help HEAR further develop leadership and consensus to effectively address, prioritize, inform, and educate the community on public health issues and improve the health of Rock County.

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 $97,934.00 in grant funding from the Centers for Disease Control and Prevention Cooperative Agreement. It also received an Ebola Preparedness CDC Cooperative Agreement grant for $32,596.77 and an SCHCC Micro-Grant "Technology and Capability Enhancement" for $3,485.00.



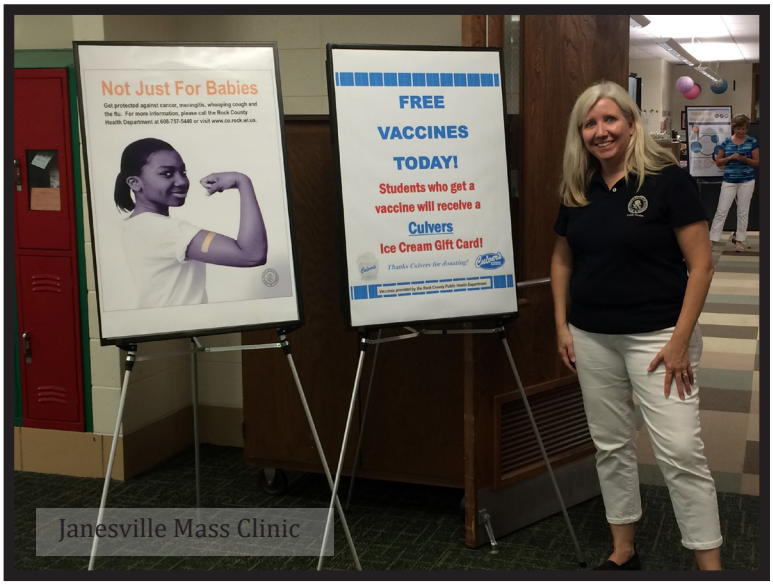
The RCPHD conducted a Hazard Vulnerability Assessment to identify hazards based on risk and impact to the community.

Emergency Preparedness Partners		
911 Communication Center	Area school districts	Centers for Disease Control and Prevention
Local Emergency Planning Committee (LEPC)	Local law enforcement and fire departments	Volunteer Organizations Active in Disaster (VOAD)
Rock County Hospitals: Beloit Health System, Edgerton Hospital and Health Services, Mercy Health System, SSM Health St. Mary's Hospital	Rock County Emergency Management	South Central Health Care Coalition (SCHCC)
Wisconsin Department of Health Services (WI DHS)	Wisconsin Emergency Assistance Volunteer Registry (WEAVER)	Edgewood College Nursing Students

Throughout 2016, RCPHD staff participated in various training exercises related to emergency preparedness.

The "Back to School 2016 Immunization Program Functional Exercises" on August 16th and 18th, 2016 were a success. Two separate mass clinic exercises were held at McNeel Intermediate School in Beloit and at Edison Middle School in Janesville. All middle school students from Beloit and Janesville that attend public school were invited. A total of **130 clients** were vaccinated and a total of **282 vaccinations** were administered. T-dap vaccine was administered to 84 (65%) clients, Meningococcal vaccine was administered to 87 clients (67%), and HPV (Human Papilloma Virus) vaccine was administered to 111 (85%) clients.

Beloit Mass Clinic



Janesville Mass Clinic

Community Outreach

Lead Free Kids

In the Fall of 2016, Hannah Cavey, a student intern from the University of Wisconsin Whitewater, designed and created "Lead Free Kids for a Healthy Rock County" art contest. The program was designed to educate parents about the health effects of lead. Hannah partnered with all seven Rock County libraries to host the children's art contest.

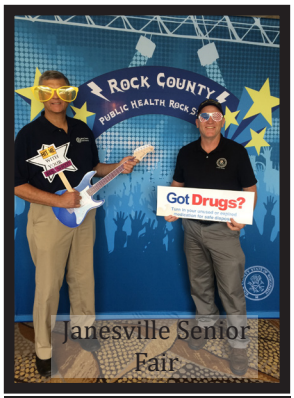
Kira: 2nd -5th grade winner

Lila: Preschool - 1st grade winner

Beloit Library Contest Display

Public Health Rock Stars

Throughout 2016 the RCPHD created and used the "Rock County Public Health Rock Stars" banner. The banner was brought to community events such as senior fairs, vaccination clinics, and health fairs. It was used as an educational tool to engage community members.



