

2017 Annual Report



Public Health
Prevent. Promote. Protect.

Clark County Health Department

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Facebook

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Public Health
Prevent. Promote. Protect.

Dear Friends of Public Health:

I am pleased to present the Health Department's 2017 Annual Report. This 2017 Annual Report provides a summary of the public health programs and services available to children and adults in Clark County. The CCHD continues to work hard to ensure the major public health needs are addressed. Through continued partnerships with the Board of Health and a vast array of organizations the Health Department strives to promote good health and prevent disease throughout the county.

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

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

Sincerely,

Robert Leischow BA, MPH
Health Officer | Director



2017 Clark County Health Department Synopsis

- ✓ Awarded competitive funding from the following organizations: University of Wisconsin-Office of Rural Health to address obesity by increasing access to healthy lifestyle opportunities, Motorhead Mafia for the purchase of car seats, Clark County Community Foundation for the purchase of car seats, Children's Health Alliance of Wisconsin to continue implementation of the Seal-A-Smile Program, and Listeman Foundation for the recertification of Question, Persuade, Refer (QPR) trainers.
- ✓ Ensured that 2017 project objectives continued to align with Clark County's Community Health Improvement Plan (CHIP). This document is known as *A Healthier Clark County: Connecting the Dots 2016-2020*.
- ✓ Continued to work with health care partners (Memorial Medical Center; Ascension-Our Lady of Victory; Family Health Center of Marshfield, Inc.; Dental Clinic of Marshfield) on health care access and prevention-focused improvement opportunities.
- ✓ The *Eat Right, Be Fit (ERBF)* committee supported breastfeeding-friendly environments by purchasing "Welcome Back to Work" breastfeeding supply kits for new mothers, developed a worksite-based return-on-investment brochure, implemented structured brain breaks into 5 Clark County schools, and supported multiple community presentations regarding healthy eating and/or nutrition.
- ✓ Collaborated with Clark County Forestry and Parks Committee (CCFPC) to implement signage at each Clark County campground (10 signs in total) that promotes positive decision making and good behavior around young, impressionable children.
- ✓ 266 children's books were given to families at well child visits from ages 6 months to 5 years as part of the *Reach Out and Read* program in partnership with Memorial Medical Center.
- ✓ The Healthy Beginnings Plus program continued to serve the community by enrolling and providing case management services to 27 at-risk mothers.
- ✓ A total of 1,803 vaccines were administered to children and adults.
- ✓ Utilizing a manufacturer's Patient Assistance Program, the CCHD provided 8 shingles (Zostavax) vaccines at low cost to members of the community.
- ✓ During influenza season, the CCHD established 5 school-based mass clinic sites throughout the county. In total, 845 flu vaccines were administered (361 to adults ages 19 and older and 484 to children ages 6 months through 18 years).
- ✓ Continued to organize and facilitate the efforts of the Clark County *Mental/Behavioral Health Task Force*.
- ✓ 210 individuals were certified in *Question, Persuade, Refer (QPR)*, which is an evidence-based emergency mental health training that teaches lay people and professionals how to recognize and respond to someone exhibiting warning signs for suicide.
- ✓ Organized and hosted a countywide Adverse Childhood Experiences/Trauma Informed Care event that was attended by 25 individuals including professionals and foster parents.
- ✓ After the implementation of the *2016-2017 Youth Risk Behavior Survey (YRBS)*, in which 546 Clark County high school students and 335 middle school students participated, the CCHD organized each school's individual aggregate data, identified relevant trends, and then met with teachers and leadership (e.g., district administrators, principals, school counselors) at six of Clark County's eight public schools.

- ✓ 148 unduplicated clients (139, 2016) received reproductive health services.
- ✓ 84 residential fee-exempt well water test kits were provided to 61 households with pregnant women or children under six months old, 46 tests were completed (54.76%) in 32 households. Six homes (20%) had nitrates above 10mg/L and one home (3.33%) was above 20mg/L. Two households (6.67%) had confirmed presence of Total Coliform bacteria and zero homes had confirmed presence of E. Coli.
- ✓ Water samples pulled from four county park beaches resulted in 3 abnormal results (4, 2016); 1 beach advisory was posted and there were no beach closures.
- ✓ Water samples were taken from 76 transient non-community (TNC) establishments to test for bacteria and nitrates. One TNC had confirmed Total Coliform bacteria and two TNCs had nitrates above 10mg/L.
- ✓ 23 radon test kits were provided to 21 households; 14 kits were completed (60.87%) in 12 households. One household (8.33%) was confirmed to have an unsafe level of radon.
- ✓ In partnership with the Women, Infants, and Children (WIC) program, 31 blood lead screenings were performed among 30 children under the age of 5 years old. No children confirmed were found to have blood lead levels above $\geq 5\mu\text{g/dL}$.
- ✓ 55 animal bites were reported (33, 2016); one animal was confirmed to have rabies.
- ✓ The Jail Nurse had 1998 contacts with inmates (1975, 2016); 148 TB Skin Tests were administered (154, 2015) with 5 testing positive (3, 2016) for latent TB infection and subsequently treated.
- ✓ Based on 31 compliance checks at various retail establishments, 96.8% did not sell a tobacco product to a minor.
- ✓ To reduce the risk of injury or death, 60 new car seats were provided to low income families. In addition to the installation, educational sessions were provided by the CCHD's three Child Passenger Safety (CPS) technicians.
- ✓ To reduce the risk of injury or death among infants due to unsafe sleep environments, 29 eligible families in need received cribs and education.
- ✓ All 7 licensed group daycare centers in Clark County received training on infant safe sleep practices.
- ✓ Through the school-based *Seal-A-Smile* program, 1,060 children received oral health screenings, 224 received dental sealants, and 1056 received topical fluoride varnish applications.
- ✓ The CCHD outreached to Amish/Mennonite schools and conducted vision screenings for 232 Amish/Mennonite children. Of these, 24 referrals were made.
- ✓ CCHD secured an agreement with Neillsville Police Department (NPD) to implement local alcohol compliance checks in 2018. To support NPD's efforts, CCHD created all behind-the-scenes documentation necessary to carry out these checks.
- ✓ The CCHD successfully leveraged resources at little to no cost from academic institutions to help address specific priority areas.

Table of Contents

Mission, Vision, and Core Values.....	6
Organizational Chart	7
Health Department Staff and Board of Health	8
Essential Service 1: Monitoring Health Status.....	9-12
Essential Service 2: Diagnose and Investigate	13-18
Essential Service 3: Inform, Educate, and Empower	19-20
Essential Service 4: Mobilize Community Partnerships	21-26
Essential Service 5: Develop Policies and Plans	27
Essential Service 6: Enforce Laws and Regulations	28-30
Essential Service 7: Link People to Needed Personal Health Services	31-35
Essential Service 8: Assure a Competent Public and Workforce	36-37
Essential Service 9: Evaluate Population Based Services	38
Essential Service 10: Research New Insights and Solutions	39-40

Mission, Vision, and Core Values

Our Vision

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

Our Mission

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

This will be accomplished through:

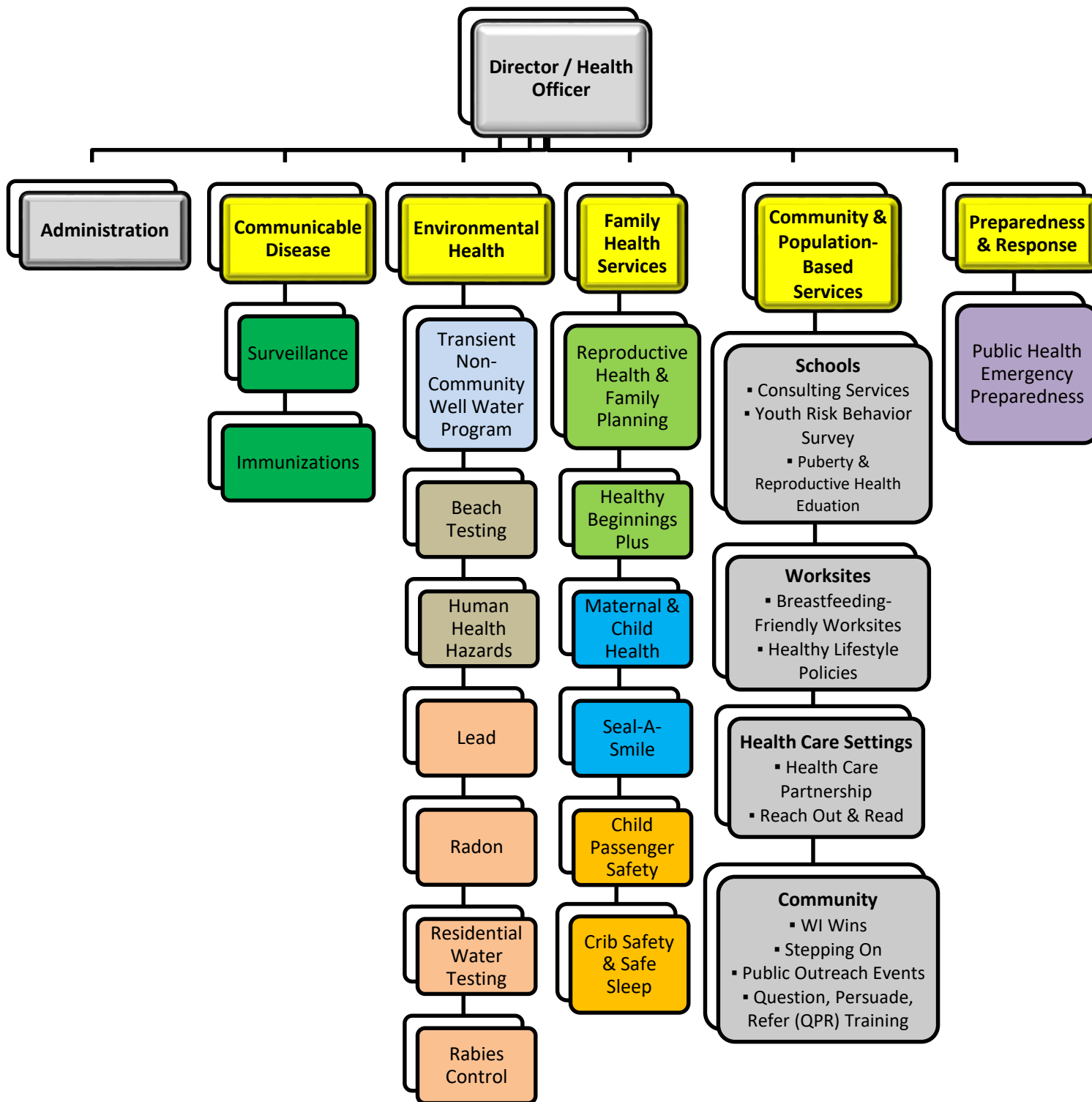
1. Assuring and promoting the quality and accessibility of health services
2. Preventing epidemics and the spread of disease
3. Preventing injuries
4. Promoting and encouraging healthy behaviors through education
5. Protecting against environmental hazards
6. Responding to disasters and assisting communities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

Our Core Values

These Values motivate and drive the work of the Clark County Health Department:

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

Organizational Chart



Health Department Staff and Board of Health

Director/Health Officer

Robert Leischow, BA MPH

Public Health Nursing

Brittany Mews, RN BSN – Lead PHN

Kelsey Wussow, RN BSN

Mindy Burns, RN BSN

Health Educator/Public Health Specialist

Rebecca Rosandick, BS CHES

Jail Health

Lynn Klovas, RN

Environmental Health

Kara Paul, RS MPA – Environmental Health Specialist (through January, 2017)

Kevin M. Smith, MPH – Environmental Health Specialist

Administrative Support

Bonnie Mayenschein – Administrative Assistant

Board of Health

Mark Renderman – Chair (through July)

Jerome Krempasky – Chair (effective August)

Dr. Gary Janssen – Medical Advisor

Dean Zank

Doris Bakker

William Neville (effective Sept)

Sharon Rogers

Cindy Eichman

Christine Parker

Dr. Timothy Meyer

Essential Service 1: Monitor Health Status to Identify and Solve Community Health Problems

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

Youth Risk Behavior Survey

The Youth Risk Behavior Survey (YRBS) is a surveillance system designed to monitor a wide range of priority health risk behaviors (e.g., unintentional injury and violence, tobacco use, alcohol and other drug use, sexual behaviors, unhealthy dietary behaviors, physical inactivity) among adolescents. The CCHD utilizes data collected from the YRBS when designing and implementing programs geared toward young people.

In the fall of 2016, 546 Clark County high school students and 335 middle school students participated in the survey. The 2016 implementation of the YRBS marked the first year in which “trending” data became available for both Clark County and individual schools (e.g., a comparison between 2014 data and 2016 data).

2017 Activities and Outputs:

- The CCHD created school-specific data reports & comparison charts for each district.
- Outreached to all 8 public school districts in Clark County to discuss 2016-2017 YRBS results and future programming initiatives.
 - Met with six of the eight school districts at their respective location(s).
- The CCHD outreached again in fall 2017 to Clark County’s public school districts to begin facilitating the implementation of the spring 2018 YRBS.
 - All implementation information (e.g., instructions, passwords, consent forms) was provided to each school prior to January 2018.

Community Health Improvement Plan

The Clark County Community Health Improvement Plan (CHIP), *A Healthier Clark County: Connecting the Dots 2016-2020*, focuses on select health priorities and outlines the strategic framework for implementing a comprehensive and focused approach to improving the overall health and quality of life for residents of Clark County.

The *Eat Right, Be Fit* (ERBF) committee and *Mental/Behavioral Health Task Force* (MBHTF) used this document as a framework to determine project strategies and program goals. The CHIP was also used by local acute care hospitals, MMC and Ascension Our Lady of Victory, to help give focus to their community outreach efforts.

2017 Activities and Outputs:

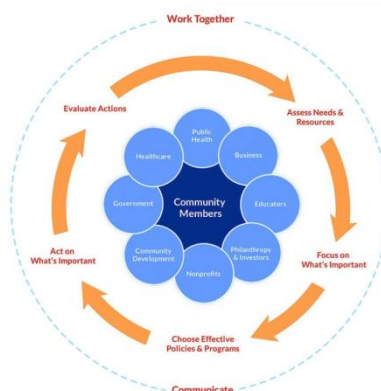
- In relation to the nutrition (obesity prevention) priority, there were 9 ERBF meetings and 21 activities that were planned and implemented.
- In relation to the alcohol use prevention priority, the multiagency *Mental/Behavioral Health Task Force* (MBHTF) held 9 partner meetings.
- In relation to the mental health priority, the MBHTF held 9 meetings and trained 210 individuals on the evidence-based *Question, Persuade, Refer* (QPR) model.

