



2017

Pierce County Health Department Annual Report

The Mission of the Pierce County Health Department is to promote healthy behaviors, prevent disease and injury and protect against environmental hazards.





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To the Honorable Pierce County Board of Supervisors, the Board of Health and the citizens of Pierce County,

It is with great pleasure that I present the 2017 Annual Report of the Pierce County Health Department. Among the most noteworthy accomplishments this year was the significant progress towards achieving the goals of the agency strategic plan of the 2017-2019 Community Health Improvement Plan along with our Healthier Together Pierce – St. Croix County partners.

Goals for 2017 included the implementation of key strategies to reduce mental health stigma, increase physical activity, decrease food insecurity and promote alcohol policy changes. Moving forward in 2018, the focus will continue on the execution of the strategic plan to provide high quality services while seeking opportunities to increase revenue that fit with the department mission.

I would like to thank the staff, the Board of Health, our medical director, Dr. Lijewski, and our community partners for their hard work, support and commitment to improving health in Pierce County.

Respectfully,

Dianne H-Robinson, Interim Director/Health Officer

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Essential Service 1:

Gather information to identify health problems facing the community.

The top three health priorities:

Alcohol Abuse

Mental Health

Overweight/Obesity

Community Health Improvement Plan

Healthier Together Pierce and St. Croix Counties, a community coalition led by Pierce County Health Department, St. Croix County Health Department, Western Wisconsin Health, River Falls Area Hospital, Hudson Hospital and Clinic, and Westfield's Hospital and Clinic, began implementation of the 2017-2019 Community Health Improvement Plan. The priority areas for this plan are mental health, overweight/obesity, and alcohol abuse. Each priority area has an action team that meets at a minimum every other month in order to ensure we are moving forward with our strategies in order to meet the set objectives. The plan can be downloaded from the coalition website, www.healthier2gether.org.



Successes and progress for 2017 include:

Alcohol

- River Falls Police Department (RFPD) officer Paul Jensen (Community Policing Specialist) continues to do compliance checks and observational assessments at local facilities and bars. In turn, working with businesses to provide support and education on liquor licenses and proper identification.
- An inventory was completed of alcohol-related ordinances in the City of River Falls. The RFPD reviewed the inventory and identified three priority areas: alcohol licensing, over-serving, and public drunkenness.
- In collaboration with the Pierce County Partnership for Youth, a Community Readiness Inventory of the community of River Falls on youth alcohol use was completed. Results of those interviews scored River Falls at stage 2, which is denial.
- Inventory has begun on the alcohol prevention work that is being conducted in Pierce County schools. In hopes to determine ways in which Healthier Together/ PCHD could support and/or fill gaps of identified current efforts.

Mental Health

- Nearly 300 "Make it OK" ambassadors have been trained throughout the two-county region, connecting nearly 3000 individuals through different outreach activities.
- The Allina Health tent at the Pierce County Fair was used as an outreach method for "Make It OK" campaign
- Healthier Together, with strong administrative support from the local United Way, is hosting a Mental Health First Aid (MHFA) facilitator training in late January 2018.
- Conducting an inventory of current mental health services available in all school districts.

Obesity

- Allina Grant provided funding for Food Pantries & Clients "Salad in a Box" & "Herbs in a Box"
- Video was created for food insecurity awareness:
<https://www.youtube.com/watch?v=yI67TgPFMmo&feature=youtu.be>
- Partnered with Prescott school district in updating their school Wellness Policy.

Essential Service 2: Protect people from health problems and environmental health hazards.

464 communicable disease reports were received.

1736 immunizations were given to 1569 individuals.

5 human health hazards complaints were investigated, 6 onsite visits were conducted and 90 phone inquiries were addressed.

Communicable Disease Control and Prevention

Communicable disease reports are tracked through an electronic reporting system linking the local, regional, and state public health officials with private physicians, hospitals, and labs. This allows for prompt investigation of possible outbreaks and unusual situations, and to implement control measures to minimize further spread of disease to others.