Janesville Senior Fair

Beloit Senior Fair

RCPHD Staff at Beloit school immunization clinic

Janesville school immunization clinic

Beloit school immunization clinic

Latino Community Fair

On September 17, 2016 the RCPHD participated in the 15th annual Latino Community Fair, which was held in Beloit. Public Health staff educated the community about breastfeeding and safe sleep practices.

RCPHD staff at Latino Community Fair

Latino Community Fair

Latino Community Fair

Rabies Clinic

Over **400** cats and dogs were vaccinated at the September low fee rabies vaccination clinic provided by Friends of Noah.

Rabies Clinic

Rabies Clinic

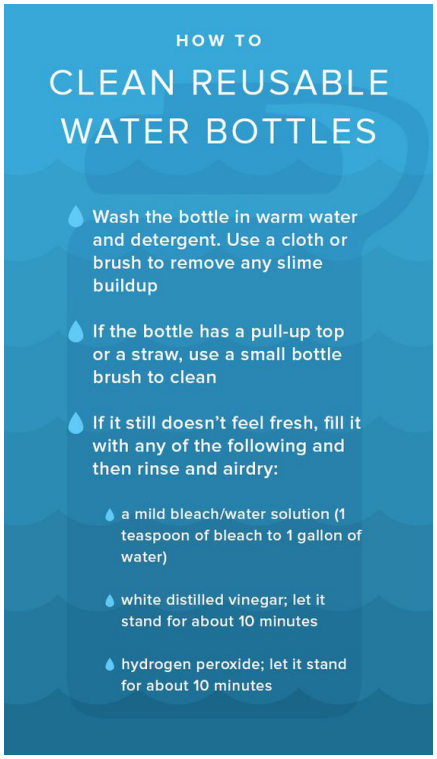
World AIDS Day

RCHPD staff at World AIDS Day

"World AIDS Day" is a free community event that helps people connect with local health organizations and resources at the health fair, and to learn more about HIV and STIs in the Beloit community. The 5th Annual World AIDS Day event was held on November 28, 2016 at Beloit College.

Safety Thirst

The "Safety Thirst" presentation was conducted for three local high school athletic teams. The presentation highlighted three components of water safety to help ensure high school athletes were aware and using best practices. The three components of the educational presentation were: (1) best practices for using water bottles, emphasizing not sharing water bottles and cleaning water bottles daily, (2) the importance of proper handwashing and what proper handwashing entails, and (3) what to do when you're sick and how to prevent the spread of illness.



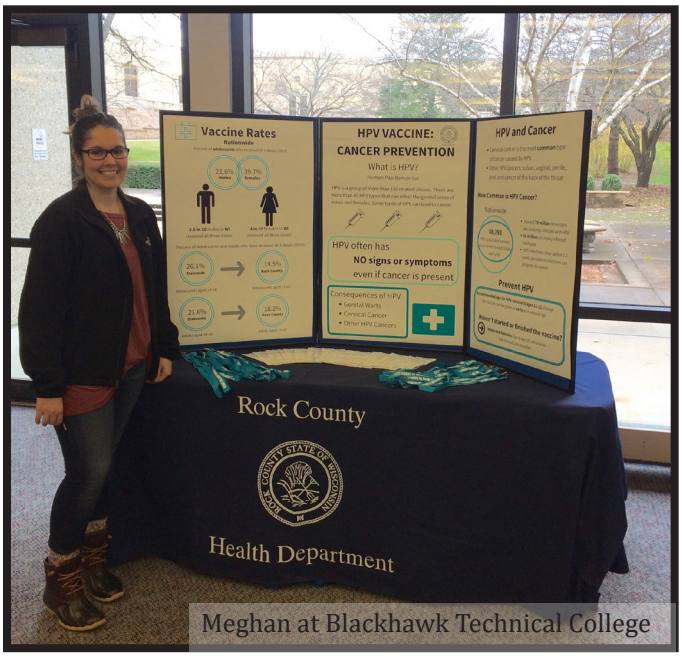
Hope Over Heroin

Hope Over Heroin

Janesville Mobilizing 4 Change, a state licensed prevention agency, provides support to the Rx Drug & Heroin Task Force. Over 200 people attended the first "Hope Over Heroin in Rock County" event, hosted by the Task Force, in October. The evening included prevention, treatment, and recovery resource booths, local speakers, and a candlelight vigil to remember the 25 people lost to opioid involved deaths during 2015. Public Health Nurses provided information on our HIV "Partner Services" program.

Close the Door to Cancer

The "Close the Door to Cancer" educational campaign was developed to create common messaging and to promote the Human papillomavirus vaccine as cancer prevention. The Rock County Immunization Coalition shared the new messaging with local health systems and provided education to staff members. In addition, Meghan Beggs, an Edgewood student intern, worked on the initiative for 19-25 year olds. She developed posters, educational materials, and participated in community outreach. She partnered with Beloit College and Blackhawk Technical College and presented at World's AIDS Day.