Monitoring Data

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

CLARK COUNTY DASHBOARD			
County Health Rankings*	2015	2016	2017
<i>Health Outcomes</i>	35	44	38
Length of Life (Premature Death)	53	48	46
Quality of Life	16	24	25
<i>Health Factors</i>	61	62	63
Health Behaviors	49	46	47
Clinical Care	72	72	71
Social & Economic Factors	45	51	46
Physical Environment	20	36	33

*Numerical value based on 72 counties in WI
Source: County Health Rankings (2017, 2016, 2015)



NATALITY PROFILE FOR CLARK COUNTY RESIDENTS

POPULATION

	Clark County 2016	Wisconsin 2016
Total	34,802	5,774,977
Female (15-44 yrs.)	5,587	1,080,890
Births	601	66,593

*Based on WI Interactive Statistics on Health (WISH)

CLARK COUNTY BIRTHS

Year	Total Births	Teen Births (<age 20)	*Percentage of Amish/Mennonite Births (Compared to Overall Births)
2013	562	3.4%	42.3%
2014	560	3.4%	42.7%
2015	562	2.9%	42.5%
2016	586	1.5%	42.5%
2017	547	Data Unavailable	47.2%

*Based on SPHERE Birth Record Data

CLARK COUNTY TOTAL BIRTHS BY AGE OF MOTHER

Age	2014	2015	2016
15-17 years	0	5	0
18-19 years	19	11	13
20-24 years	124	132	139
25-29 years	192	172	169
30-34 years	139	162	162
35-39 years	59	60	88
40-44 years	24	18	23
Totals:	557	560	594

NATALITY PROFILE FOR CLARK COUNTY RESIDENTS (CONTINUED)

LOW BIRTH WEIGHT INFANTS (<2500 grams)

Year	Clark County	Clark County Percentage	Wisconsin	Wisconsin Percentage
2014	39	7.0%	4,925	7.3%
2015	24	4.3%	4,889	7.3%
2016	31	5.2%	4,938	7.4%

PREMATURE BIRTHS (<37 weeks gestation)

Year	Clark County	Clark County Percentage	Wisconsin	Wisconsin Percentage
2014	47	8.4%	6,133	9.2%
2015	27	4.8%	6,251	9.3%
2016	46	7.7%	6,373	9.6%

CLARK COUNTY MATERNAL CHARACTERISTICS

Year	Mothers with <High School Education	Births to Mothers Who Smoked During Pregnancy	Not Married
2014	277 (49.4%)	57 (10.2%)	113 (20.2%)
2015	281 (50.0%)	50 (8.9%)	102 (18.2%)
2016	292 (48.6%)	41 (6.8%)	117 (19.5%)

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

Introduction: *Essential Service 2 includes provision of epidemiological identification of emerging health threats, active investigation of infectious disease and human health hazards, and prevention of disease through immunization. The following programs and activities are highlighted in this section: seasonal influenza, communicable disease control, animal bites, immunization program, lead poisoning prevention, human health hazard control, private well water testing (fee exempt), and indoor radon testing.*

Seasonal Influenza

In 2017, the CCHD administered the Quadrivalent influenza vaccine. The Quadrivalent vaccine includes protection from 4 influenza virus strains.

The CCHD offered senior adult influenza immunization clinics throughout the county, which increased access to vaccine coverage. The Public Health Nurses (PHNs) traveled to 10 senior centers, nutrition sites, and nursing homes to administer the influenza vaccine.

The CCHD continued to outreach to worksites, providing flu vaccinations to employees. Once again, flu vaccines were offered to all employees of Clark County at special employee-only flu clinics. The CCHD also provided vaccines to employees at Gross Motors and Abbyland, Inc.

Lastly, in 2017, the CCHD held mass immunization clinic events at 4 Clark County schools and at one community site, which increased influenza vaccination rates among children and adolescents.

2017 Activities and Outputs:

- 361 doses of the adult influenza vaccine and 484 doses of the children's influenza vaccine were administered during the 2017 influenza season for a total of 845 influenza vaccines given by the CCHD (746, 2016).

Communicable Disease Control

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

There was one communicable disease outbreak of pertussis in 2017. There were a total of 7 confirmed cases of pertussis from 11/8/17-12/21/17.



COMMUNICABLE DISEASE CONTROL YEAR END HIGHLIGHTS		
Disease	# of Confirmed Cases 2017	# of Confirmed Cases 2016
Chlamydia	91	62
Human Immunodeficiency Virus	2	0
Influenza Associated Hospitalizations	29	24
Pertussis	7	1
Campylobacteriosis	21	18
Hepatitis C, Chronic	9	3
Haemophilus Influenzae, Invasive Disease	2	0
Mycobacterial Disease, Non-Tuberculosis	7	2

Animal Bites

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

In 2017, Clark County had its first positive rabies case in an animal since 2011. A bat was identified with positive rabies following an animal-to-human bite. The bite victim was treated with rabies prophylaxis and as a result did not contract rabies. In 2011 and 2010, the previous cases of rabies were identified in skunks.

ANIMAL BITES				
Animal Type	2014	2015	2016	2017
Dog	30	30	22	40
Cat	6	9	10	8
Bat	-	-	1	1
Coyote	1	1	-	-

ANIMAL BITES (continued)				
Raccoon	-	2	-	1
Animal to Animal	-	-	-	1
Cow/Calf	-	-	-	-
Horse	-	-	-	2
Goat	-	-	-	-
Domestic Rabbits	-	-	-	-
Squirrel	-	-	-	-
Rat	-	-	-	2
Total # Reported to CCHD	37	42	33	55

Immunization Program

The CCHD strives to reduce or eliminate cases of vaccine-preventable diseases through the administration of vaccines. The table below indicates compliance rates among Clark County's pediatric population at 24 months of age and displays vaccine usage for 2017.

CLARK COUNTY COMPLIANCE RATES AT 24 MONTHS								
Year	DTaP (4)	HepB (3)	Hib (3)	MMR (1)	Polio (3)	Pneumo (4)	Varicella (1)	4313314 Series
2015	57%	60%	67%	63%	65%	58%	53%	45%
2016	58%	58%	67%	64%	67%	60%	54%	44%
2017	54%	57%	65%	61%	63%	56%	50%	43%

2017 Activities and Outputs:

- 1,803 immunizations were given to 1,219 individuals by the CCHD.
- 413 vaccines were given to adults age 19 and older and 1,390 immunizations were given to children (<18 years).
- 43% of Clark County's 2 year olds met Wisconsin's benchmark immunization standards.
- It is recognized that there is a significant Amish and Mennonite population in Clark County who opt out of (routine or otherwise) immunizations.



Lead Poisoning Prevention

The CCHD continued to collaborate with the *Women, Infants, and Children* (WIC) program to provide capillary blood lead level (BLL) testing for children under the age of 6 years at Neillsville WIC clinics. Children with a capillary BLL $\geq 5\mu\text{g/dL}$ were referred to their physician for a confirmatory venous blood lead test.

The CCHD monitors weekly lead surveillance reports from the Wisconsin Childhood Lead Poisoning Prevention program. If a child's BLL was $\geq 5\mu\text{g/dL}$, the Public Health staff provided education and case management until the child's BLL was at or below 5 mcg/dL. In the state of Wisconsin, lead poisoning is defined as a BLL that is $\geq 5\mu\text{g/dL}$, and an elevated blood lead level (EBLL) is defined as a child having a BLL that is $\geq 20\mu\text{g/dL}$ in one venous test, or $\geq 15\mu\text{g/dL}$ in two consecutive venous tests that are performed at least 90 days apart.