Frequency of Reportable Diseases	2013	2014	2015	2016	2017
Arboviral Illness, West Nile, non-neruroinvasive	0	1/*1	3/*3	1	1/*1
Arboviral Illness, Zika	NA	NA	NA	2/*2	3/*3
Babesiosis	1/*1	0	1	4/*3	1/*1
Campylobacter	11	10	12	15/*1	19
Chlamydia	110	133	145	148	144/*1
Cryptosporidium	8	3	3	1	4
E-Coli	2	3	1	6	9
Erlchiosis	0/*1	6/*4	11/*7	20/*9	25/*13
Giardia	2	2	4	3/*1	3/*1
Gonorrhea	3	14	15	6	21
Haemophilus Influenza, Invasive Disease	NA	2/*2	1/*1	0	1
Hepatitis A	0	1/*1	0	0	2/*2
Hepatitis B	0	2	2	2/*2	20/*17
Hepatitis C	9	8/*1	26	16/*3	29/*8
Hystoplasmosis	NA	NA	NA	1	1
Influenza-Associated Hospitalizations	9	14	8	6/*1	26/*5
Lyme Disease	62/*14	33/*7	55/*12	59/*9	56/*12
Mumps	NA	3	8/*8	1/*1	0
Mycobacterial Disease	2	2	1	3	0
Pertussis	14	2/*1	0	13/*9	35/*26
Parapertussis	NA	NA	NA	NA	18/*17
Salmonellosis	7	4	4	2	9
Shigellosis	0	0	0	1	0
Streptococcal Disease, Invasive	3	5	5/*1	5/*3	5/*2
Tuberculosis	1/*1	0	0	0	10 Suspect/*2
Tuberculosis, Latent	8	6	9/*1	6	11
Varicella (Chicken Pox)	6/*4	4/*3	5/*3	13/*8	11/*10
Yersiniosis	NA	NA	NA	2	0
Totals	259/*21	258/*20	319/*36	336/*52	464/*121

* After investigation the number of cases that were reported to State as "not a case"

In 2017, Pierce County nursing staff received 464 reports of communicable diseases, 128 or 38% more than in 2016. Most notable trends were a 900% increase in hepatitis B, 300% increase in Influenza- Associated Hospitalizations, and 250% increase in Gonorrhea. We had 35 reported cases of pertussis, only 4 were actual cases. New recording guidelines encourage all pertussis testing be entered in the Wisconsin Disease Surveillance System (WEDSS), this includes the negative tests. Only positive tests are followed up on. The Hepatitis B increase was the result of a new medical facility testing all new employees Hepatitis B vaccination immunity.

Immunizations for Children and Adults



Immunization is one of the most important public health victories of the 20th century – defeating or sharply reducing disease such as smallpox, polio, measles, diphtheria, rubella, pertussis (whooping cough) and other diseases. However, many organisms that cause these diseases have not been eliminated, and they could reemerge if vaccination levels drop.

In 2017 public health nurses gave a total of 1736 immunizations to 1569 individuals.

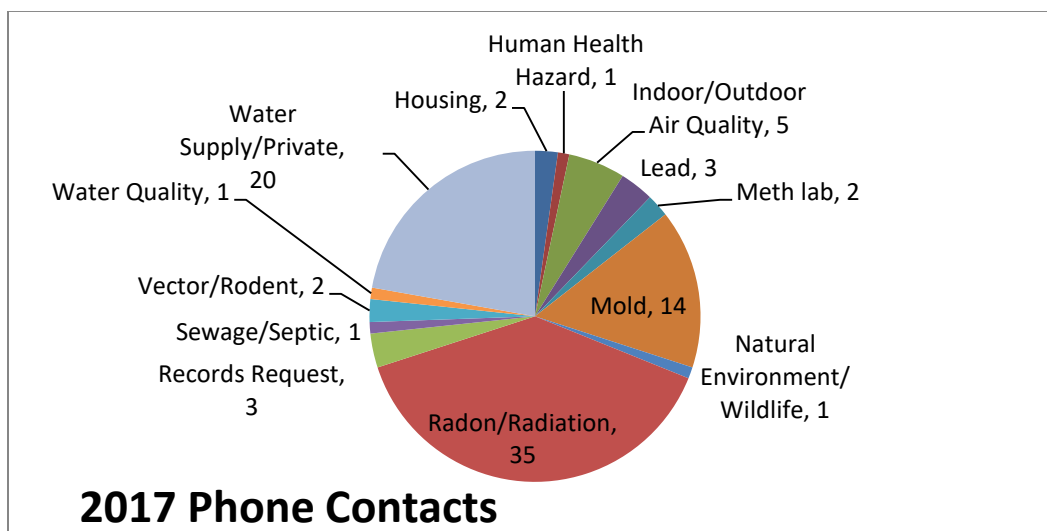
The health department works with local clinics to resolve issues and improve the percentage of Pierce County children who are up-to-date with immunizations by their second birthday. At the end of 2017, 75% of Pierce County children who turned 2 years of age during the year were up-to-date with immunizations as reported in the Wisconsin Immunization Registry (WIR). This was a 4% increase from 2016. A few health department staff members have access to the Minnesota Immunization Information Connection (MIIC) to provide more accurate immunization records for the Pierce County children that receive immunizations in Minnesota.