Meghan at Blackhawk Technical College

National Night Out

The 2016 Rock County "National Night Out" was held at Beloit's Riverside Park. It was a great event that brought citizens, law enforcment, and other agencies together for a fun and infomative evening. The RCPHD was a vendor participant and promoted it services with a focus on radon and childhood lead poisoning prevention.

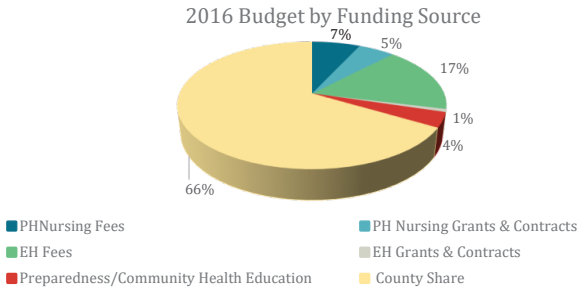
National Night Out

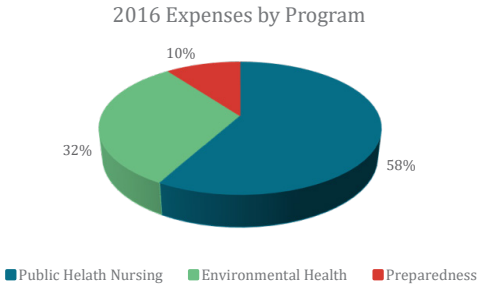
National Night Out

Financial Report

2016 BUDGET BY FUNDING SOURCE	$	%
PHNursing Fees	$ 227,380.00	7%
PH Nursing Grants & Contracts	$ 173,543.00	5%
EH Fees	$ 550,923.00	17%
EH Grants & Contracts	$ 27,882.00	1%
Preparedness/Community Health Education	$ 125,095.00	4%
County Share	$ 2,194,943.00	66%
TOTAL	$ 3,299,766.00	100%

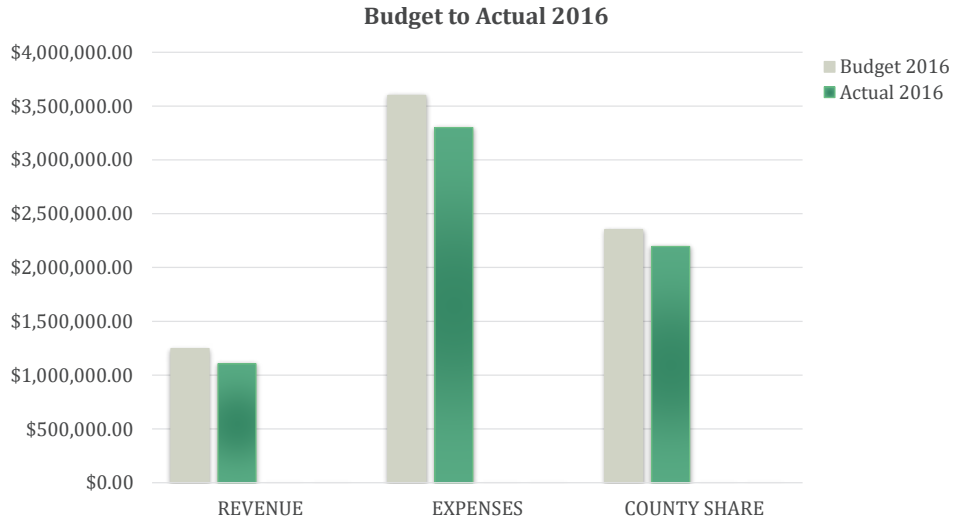
2016 EXPENSES BY PROGRAM		
Public Helath Nursing	$ 1,916,777.00	58%
Environmental Health	$ 1,046,459.00	32%
Preparedness	$ 336,530.00	10%
TOTAL	$ 3,299,766.00	100%





Budget Summary

	Budget 2016	Actual 2016	DIFFERENCE	% DIFFERENCE
REVENUE	$1,247,191.00	$1,104,823.00	-142368	11%↓
EXPENSES	$3,598,923.00	$3,299,766.00	-299157	8%↓
COUNTY SHARE	$2,351,732.00	$2,194,943.00	-156789	7%↓



ROCK COUNTY
PUBLIC HEALTH DEPARTMENT

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61 Eclipse Center | Beloit WI 53511

Public Health