2017 Activities and Outputs:

- The CCHD performed capillary blood lead testing on 30 children.
 - 3 of the 30 children tested had BLLs between 5 and 10 $\mu\text{g/dL}$. Follow-up blood lead test results did not confirm these children had BLLs $\geq 5\mu\text{g/dL}$.
- The CCHD monitored weekly lead surveillance reports.
 - 4 children had confirmed lead poisoning (BLL $\geq 5\mu\text{g/dL}$) through venous testing conducted by their family health care providers.
 - 0 children were identified with an EBLL.
- The CCHD increased capacity to focus on prevention and respond to EBLL cases. Initial steps were taken to develop a more comprehensive lead prevention program.

Human Health Hazard Control

The CCHD investigates complaints subject to provisions of the county Human Health Hazard (HHH) ordinance and Wisconsin statutes designed to protect human health and safety. The goal of the HHH program is to protect Clark County's residents from illness, injury, and/or disease from health hazards. Unsafe housing issues are frequently reported. Many reported health hazards contain more than one concern at each location.

REASON / COMPLAINT	2015	2016	2017
Housing Concerns/Mold	12	3	10
Abandoned, Unsafe and Dilapidated Buildings	-	4	8
Lead Based Paint	-	-	4
Indoor Air Quality	-	-	1
Rodent/Pest Infestations	-	5	4
Garbage	3	1	2
Sewage	-	1	4
Disputes	14	8	17

REASON / COMPLAINT (continued)	2015	2016	2017
Methamphetamine Production	1	1	2
Hazardous Materials	-	-	3
Farm/Manure Odor	-	1	-
Animal Health on Property	-	1	-
Total Properties with Environmental Health Complaints:	N/A	24	34

Private Well Water Testing (Fee Exempt)

The CCHD supplied 84 residential fee-exempt well water test kits to 61 households. Forty-six (54.76%) test kits were completed by residents in a total of 32 homes.

2017 Activities and Outputs:

- Nitrates:
 - 30 households were tested for nitrates in the ground water.
 - Six (20%) were above 10 mg/L, the unsafe level for pregnant women and children under six months old.
 - 1 of the 6 households (16.67%) was above 20 mg/L, the unsafe level for any consumption.
- Bacteria:
 - 30 households were tested for bacteria in the ground water.
 - 8 households (26.67%) were identified to have the presence of Total Coliform bacteria.
 - 2 of the 8 households (25%) were confirmed to have the presence of Total Coliform bacteria.
 - 0 households had the presence of *E. coli*.
- Inorganics:
 - 30 households were tested for inorganics in the ground water.
 - 22 households (73.33%) had fluoride levels less than 0.3 mg/L, a level at which children under 16 years are recommended to seek fluoride supplementation for healthy tooth development.
- Heavy Metals:
 - 32 households were tested for heavy metals in the drinking water.
 - 3 households (9.37%) were identified to have unsafe levels of heavy metals.
 - 1 of the 3 households (33.33%) was confirmed to have an unsafe level of lead in the water.

WELL WATER TESTING	2015	2016	2017
Total Wells Tested	43	45	32
Nitrates & Bacteria Safe	25	26	20
Nitrates Unsafe	5	9	6
Bacteria Unsafe	14	10	2
Old Samples	1	0	2

Indoor Radon Testing

According to the Centers for Disease Control and Prevention (CDC), radon is the second leading cause of lung cancer in the United States (behind smoking). In-home testing is the only effective way to identify unsafe levels of radon gas in the home. Throughout the year, the CCHD offers affordable radon test kits to Clark County residents.

2017 Activities and Outputs:

- The CCHD supplied 23 radon test kits to 21 households.
 - A total of 14 test kits were completed (60.87%) in 12 households.
 - 5 households (41.67%) were identified with unsafe levels of radon (greater than or ≥ 4 pCi/L)
 - One household (20%) was confirmed to have an unsafe level of radon (≥ 4 pCi/L).
- Community outreach activities:
 - January Radon Awareness month press release to Clark County newspapers.
 - January Radon Awareness month Facebook post (to public).

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

Introduction: *Essential Service 3 includes social marketing, targeted media public communication, and providing accessible health information resources to reinforce health promotion messages and programs. The following activities are highlighted in this section: general health education, Stepping On—Falls Prevention program, and Family Fun Festival.*

General Health Education

Per request, the CCHD staff provides in-person educational sessions to community groups, Courthouse staff, students, individual clients, etc.

The CCHD uses technology and other resources to enhance health education and public awareness for public health issues.

- The CCHD website: www.co.clark.wi.us/healthdepartment promotes a multitude of health-related topics and programs.
- The Healthy Clark County website: www.healthyclarkco.com offers healthy lifestyle resources at the municipal level.
- The CCHD maintains a Facebook page <https://www.facebook.com/clarkcohealthdept/> to efficiently communicate health messages to a broader audience.
- The CCHD issues press releases in regard to a variety of programs/health topics.

2017 Activities and Outputs:

- The CCHD held educational sessions at local public schools for students on the topics of contraception, sexually transmitted infections (STIs), and puberty.
- 14 press releases were published by local newspapers on various health topics.
- 3 radio interviews were conducted with WCCN.
- The CCHD continued to maintain and promote its website.
- The CCHD maintained an active Facebook presence and continued to increase the number of 'likes.'

Stepping On – Falls Prevention Program

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

Workshops are facilitated by two trained leaders. Subjects covered include improving balance and strength, home modifications, community safety, vision, medication review, safe footwear, and sleep. It is the process in which the program is taught that makes it effective. Classes are highly participative; mutual



support and success builds the participants' confidence in their ability to manage their health behaviors to reduce the risk of falls and to maintain active and fulfilling lives.

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

2017 Activities and Outputs:

- The CCHD coordinated and hosted one Stepping On workshop in the county (Loyal) with a total of 13 participants.

Family Fun Festival

The Interagency Coordinating Coalition (ICC) hosted the Family Fun Festival at Greenwood High School in September.

- 248 children attended the festival.
- The CCHD taught families about hand washing/infection prevention with the “germ buster” challenge activity.
- The overall event goal was to reach Clark County residents with information about services available in the county as well as to provide a fun and free event for all families to attend.
 - The ICC secured several grants/donations to make the event possible.
 - There was a collaborative effort among 25 different agencies, companies, and coalitions across the county.
 - Survey results indicated that 96% of participants agreed that the festival was worthwhile.

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

Introduction: *Essential Service 4 involves convening and facilitating community groups in undertaking defined preventive and population-focused activities in order to capture the full range of potential resources to solve community health problems. Highlighted in this section are: Clark County Interagency Coordinating Coalition (ICC), Reach Out and Read, the New Baby Welcome Kit project, Eat Right-Be Fit committee (ERBF), family friendly campsites initiative, Public Health Emergency Preparedness (PHEP), Child Death Review (CDR) Team, and the Mental/Behavioral Health Task Force (MBHTF).*

Clark County Interagency Coordinating Coalition

The Clark County Interagency Coordinating Coalition (ICC) is the unification of agencies/programs in a cooperative effort to network and implement valuable services to young children and their families in Clark County. Several agencies actively participate in this coalition such as Indianhead Community Action Agency (ICAA), Head Start, Clark County Social Services, Birth-to-3, Childcaring, the CCHD, Memorial Medical Center, Personal Development Center, CESA 10, Clark County University of Wisconsin-Extension, Clark County Community Services-Family Support Program-Children's Long-Term Support Waiver (CLTS), etc.

2017 Activities and Outputs:

- The CCHD hosted 6 ICC meetings, with an average of 11 participants per meeting.
- ICC members received several trainings on topics such as maternal depression, child development, domestic violence, child abuse/neglect, adverse childhood experiences/trauma informed care, etc.