Immunization continued to be an important strategy in controlling the spread of seasonal Influenza. The vaccine campaign during the fall of 2017 resulted in 1442 immunizations given during community and school clinics. We continued to offer school flu clinics at all of the schools in Pierce County in an attempt to reach more students. We gave a total of 1005 influenza immunizations to school age children at Pierce County schools, an 85 dose increase over last year.

Human Health Hazards

In order to protect and maintain the health, safety, general welfare and environment for the people and communities of Pierce County, complaints with the potential to have an impact on human health are investigated under authority of the "Human Health Hazard" ordinance. Enforcement of the ordinance is the role of Pierce County Board of Health, the Health Officer and Environmental Health Specialist. If a human health hazard is found, the Health Department works with those involved to ensure the hazard is resolved.

In 2017, the Environmental Health Specialist investigated 5 complaints related to human health hazards, resulting in 6 onsite visits. Enforcement orders were written for one case and compliance has been achieved. An additional 90 inquiries were received regarding a variety of general environmental health issues. The following chart provides a visual breakdown of the types of environmental issues addressed by the program.



Human Rabies Exposure

Animal bite exposure follow-up is conducted to prevent potentially fatal cases of human rabies. In 2017, exposures involving five cats, twenty six dogs (down 23% from last year), three bats (up from 1 last year), and one cow were reported. Twenty-three orders of quarantine were issued and completed. The significance here is that six were vet clinic quarantines, which is more difficult to enforce because they are more costly and it can be difficult to find a vet clinic that has facilities capable of quarantine. Vet clinic quarantines are required when the animal is not current on rabies vaccination. Seven animals were sent to the Wisconsin State Lab of Hygiene for testing; this is one less than tests completed in 2016; all had negative results.

Water Quality

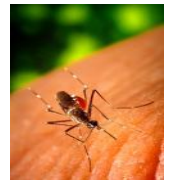
Safe, clean water is one of the most important substances in our lives - for drinking, cooking, bathing and cleaning. Municipal water systems test their water regularly to ensure it is safe, but it's up to private well owners to test their well water annually.

Through a contract with the Wisconsin Department of Natural Resources, 68 facilities that qualify as a Transient Non-community Water System were tested and 14 wells inspected in the county ensuring safe and dependable water to the public. Two facilities had bacteriologically unsafe water. Nine facilities currently post a public notice and operate with nitrate levels between 10mg/L and 20mg/L.

Private well water was tested for 3 families receiving services through the Health Department. Of those tested, none had unsafe bacteria counts, one exceeded recommended nitrate levels of 10mg/L and all 3 had fluoride levels below 0.3mg/L. Education was provided to these families.

Mosquito Control

Mosquitoes carrying the La Crosse strain of encephalitis and other arboviruses are dangerous to the health and well-being of our residents. Encephalitis is an inflammation of the brain usually caused by a virus. Arboviruses that cause encephalitis are common to Pierce County. In order to prevent infection, mosquito breeding areas are tracked and measures are taken to kill larvae in those areas.



During 2017, the La Crosse County Health Department provided mosquito control services in La Crosse County and 12 surrounding counties in Wisconsin, Minnesota, and Iowa; including Pierce County. West Nile Virus is an invasive disease to North America and La Crosse Viral Encephalitis is a long standing native to this region. The goal of this program is to provide an ongoing service for control of mosquito-borne disease, interruption of the spread of disease and ultimately prevent infection. In 2017, 421 mosquito habitat sites (excluding storm sewers) were monitored and 140 traps were placed in Pierce County. In addition, 43 tick checks were performed.

Childhood Lead Testing

There is no safe level of lead in the human body; lead exposure can affect nearly every system in the body. Even very low levels of lead exposure can cause permanent brain damage and negatively affect health throughout the child's life, especially between 6 months and 6 years of age. Many lead hazards still exist in homes and the environment, including paint, vinyl mini-blinds, chalk, candlewicks and others. These hazards are commonly present during painting and remodeling of pre-1978 housing. The CDC defines a reference level of 5 mcg/dL to identify children with elevated blood lead levels. These children are exposed to more lead than most children. The department provides follow-up including phone calls, home visits, consultation with the primary health care provider, and a home lead risk assessment by a Lead Hazard Investigator. The ultimate goal is to reduce environmental lead exposure and lead poisoning. In 2017, 385

children were tested, 131 of which were done at Pierce County WIC clinics. Of all the tests done, only 2 were elevated levels in the 5-9 mcg/dl range.

Blood Lead test results as reported in the Wisconsin Immunization Registry (WIR)

Year	2012	2013	2014	2015	2016	2017
Total Tests	520	400	393	356	332	385
5-9 mcg/dL	6	10	8	2	3	2
10-19 mcg/dL	2	1	1	1	1	0
≥ 20 mcg/dL	0	0	0	0	0	0

Essential Service 3: Provide information on health issues.

Many child passenger safety seats are improperly installed and could harm the child in a crash.

The “Likes” to our Facebook page increased from 179 to 257.

Pierce County WIC clients’ breastfeeding their babies more frequently than the state rate.

Child Passenger Safety

The Certified Child Passenger Safety Technician educates area families and care providers in the appropriate installation and use of child passenger safety seats during individual appointments and at car seat check-up events in west central Wisconsin.

In 2017, 20 infant and child car seats were checked for proper installation and use, including 11 seats that were distributed to Pierce County residents. Those seats were funded by a grant from the Wisconsin DOT. During every car seat check, problems concerning installation and placement issues, next steps, and other safety issues are discussed. Corrections are made when necessary.

Some of the most common problems found when checking a car seat include the seat not being secured in the vehicle, harness straps that are loose and/or not adjusted correctly, improperly positioned retainer clips and moving a child to the next stage of car seat or using a seat belt before the appropriate age. Any of these issues could result in harm to the child in the event of a crash.

Farm Safety

UW-Extension, Emergency Management Department, Pierce County 4-H, and the Health Department partnered to co-facilitate the Pierce County Farm and Rural Safety Day for 847 fourth graders (includes home schooled children) from Pierce County schools. Since the committee did not host Farm and Rural Safety Day in 2016, this year we hosted a spring and fall event. The spring event was held April 26 & 27 (372 students) and the fall event was held September 27 & 28 (475 students) at the Pierce County Fairgrounds. The day is aimed at fourth graders to help supplement local education curriculum on Wisconsin, its connection to agriculture, and encounters with rural life issues here in Pierce County. The program brought in educational demonstrations from the Ellsworth Ambulance, Western WI Ag Supply, Ellsworth Fire Department, local FFA chapters from Plum City, Ellsworth, River Falls, Spring Valley and Elmwood, Pierce-Pepin Cooperative Services, 4-H volunteers, Pierce County UWEX Master Gardeners, the Health Department, and the

Sheriff's Department. The Health Department's presentation known as "Protection Connection" was an educational demonstration on protecting skin from sun damage and hearing loss caused by loud noises.

Radon

You can't see, smell, or taste radon, but it is a problem in many Pierce County homes. Radon comes from the natural breakdown of uranium in soil, rock and water, and may get into the air you breathe in any type of building. Radon is the second leading cause of lung cancer in the United States today. Testing your home is a simple low-cost way to determine your risk.

Thirty radon test kits were distributed in Pierce County in 2017, 27% of reported results were over the EPA recommended action level of 4.0 pCi/L. Promoting testing and educating the public regarding health risks from radon, methods to fix the problem in homes, and building radon-resistant new homes is the focus of the department's activities. More than 150 persons received radon materials or had questions answered at the St. Croix Valley Builders Home Show this year.

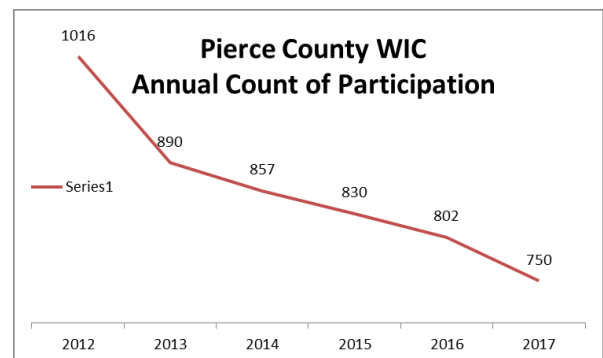
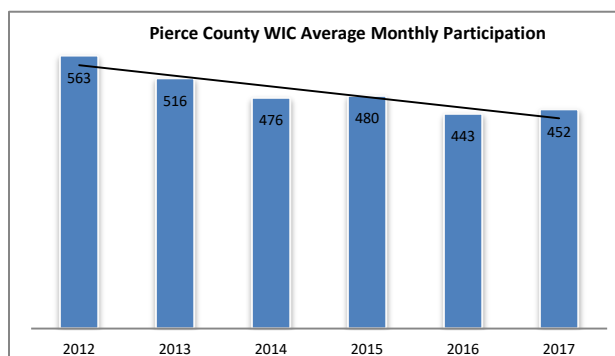
Sharps Disposal