Reach Out and Read

Reach Out and Read is an evidence-based, nonprofit program in which medical providers promote early literacy and school readiness. Much of this program takes place within clinics or pediatric exam rooms. Clinic staff work to integrate children's books and advice to parents about the importance of reading aloud during well child visits.

In collaboration with Memorial Medical Center's (MMC) Neillsville and Greenwood clinic sites, the CCHD supported the continuation of the Reach Out and Read program.

2017 Activities and Outputs:

- MMC secured funding from their Foundation to help sustain their Reach Out and Read Program.
- MMC Neillsville and Greenwood clinic providers distributed 266 books to children (ages 6 months-5 years) at well child visits and discussed the many benefits of reading aloud (together) with parents.
 - Parents were given a list of Clark County libraries, an informational sheet on age-appropriate books, and tips on how to get the most out of each reading session.

New Baby Welcome Kit Project

To promote early childhood development, the CCHD continued to partner with Clark County University of Wisconsin-Extension to offer baby welcome kits to new mothers. After the birth of a child, mothers residing the Colby, Abbotsford, Dorchester, and Thorp areas received a mail invitation to visit their local library to collect a gift. Each gift contained practical baby care items, two board books (that promoted safe sleep and the importance of reading to a child every day), a resource guide, and simple tips that parents can do to promote early brain development/bonding. When the kit was given, librarians offered to assist the family in opening up a library card if they didn't already have one. The goal of this project was to help foster early literacy within the county via a joint community effort.

2017 Activities and Outputs:

- The CCHD was awarded a \$500 grant from the Western Region WI Early Childhood Collaborating Partners (WECCP) to help sustain the new baby welcome kit project.
- 131 invitations for early childhood development gifts were sent out to new Clark County mothers.

Eat Right, Be Fit Committee

As a longstanding and vital member of the *Eat Right, Be Fit* (ERBF) committee, the CCHD continued to work with WIC, Clark County University of Wisconsin-Extension, Clark County Aging and Disability Resource Center, Ascension Our Lady of Victory, and other community stakeholders to support and promote adequate nutrition, healthy eating, breastfeeding, and physical activity throughout Clark County.

2017 Activities and Outputs:

- Continued to support breastfeeding mothers.
 - Created “Welcome Back to Work” breastfeeding kits for new mothers returning to work. These kits will be distributed to workplaces/employers who will then give them to new mothers (2018).
 - Each kit contained a basket, dish soap (for breast pump tubing), nursing pads, milk storage bags, a bilingual child-friendly book, a “room in use” door sign, informational booklet on breastfeeding and milk storage, and brochure on workplace breastfeeding law.
 - Set-up and organized a breastfeeding-friendly booth at the annual Clark County Fair and Family Fun Festival.
 - Raised awareness within the Clark County Courthouse on the personal needs of breastfeeding mothers.
- Developed a return on investment brochure for worksites considering employee wellness programming.
- Promoted the importance of local farmers’ markets and food pantries in Clark County.
- Continued to promote the importance of physical activity within schools and the community.
 - Series 1 and 2 of the *Active & Healthy Schools Program Classroom Activity Cards* were purchased with ERBF grant funds. These activity cards promoted “brain breaks” in K-2 classrooms.
 - Each set included 40 different short activities for teachers to choose from.



- Activities were designed to get students moving, interacting, and having fun for short periods of time; making it easier to refocus their attention back on school work.
- All 8 Clark County public elementary schools and 5 parochial schools were presented with the opportunity to implement brain break activity cards into their K-2 classroom(s)
 - 4 public schools and one parochial school agreed to implementation
- Continued to support the importance of healthy eating and nutrition in Clark County communities.
 - Community presentations were conducted at MMC, Neillsville Elementary school (two for middle school health, three for 5th grade health), and Clark County employees (five nutrition-related sessions were conducted).

Family Friendly Campsites Initiative

The state of Wisconsin has recognized alcohol and other drug use as one of its twelve priority areas in the statewide Community Health Improvement Plan. Alcohol-related deaths are the fourth leading cause of death in Wisconsin (*Healthiest Wisconsin 2020*, 2010). The excessive and inappropriate consumption of alcohol amongst both adult and youth populations is a major health concern in Clark County as well. Twenty-one percent of Clark County adults drink excessively (*County Health Rankings & Roadmaps*, 2017), 15% of Clark County high school students report excessive or binge drinking (*Clark County YRBS*, 2016), and there has been an increase in the age of initiation and in binge drinking amongst Clark County middle school students (*Clark County YRBS*, 2016).

In 2017, the CCHD took an innovative approach to addressing the culture of alcohol by targeting public campgrounds. A pilot project was developed with the goal of implementing a limited number of alcohol-free campsites in Clark County.

2017 Activities and Outputs:

- The CCHD presented the idea (and rationale) for alcohol-free campsites to Clark County Forestry and Parks Committee (CCFPC).
- The CCHD surveyed 101 individuals at four different locations (Clark County Fairgrounds, Clark County Courthouse, Sherwood Campground, and Russell Memorial Campground).
 - Data was compiled and three aggregate reports were developed.
 - CCHD presented aggregate reports to CCFPC.
 - CCFPC agreed to fund and implement 10 signs (one at each campground) conveying “This is a Family Friendly Campground. Remember Young Children Camp Here Too.”
 - The intention of the campground signage was to promote positive choices and model good behavior (e.g., alcohol use, language, actions) for children who may be present.



Public Health Emergency Preparedness (PHEP)

With the State moving to a Health Care Coalition model in 2014, the CCHD continued to align itself within Region 2. The primary purpose of the Health Care Coalition is to assure efficient and effective delivery of services in the event of a public health emergency through networking, coordinating, standardizing, and centralizing resources and planning efforts.

The 2017 preparedness grant brought with it initiatives that included a specific focus on four designated capabilities as well as participation in a Homeland Security Exercise and Evaluation Program (HSEEP).

2017 Activities and Outputs:

- Completed 100% of the required CDC/State PHEP contract deliverables.
- Conducted a review of emergency preparedness supplies and created an inventory list—complete with supply expiration dates.
- As a result of identified gaps in capabilities, CCHD staff addressed areas that focus on fatality management, volunteer management, mass care, and medical surge.
- To help control the threat of an influenza outbreak in Clark County, the CCHD successfully implemented school-based mass clinic exercises and a related after action report.
- CCHD staff attended Region 2 coalition meetings and engaged in a subgroup coalition with other health departments.
- The CCHD finalized a Mass Fatality Plan that was developed in partnership with local agencies.
- The CCHD maintained vigilance of communicable disease data to monitor for potential outbreaks.
- As a stakeholder of the Clark County Emergency Operations Committee, the CCHD continued to participate in Local Emergency Planning Committee meetings.

Child Death Review Team (CDR)

The CCHD is an active member of the Clark County Child Death Review (CDR) team, which is coordinated through the Clark County Sheriff's Department. Local infant/child death review teams are part of public health surveillance and are critical for better understanding how and why a child died. These multidisciplinary teams review and acknowledge all child deaths from a prevention standpoint. Child Death Review teams are a community response to a child's death (birth through age 21). There are statistics available on the number of children that die and from what causes, but often little about the circumstances leading up to the child's death. Teams increase agency collaboration to improve health and safety, while demonstrating a commitment to keeping children and adolescents alive.

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

The Clark County CDR team, in conjunction with the Clark County ICC, has implemented several prevention initiatives as a result of the child death reviews.