The Sharps Disposal Program protects waste handlers, the public, and the environment from improperly discarded needles, syringes, and lancets. A total of 759 sharps containers were distributed to the public in 2017, which is a 41% increase from 2016. Despite education to the public, improper disposal of sharps in the recycling continues to be a problem that puts the recycling workers at risk of exposure to contaminated needles.

WIC and Nutrition



WIC, the Special Supplemental Nutrition Program for Women, Infants, and Children, helps income eligible pregnant and breastfeeding women, women who recently had a baby, and infants and children up to five years of age who are at health risk due to inadequate nutrition. In Pierce County, WIC services are co-located with prenatal care coordination, lead screening, and fluoride varnishing services.



Pierce County WIC served 750 unduplicated clients in 2017—an average of 452 clients per month. This is a decrease in annual participation from previous years; however, monthly participation was slightly up from 2016. In 2016, 802 clients were served and in 2015, 830 clients were served. The most current estimation of the monthly eligible population for Pierce County is from 2014 at 726 individuals. Pierce County served 62.9% of the estimated eligible population in 2014. 60.7% of the estimated eligible population was served statewide. It appears the estimated eligible population had increased from 2012 to 2015 despite decreases in actual participation; however, this may have been due in part to a change in the methodology of the report. Thirty-two percent of WIC clients served in Pierce County report participating in Food Share.

Breastfeeding incidence for Pierce County WIC clients in 2017 was 78.4%, up from 74.3% in 2016, remaining above the state rate of 72.8%. Pierce County WIC farmers' market voucher redemption for 2017 was 35%, an increase from 28% in 2016 and 33% in 2015. WIC benefits totaling \$233,375 were redeemed in Pierce County grocery stores in 2017. This number has steadily decreased reflecting the decrease in clientele.

In addition to WIC, nutrition staff provided 60 visits to prenatal care coordination clients in 2017. The department's Registered Dietitian is also available for nutrition referrals for Home Care clients. Breastpumps continue to be available for rent from the department and trained Breastfeeding Educators provide breastfeeding support. Nutrition staff also accepted a Fit Families Supplemental Nutrition Assistance Program-Education (SNAP-Ed) grant for fiscal year 2018 and began recruitment for the program in November 2017. Fit Families is a successful behavior change program targeting primarily families of 2-4 year old children enrolled in WIC.

In the Media

A variety of approaches are used to reach Pierce County citizens with important health information. Traditional means such as newspaper articles are combined with Facebook in an effort to appeal to a range of interests.

In 2017, 11 press releases were sent to local papers addressing an array of health related subjects and Pierce County Health Department was mentioned in 26 articles. In addition, the department's website had 5708 hits, up 1018 from 2016. We created 129 Facebook posts had an average of 198 views per post, up from 159 in 2016, with a range from 39 to 3099. The "likes" to our Facebook page increased from 179 to 257 by the end of 2017.

Essential Service 4: Connect with community partners to identify and solve problems.

Ten Pierce County schools implement proven strategies to increase physical activity among students.

Efforts to increase vaccination rates for zoster, the virus that causes shingles resulted in a 5% increase in rates among clients age 60-64.

Active Schools



The Healthier Together Pierce & St. Croix County Enhancing School Physical Activity project is providing technical assistance, training and resources to facilitate implementation of the Wisconsin Department of Public Instruction's Active Schools: Core 4+ strategies within 10 schools in Pierce and St. Croix Counties. The strategies include active physical education minutes, active classrooms, active recess/open gym, active before and after school, and family and community physical activity.

Participating 4th or 5th grade students, ranging from 9 to 12 years old, wore pedometers for 4 consecutive school days to track their everyday steps in and outside of the school day in the beginning and at the end of the project. Analysis of the data showed that that only 1 out of the 10 participating schools in Pierce and St. Croix counties met the recommended 12,000 steps per day. Despite the final data report's unfortunate results, the findings have sped the process to update wellness policies in the schools. Healthier Together continues to take action by assisting the schools that are coming forward with desire to improve the health and wellness of their staff and students. Multiple school districts are interested in continuing receiving monthly resources such as the brain breaks. Therefore, Healthier Together established partnership with UW-River Falls' Aspiring Educators to sustain items such as brain break calendars and indoor recess school kits.