2017 Activities and Outputs:

- 4 CDR meetings were held.
- Several prevention messages were posted on the CCHD Facebook page.
- The CDR team continued to distribute and install dual smoke/carbon monoxide detectors to families at risk.
 - The CCHD distributed 23 carbon monoxide detectors during home visits and provided education.
- Farm Safety
 - The CCHD provided education to 1st through 8th grade students at 24 Mennonite schools on the topics of pedestrian safety, bicycle safety, and general farm/home safety.
 - The CCHD collaborated with MMC to organize a “Farm and Home Safety” Training for the plain community.
 - The event was held at MMC.
 - Topics included basic First Aid, choking, CPR, fire safety, safe sleep, and small child supervision.
 - Plain Communities Farm Safety Event Planning:
 - In late 2017, the CCHD began collaboration efforts with MMC, UW-Extension, Marshfield Clinic Farm Medicine Research Center, and the Clark County Department of Social Services to host a farm safety educational event for plain community parents. This event is scheduled for April, 2018.

Mental/Behavioral Health Task Force (MBHTF)

The *Mental/Behavioral Health Task Force* (MBHTF) is a local group that was organized in 2013. It is represented by multiple organizations invested in addressing the mental and/or behavioral health needs of Clark County residents. Task force members are representative of local health care groups, Social and Community Services departments, law enforcement, faith-based groups, educational institutions, local coalitions, and Veterans’ Services Department. This group has played (and continues to play) a pivotal role in identifying CHIP priorities and strategies related to mental/behavioral health.

2017 Activities and Outputs:

- The CCHD hosted 9 partner meetings.
- The CCHD created and released 4 newspaper articles based on YRBS data.
- The CCHD organized and hosted a countywide Adverse Childhood Experiences/Trauma Informed Care event.
 - The event was attended by 25 individuals (foster care parents, teachers, Clark County Social Services staff, Clark County Community Services staff, CCHD staff, and University of Wisconsin-Extension staff from Jackson and Clark counties).
- The CCHD made program progress relative to the *Mental Health* portion of the 2016-2020 CHIP.
- The CCHD helped distribute the *Navigating Clark County’s Mental Health & Substance Abuse System Resource Guide* (a mental health facility and provider directory) countywide.
 - 2017 distributions per the CCHD included:

- Clark County Sheriff's Department, Clark County University of Wisconsin-Extension, Clark County Veterans' Service Office, CCHD-Reproductive Health Clinic, Clark County Clerk's Office, Clark County Rehabilitation and Living Center
 - Personal Development Center, Interagency Care Coalition, Marshfield Clinic-Greenwood Center, Ascension Our Lady of Victory Hospital
 - Abbotsford High School, Colby High School, Neillville High School, Loyal High School, Owen-Withee Elementary School, Owen-Withee High School
 - North Ridge Church, Abbyland, Grassland, Family Roots Hair Salon
 - Abbotsford City Hall, Abbotsford-Colby Police Department, Owen Police Department/Owen City Hall, Greenwood Police Department
- Suicide prevention:
 - Question, Persuade, Refer (QPR) is an emergency response to someone in crisis and can save lives.
 - The CCHD requested a (one time) \$425.00 donation from Ben Urlaub of the Listeman Foundation and was awarded.
 - This donation was used to support the recertification of 5 QPR trainers. These trainers were then able to provide training to Clark County community members on how to recognize a suicide crisis and then question, persuade, and refer someone to help.
 - 210 people were trained in QPR including youth, professionals, school staff, community members, and ministers.
 - Presentations included local Clark County statistics, warning signs that someone may be considering suicide, and resources on how to help.

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

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

Strategic Plan

The CCHD's strategic plan was developed by agency staff to include Board of Health support and focused on 4 priorities:

- Health promotion
- Workforce development
- Quality/performance improvement
- Fiscal management and viability

2017 Activities and Outputs:

- To support each of the 4 strategic priority areas, the CCHD continued to take strides to address the various goals/objectives outlined in the plan.
 - Strategies implemented included, but were not limited to, ongoing implementation of a customer satisfaction tool, routine dialogue with local hospitals regarding access to health care needs and opportunities, collaborative discussions with partners regarding mental health planning needs and implementation strategies, routine maintenance of CCHD websites and social media platform, further discussion of the PHAB standards and measures tool, quality improvement projects, and staff participation in various trainings to increase competencies.
 - Quality improvement projects were implemented.
 - Efforts to implement the public health core competency assessment began.

Quality Improvement/Performance Management

The Quality Improvement (QI)/Performance Management (PM) Plan serves as a guide for continuous review and improvement of all programs and services. It is the vision of the CCHD to improve health and enhance the quality of life for the residents of Clark County.

2017 Activities and Outputs:

- Members of the QI/PM team met throughout the year to review and discuss opportunities.
- The CCHD implemented small, internal QI projects such as a pertussis media message map, departmental telephone call tree, post conference reporting form, etc.

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

Introduction: Essential Service 6 involves enforcement of state and local rules and regulations; full protection of drinking water supplies; enforcement of clean air standards and timely follow-up of hazards. Highlighted in this section are: the agent well water program with the Department of Natural Resources, recreational beach water testing, and WI Wins youth tobacco compliance investigations.

Transient Non-Community Well Water Program

Since 2011, the CCHD has partnered with the Wisconsin Department of Natural Resources (DNR) to complete well water sampling and sanitary surveys through the Transient Non-Community (TNC) program.

In 2017, there were 76 water systems throughout the county that required samples to be collected and analyzed for the presence of bacteria and nitrates. As well, a portion of these systems required sanitary surveys to be completed every 5 years. The CCHD staff worked with operators in violation to inform the public, discuss corrective actions, and post any notices.

2017 Activities and Outputs:

- 76 TNC well water systems were sampled.
 - 1 tested positive for bacteria.
 - 2 tested above 10.0 mg/L for nitrates.
- 14 sanitary surveys were completed.
- All contract deliverables were completed.



Recreational Beach Testing

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

BEACH	Tests Completed	Abnormal
Rock Dam Lake	8	-
Snyder Lake	1 (drained for dam repairs)	1
Sherwood Lake	8	-
Mead Lake	8	-
Russell Co. Park	10	1 swimming advisory issued

2017 Activities and Outputs:

- Bi-weekly sampling (May through September).
- 35 total samples were collected.
 - 5 beaches were monitored for *E. coli*, including Rock Dam Lake, Snyder Lake, Sherwood Lake, Mead Lake, and Russell County Park.
 - 4 tests came back abnormal.
 - No lakes were closed and one had an advisory (Lake Arbutus) in 2017.

WI Wins: Youth Tobacco Compliance Investigations

The CCHD contracts with the WI Wins program to conduct tobacco compliance investigations throughout the county. The goal of this program is to prevent the sale of tobacco products to minors. The state goal is to have a “sales to minors” rate under 10%.



By doing compliance checks, it gives the CCHD the opportunity to thank retailers who do not sell to minors and offer training opportunities to retailers who do sell to a minor. Through the work of WI Wins, tobacco use among minors in the state has greatly decreased!

2017 Activities and Outputs:

CLARK COUNTY 2017 TOBACCO COMPLIANCE CHECKS	
Total Planned Checks	33
Successfully Completed Checks	31
Incomplete Investigations (e.g., establishment closed, outside business hours, no longer sells tobacco)	2
Refused Sale to Minor	30
Sold to Minor	1

CLARK COUNTY RETAILERS WHO SOLD A TOBACCO PRODUCT TO A MINOR	
2017	3.2%
2016	5.6%
2015	9.5%
2014	5.0%
2013	24.4%
2012	30.33%

TOBACCO SALES TO MINORS BY COUNTY							
	Clark	Eau Claire	Chippewa	Jackson	Taylor	Marathon	Wood
2017	3.2%	6.5%	4.8%	40.0%	-	8.3%	10.7%
2016	5.6%	9.8%	15%	14.8%	20%	12.9%	11.3%
2015	9.5%	10.2%	0%	9.5%	52.4%	5.7%	26.7%

- Based on 31 completed compliance checks, the sale of tobacco products to minors in Clark County was 3.2% (a 27.1% *decrease* from 2012).
 - This compares to 5.6% in 2016 and 9.5% in 2015.
- Retailers that sold to a minor were provided with education as part of the WI Wins program and received a verbal warning from their local police department. Those that did not sell to a minor were positively reinforced through a CCHD issued press release.



Essential Service 7: Link People to Needed Personal Health Services

Introduction: *Essential Service 7 involves assuring effective entry for disadvantaged people into a coordinated system of clinical care; linkage to services for special population groups; ongoing care coordination; targeted health information to high risk population groups; and technical assistance for effective worksite health promotion/disease prevention programs. Highlighted in this section are the CCHD's jail nursing services, Seal-A-Smile (oral health) program, prenatal care coordination efforts, cribs for kids program, car seat program, Reproductive Health program, and school-based nursing services.*

Jail Health & Nursing Services

The jail health program is a cooperative and coordinated effort between the CCHD, a medical provider, the Clark County Sheriff's Department, and jail staff. The goal is to assure that each inmate has access to adequate medical care.

2017 Activities and Outputs:

OUTPUTS	2015	2016	2017
RN Contacts	2003	1975	1998
TB Skin Tests Done on Inmates	175	154	148
# of Positive Inmate TB Tests	5	3	5
Prescription Medication Setup for Inmates	609	230	166
Inmates Seen by Jail M.D.	169	159	240

Clark County Seal-A-Smile

The Wisconsin Seal-A-Smile (SAS) program is a statewide sealant program that offers grants to local school-based programs targeting undeserved children. This program is funded by Wisconsin Seal-A-Smile, a collaborative program of Children's Health Alliance of WI and the WI Department of Health Services (DHS).



A dental provider (registered dental hygienist) goes into schools and provides a dental screening/exam (without x-rays) to assess if sealants are needed, applies sealants (when appropriate), and provides a dental cleaning and fluoride varnish treatment(s). A follow-up letter is then sent home to describe what was completed and recommendations for future needs. Case management is provided for students who have significant decay and urgent follow-up needs. All procedures follow recommendations from the American Dental Association and CDC's recommendations for school-based dental sealant programs.

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

The SAS program has three primary goals:

1. Sealant Placement: To have annual community-based sealant promotion initiatives in every Wisconsin county (all children are eligible to receive sealants).
2. Sealant Education: Provide education and information about sealants and oral health.
3. Partnerships: Strengthen state and local partnerships between dental providers, educational institutions, and youth health advocates to improve the oral health of children in Wisconsin.

The CCHD received a start-up grant in 2010-2011 and has since received a yearly award to help support implementation efforts. Over the years, the program has expanded, allowing the CCHD to increase access to oral health care services and, in particular, increase the number of children served in Clark County.

2016-2017 School Year Activities and Outputs:

- Services were provided to children in grades 1st through 8th in all eight Clark County public schools and in 5 parochial schools.
- A total of 1,060 children received oral health screenings, 224 received dental sealants, and 1056 received topical fluoride varnish applications.
 - Student Participation-Enrolled in Program:
 - 2016-2017: 43 %
 - 2015-2016: 44%
 - 2014-2015: 27%
 - Student Total Participation (Yes and No Consent Forms Returned)
 - 2016-2017: 79%
 - 2015-2016: 85%
 - 2014-2015: 27%

Healthy Beginnings Plus

The CCHD provides a prenatal care program called *Healthy Beginnings Plus* to help expecting families get the support they need to have a healthy baby. The CCHD public health nurses schedule home visits with expecting and postpartum mothers. During these visits, families have the opportunity to express concerns and/or have their questions answered.

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

The objectives of the program include ensuring that women at high-risk:

- Are identified as early as possible
- Receive individual psychosocial support and services
- Receive early and continuous prenatal care services
- Receive necessary health and nutrition education
- Are referred to available community services as appropriate
- Receive assistance in accessing and obtaining needed health and social services

Services also include outreach; initial assessment; care plan development; ongoing care coordination and monitoring; health education and nutrition counseling services.

2017 Activities and Outputs:

- 27 clients participated in the program.
 - 24 clients participated in 2016.
 - 21 clients participated in 2015.

Cribs for Kids

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



A Cribs for Kids intake questionnaire is completed by a CCHD public health nurse (PHN) for every caregiver receiving a crib. Caregivers are screened for eligibility and need. A PHN presents and reviews educational materials related to safe-sleep practices, shows a Sudden Infant Death Syndrome (SIDS) prevention video, and demonstrates how to correctly assemble the crib.

2017 Activities and Outputs:

- The CCHD secured grant funding from Clark County United Way.
- 29 cribs were distributed to families in need.
- Safe sleep education training was provided to all 7 daycare centers in the county.
- The Cribs for Kids program and safe-sleep messaging was consistently promoted by the Clark County ICC and the CDR team, allowing this important message to reach numerous families in Clark County.
- Safe sleep messaging was promoted on the CCHD's Facebook page.

Car Seats for Kids

The CCHD delivered car seat services to Clark County-based clients. The CCHD has three certified Child Passenger Safety (CPS) technicians. Car seat checks are available to anyone free of charge. The CPS technicians educate caregivers on the proper selection, installation, and use of car seats and booster seats. This program allows eligible, low-income caregivers to receive car seats and booster seats at a reduced cost. This program is supported by local grant funds and/or donations.



2017 Activities and Outputs:

- Secured local grant funds and donations to help sustain the program.
- A total of 60 new car seats were given to families in need.
 - Education was also provided along with each installation.

Reproductive Health

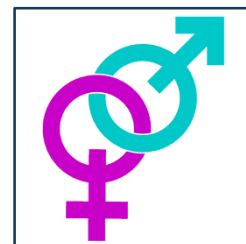
The Clark County Reproductive Health program provides a community-based clinic service offering quality, accessible, affordable, and confidential family planning-related care. Clinical care guidance, quality assurance tools, and program administration is provided by the *Wisconsin Division of Public Health-Family Planning, Reproductive/Sexual Health, and Early Intervention* program.

Program goals include:

- Increase access to health care coverage and affordable contraceptive-related reproductive/sexual health care.
- Increase access to sexually transmitted infection (STI) screening, testing, and treatment services.

2017 Activities and Outputs:

- 148 unduplicated clients were seen at the Reproductive Health clinic for services, including education and counseling, contraception management, pregnancy testing, STI testing and treatment, referrals for women's medical care, and presumptive eligibility for the Family Planning Waiver.
 - 13 unduplicated clients were seen for early pregnancy intervention.
- The Reproductive Health program:
 - Continued with the WIC-Dual Protection Kit initiative. A standard *Dual Protection Kit* contains 2 doses of emergency contraception, 36 male condoms, and 3 female condoms.
 - Kits were offered to Medicaid-eligible clients at the WIC clinic in Neillsville.
 - Participated in the *2017 Get Yourself Tested* (GYT) campaign to increase public information on the importance of STI-risk awareness and testing, and to provide confidential, convenient, low-cost testing and treatment(s).
 - Activities included hosting two late-night, walk-in clinics and completing STI testing on a monthly basis within the Clark County jail.
- The Reproductive Health Nurse presented reproductive health-related topics to 8 area high school health classes.
 - The first topic covered STIs and WI law in regards to sexual activity.
 - The second topic covered unintended pregnancy and contraception.
 - A modified presentation was created which provided an overview in regards to adolescent reproductive health. The Reproductive Health Nurse offered this topic to middle school health classes.