Hunger Prevention Council

A Health Department nutrition staff member continues to serve on the Hunger Prevention Council of Pierce County, Inc. This multi-disciplinary council continues to make huge strides in bringing food to the hungry in Pierce County. In 2017, an average of 1,606 individuals in 648 households were served by Pierce County food pantries every month. This shows a continued decreasing trend since 2014. There were a total of 7,772 pantry visits in 2017 with 627,492 pounds of food given out, a 6.5% decrease from 2016.



Food Pantry Usage in Pierce County

Monthly Average:	2012	2013	2014	2015	2016	2017
Individuals	2110	2091	2121	2073	1843	1606
Households	823	792	799	788	741	648

The Hunger Prevention Council of Pierce County continues to be a unique, successful example of a hunger coalition that is held in high regard within the region. 2017 was an eventful year as the Council worked collaboratively with the Pierce and St. Croix Counties Healthier Together Coalition, toured other regional pantries that have successfully transitioned to the Safe and Healthy Pantry Project model, and began exploring options within council pantries to help move clients toward selecting healthier food options. This year, Council pantries were provided additional produce from local grocery stores, allowing pantries to provide fresh produce weekly to households after receiving a weekly produce drop. In December, the council hired a new Hunger Prevention Council Director.

Pierce County Partnership for Youth



Pierce County Partnership for Youth (PCPFY) is a community collaborative focused on providing leadership for the prevention and intervention of substance use by youth. In 2017, PCPFY completed approximately 12 interviews of community members using the Tri-Ethnic Readiness Model to determine Community Readiness regarding youth and alcohol awareness. Overall Stage of Readiness was determined to be a 2-3 which equates to "Denial/Resistance" to "Vague Awareness".

Pierce-St. Croix CARES

Pierce-St. Croix County CARES (Creating A Responsive and Effective System for Protecting and Promoting our Children's Well-being) is a coalition that was established in 2011, aimed at assisting in making evidence-informed decisions to promote child well-being and prevent child maltreatment. After the initial summit of the CARES coalition, a steering committee, along with input from summit attendees, decided to focus on the social-emotional well-being of our counties youth.



In 2016, with the help of CARES, the Health Department conducted a needs assessment survey with all child care providers in the county to determine where screenings were already being done and assess where training is needed. In 2017 an Ages and Stages Questionnaire training was held at the Health Department to offer training to interested day care providers. Three local providers participated in the training and received all the necessary tools to conduct screenings in their facilities.

Success by Six

United Way



Strong Families. Strong Futures.

Success by Six is a collaboration of members from Pierce, St. Croix and Polk counties supported by United Way St. Croix Valley. The vision of the group is that all children in western Wisconsin, with the strong support of family and community, will by age six have the necessary physical, mental, emotional and social development to successfully grow and learn. Success by Six is continuing to look at how to best collaborate with partners to build a parent education and support system in order to spread the word on the importance of early childhood development throughout our communities. In 2017, Success by Six launched the Talk, Read, Play, Sing initiative. This initiative is aimed at families with young children and highlights the developmental benefits of talking, reading, singing, and playing at least thirty minutes a day. For more information visit: <https://www.unitedwaystcroix.org/talk-read-play-sing>

St. Croix Valley Immunization Coalition

Pierce County Health Department provides leadership to the St. Croix Valley Immunization Coalition with the mission to improve immunization rates among both public and private vaccine providers.



Utilizing grant funds, the coalition mailed postcards to adults age 60-64 encouraging them to find out if they are up to date on their vaccines. In Pierce County 1607 postcards were mailed to approximately 2000 clients, 199 postcards were returned with updated addresses or no forwarding information. In order to track data, we looked at adults age 60-64 that had received a Zoster vaccine. Prior to the campaign 26% had met the criteria and after the campaign 31% met the criteria.

Western Wisconsin Working for Tobacco Free Living (W3TFL)



The mission of W3TFL coalition is to prevent, reduce exposure to, and eliminate the use of tobacco products in Barron, Burnett, Pierce, Polk, Rusk, and St. Croix counties through policy work, education and informational/service efforts. This multi-jurisdictional coalition (MJC) strives to create a healthier, tobacco-free culture where people live and work. The focus is on increased public awareness of the health risks of tobacco in order to spur increased personal involvement of community members to create a better place for everyone to live.