OUTPUTS	2015	2016	2017
# Unduplicated Clients	115	139	148
# New Female Clients	30	41	44
# of Pregnancy Tests	7	12	13
# of Positive Pregnancy Tests	0	2	1

School-Based Nursing Programs

The CCHD provides school nursing services to the 8 public schools in Clark County as well as to the 5 parochial schools.

These services include:

- Consultation on communicable disease prevention and control.
- Assistance with state immunization program guideline compliance.
- Educational presentations on various health topics (e.g., STIs, contraception, puberty, etc.).
- Participation in *Child Development Days*, which provides information and handouts to Clark County residents regarding CCHD services and programs.

The CCHD also provides school-based nursing services to 23 Amish and 28 Mennonite schools throughout the county.

2017 Activities and Outputs:

- The CCHD offered free vision screenings to Amish and Mennonite children. These vision screenings were coordinated through individual schools and conducted onsite.
 - 232 Amish/Mennonite children had their vision tested.
 - Of those, 24 referrals were made (encouraging parents to schedule a vision appointment with a doctor).
- The CCHD assisted Amish/Mennonite schools in completing the required state immunization program guideline compliance report(s).
- Offered an in-school presentation on pedestrian safety, bicycle safety, and farm safety.

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

Introduction: *Essential Service 8 involves educating and training personnel to meet the needs for public and personal health services; adoption of continuous quality improvement and life-long learning; and active partnership with academic institutions. In order to provide the highest quality public health services, the CCHD strives to ensure that all staff possess the knowledge, skills, and abilities necessary to perform their jobs effectively and efficiently.*

Public Health Competency Development

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

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

2017 Activities and Outputs:

- CCHD staff attended and/or participated in training opportunities that increased competencies in relation to public health preparedness (i.e., ICS 100, 200, 300 and 400; NIMS 700 and 800; fatality management, Ebola tabletop exercise).
- The CCHD continues to support workforce development needs by sending staff to trainings covering various topics (e.g., maternal child health, reproductive health, health equity, mental health/suicide prevention, adverse childhood experiences/trauma informed care, quality improvement, communicable disease surveillance and control, etc.)
- The CCHD supported staff attendance at professional events such as:
 - Wisconsin Public Health Association-Wisconsin Association of Local Health Departments and Boards (WPHA-WALHDAB) annual conference
 - WALHDAB monthly meetings
 - Wisconsin Family Planning and Reproductive Health Association (WFPRHA) meetings
 - Annual Public Health Nursing (PHN) conference
 - PHN Supervisors' meetings
 - Western Region Healthy Babies meetings
 - Fulfilling the Promise conference
 - Reach Out and Read conference
 - Jail Health conference
- The CCHD updated the workforce development plan and implemented the public health core competency assessment.

Linkages with Academia

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

2017 Activities and Outputs:

- The CCHD hosted 10 NCAHEC “express” students.
 - Over 10 students came to Clark County for a cultural immersion experience and learned about the Amish/Mennonite culture and way of life.
 - The CCHD gave students a presentation on Amish/Mennonite culture.
 - The CCHD provided a guided tour of one Amish home and the Country Health Clinic in Unity.
 - The CCHD introduced students to a lay midwife who delivers the majority of the Amish/Mennonite babies in the county.
- The CCHD Health Officer was invited to serve on the UW-NCAHEC board to represent Clark County.
- The CCHD hosted 5 nursing students from University of Wisconsin-Eau Claire School of Nursing.
 - Project: Animal Bite Prevention and Follow-Up Quality Improvement
 - Assessed law enforcement’s current knowledge of the existing animal bite protocol.
 - Contacted local veterinarians in Clark County and in the surrounding areas.
 - Developed an up-to-date veterinarian contact list for law enforcement and public use (included facilities that do and do not quarantine animals).
 - Developed an animal bite decision map/algorithm for local law enforcement to utilize when an animal bite occurs.
 - This tool is a quick reference for law enforcement and ensures follow-up is done consistently.
 - Developed several public awareness campaigns on rabies prevention/control (e.g., animal bite prevention, rabies vaccination promotion, how to react to an approaching/attacking animal, and cost implications to animal owners).
 - Developed a PowerPoint presentation intended to train municipal police departments and Clark County Sheriff’s Department.
 - The students trained 10 law enforcement officials.
 - In the future, this presentation will be used by the CCHD to improve the animal bite follow-up process.
 - Public outreach:
 - Developed Facebook posts that included infographics.
 - Created a public service announcement that was aired on WCCN.
 - Submitted an article for publication in the Aging and Disability Resource Center (ADRC) newsletter.
 - Submitted an article for publication in MMC’s Plain Communities newsletter.

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

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

National Voluntary Public Health Accreditation

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

2017 Activities and Outputs:

- PHAB agency self-assessment tool was reviewed and updated to version 1.5
- Quality improvement opportunities were discussed and QI projects were implemented.
- Aspects of the CCHD's strategic plan were acted upon.
- The Community Health Improvement Plan (CHIP) priorities and related activities were implemented.

State Contracts and Agent Status Program Review

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

2017 Activities and Outputs:

- Objectives were met across all programs and services including the following:
 - Immunization, Prevention, Lead Poisoning prevention, Seal-A-Smile, Maternal Child Health, Reproductive Health, Local Public Health Emergency Preparedness, and WI Wins.
- Services that the CCHD provided as an agent to the DNR–TNC Well Water program were reviewed by DNR staff in early 2017 to assure compliance with applicable state statutes, codes, and contract deliverables. Feedback received indicated full compliance with the terms and scope of the contract.

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

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

Obesity Prevention

The CCHD was awarded funding by the Office of Rural Health to address the issue of obesity in Clark County. Through the ERBF committee, partners were invited to the table to complete an asset mapping process, discuss strategies, and develop a work plan that promotes physical activity and improves nutrition.

2017 Activities and Outputs:

- Year 2 grant funding was secured through the UW-Office of Rural Health.
- See additional 2017 Activities and Outputs under ERBF committee (p. 23-24).

Prevention Grant: Alcohol

A portion of this grant, with funding provided through the CDC, focused on alcohol use and systems-level change strategies to alter current norms.

2017 Activities and Outputs:

- CCHD participated in training with other funded entities on best practices to consider when addressing the issue of alcohol use/abuse in a community.
- The CCHD, in collaboration with Clark County UW-Extension, met with Neillsville Police Department (NPD) to provide education on the rationale for conducting local alcohol compliance checks.
 - The NPD agreed to implement compliance checks at all local alcohol retailers during the 2018 year.
 - The CCHD used the *University of Minnesota-Alcohol Epidemiology Program* manual as a guide and created 11 modifiable compliance check documents for the NPD to use.

Research Related Involvement

The CCHD participates in numerous data collection surveys and information-gathering efforts.

2017 Activities and Outputs:

- The National Association of County and City Health Officials (NACCHO) Survey of Local Health Departments was completed.
- CCHD continued to partner with the two local acute care hospitals (MMC and Ascension Our Lady of

Victory) along with the Marshfield Clinic's Family Resource Dental Center to analyze and interpret the community health assessment data.

- The CCHD Health Officer was involved in the Wisconsin Public Health Research Network and the University of Wisconsin—Madison health and climate workgroup.



Public Health

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