2017 Outcomes

- Coordinated five personal meetings to provide education and resources to state leaders
- Conducted eight electronic cigarette/other tobacco product presentations throughout the W3TFL area
- Six written communications were shared with grasstop leaders on tobacco prevention and control happenings
- 30 Tobacco Retail Environmental Scans were conducted in the W3TFL area
- W3TFL FACT youth did nine "Factivisms" spreading the word about the dangers of tobacco use to their peers and communities. Thirty-eight new FACT members were recruited.
- Received additional SPARK mini-grant funding in collaboration with the University of River Falls and Wisconsin Indianhead Technical College (WITC), through the American Lung Association, to help support their tobacco-free campus policy and cessation efforts.
- Ten press releases were shared with W3TFL area media
- Two Radio interviews were conducted to inform the public on various tobacco related issues

Essential Service 5: Create Plans and Policies that Support Healthy Communities

Staff participated in 2 table top exercises and a Mass Flu Clinic Exercise this year. As a result, staff competency increased and plans are improved.

Public Health Preparedness

The Pierce County Health Department is a member of a 10 local health departments and 1 tribal health agency consortium known as the Western Wisconsin Public Health Readiness Consortium (WWPHRC). Established in 2003 with funds from the Center for Disease Control and Prevention (CDC), the WWPHRC was established to develop core expertise and preparedness in response to bioterrorism, infectious disease outbreaks, and other public health threats. We do this through networking, coordinating, standardizing, and centralizing our resources and planning efforts among the ten local public health agency partners in Western Wisconsin.



Pierce County is also a part of the Minneapolis Cities Readiness Initiative (CRI). CDC's Cities Readiness Initiative (CRI) is a federally funded program designed to enhance preparedness in the nation's largest population centers, where nearly 60% of the population resides, to effectively respond to large-scale public health emergencies needing life-saving medications and medical supplies. The Minneapolis CRI includes 11 MN counties and Pierce and St. Croix counties in WI.

2017 Key Achievements

- Completed the Medical Counter Measure Action Plan with the State
- Revised the Public Health Emergency Plan and continued aligning it with the CDC Public Health Preparedness Capabilities
- Participated in a tabletop and functional exercise with health care providers relating to a severe winter storm
- Participated in the nuclear ingestion tabletop exercise
- Participated in a Super Bowl anthrax release exercise with CRI counties
- Planned and exercised Mass Flu Clinics at all schools in the county
- Planned and participated in a tabletop exercise with Behavioral Health around mass clinics
- Planned and participated in a tabletop exercise relating to ethics and influenza vaccines with area health care providers
- Participated in Goodhue County planning meetings

Essential Service 6: Enforce laws and regulations that keep us safe.

20% of compliance checks resulted in a sale of tobacco to a minor.

354 Food safety and recreational licensing inspections were completed in 2016.

WI Wins Tobacco Compliance Checks



The Wisconsin Wins (WI Wins) campaign is a science-based, state-level initiative designed to decrease youth access to tobacco products. WI Wins uses positive reinforcement to reduce illegal tobacco sales to minors. It congratulates local clerks who do not sell tobacco to youth, while educating those who do sell.

In 2017, out of the 30 compliance checks, there were 6 sales to minors, a 20% failure rate. This is a decrease from 2016's failure rate of 34.4% but is well above the other counties in the area.

County	Completed Inspections	Sales	2017	2016	2015	2014	2013	2012
Burnett	24	2	8.3%	3.3%	0%	10%	4.3%	5.6%
Pierce	30	6	20%	34.4%	27%	23.2%	25%	0%
Polk	59	5	8.5%	15.5%	8.8%	10.2%	13%	19.5%
Rusk	8	0	0%	22.6%	7.7%	4%	8.7%	16.7%
St. Croix	77	9	11.7%	17.8%	9.2%	12.8%	8.9%	22.9%

Food Safety & Recreational Licensing Program

The Environmental Health Specialist protects public health through enforcement of sanitation regulations and educating about sanitary practices in restaurants, hotels, tourist rooming houses, bed and breakfast establishments, public swimming pools, campgrounds, recreational & educational camps, body art establishments, and school food service facilities. In 2017, enforcement activities included second re-inspections for 6 establishments. No citations were issued this year. The table below shows the July 1, 2016- June 30, 2017 inspections that were completed in an effort to reduce communicable diseases for our residents and visitors. Inspection reports can be found online at:

<http://healthspace.com/Clients/WI/Pierce/Web.nsf/home.xsp>

Type of Facility	Establishments	Inspections	Re & Pre-inspections	Complaints
Eating/Drinking Establishments	145	119	60	3
Retail Food Establishments	64	50	32	4
Temp Restaurants & Special Event Camp	12	12	1	0
Lodging Establishments	41	26	13	2
Pool and Whirlpool Facilities	7	5	7	1
Body Art Facilities	4	28	8	0
School Food Service	14	28	0	0
Total	287	242	121	10

Affordable Care Act Application Counseling

In October 2013, the Health Department became a Center for Medicare and Medicaid Service (CMS) designated Certified Application Counselor (CAC) organization. At this time, there is one employee in the Health Department who has received the CAC training. The CAC is expected to provide information to the consumers regarding quality health plan options and insurance affordability programs, as well as assists with applications and enrollments in the Federal Marketplace (Healthcare.gov). The CAC had 7 office visits with consumers seeking assistance and received approximately 35 phone calls (through December 2017) with Marketplace questions. The open enrollment for the 2018 benefit year was November 1, 2017-December 15, 2017. This timeframe was six weeks less than the previous year.

Essential Service 7: Link people to needed services.

171 children were served by the Birth to Three program in 2017.

106 women received a Prenatal Care Coordination Service and 359 visits were made this year.

The Reproductive Health Program served 655 clients.

Birth to Three

The federally mandated Birth to Three Program is committed to serving children under the age of three with developmental delays or disabilities. Staff values the family's primary relationship with their child and work in partnership with the family to enhance the child's development, while supporting the family's knowledge, skills, and abilities, as they interact with their child.

Children participating in Birth to Three are provided individualized services such as physical, occupational, and speech therapy, family education, developmental education, and related health services based on the needs identified by the child's family.

The following table reflects the number of children who were referred to the Birth to Three Program and the outcomes from the referrals.

	Children Referred to B-3 Program	Children Screened Of Those That Were Referred	Children Evaluated Of Those That Were Referred	Children Who Were Served At Some Capacity
2017	109	71	48	171
2016	89	68	55	145
2015	74	68	33	132
2014	84	53	49	128
2013	68	44	49	108
2012	93	52	58	115

Analysis of the data trends shows a 22% increase in the number of referrals, but only a 4% increase in screenings from last year. There was actually a 13% decrease in evaluations. It is difficult to explain this only that with new staff, there may have been more elaborate review of needs done at initial referral and again at the screening.

The program went through their second onsite visit in the state's new assessment process. Though the day was long, Birth to Three staff learned the strengths and weaknesses of the program. Throughout the day, they learned that there are many assets that various members of the team bring to the table to provide services to the families. In addition, they also found some areas of weakness that were addressed and a plan of correction was developed, to ensure that they do not happen in the future.

Prenatal Care Coordination



Pierce County Public Health Nurses provide access to medical, social, educational and other services to pregnant women who are considered high risk for adverse pregnancy outcomes through our Prenatal Care Coordination (PNCC) program. The components of this program are outreach, physical and emotional assessments, care plan development, ongoing care coordination and monitoring, health education and nutrition counseling. In 2017, a total of 109 women, compared to 105 in 2016, received a PNCC service and 359 nursing or nutrition visits were provided.

PNCC clients are offered contraceptive supplies prior to delivery and are encouraged to take vitamins with folic acid daily throughout the childbearing years. Contraceptive services were provided to 40% of the PNCC women in 2017, down from 57% in 2016.

Each Prenatal Care Coordination mother also receives up to four Families First visits in the first 6-9 months of her baby's life to provide an age specific curriculum, including educational information at each visit. Health of both mother and infant are assessed, questions answered, and the following topics may also be addressed: infant growth and development, feeding, immunizations, well child care, safety, including safe sleep for baby and brain stimulation. Thirty-eight postpartum PNCC clients were provided Families First visits.

The Health Department also offers a visit from a public health nurse to assist families, not enrolled in PNCC/FF programming after the birth of their baby. The health of the mother and infant are assessed. Parents receive health teaching related to a variety of topics including parenting, child development and infant feeding. Referrals to community services are provided based on the needs of the family. Nurses reviewed 22 hospital referrals for new mothers and infants in 2017. Calls and/or home visits are offered depending on the assessed risk criteria.

Oral Health

Fluoride mouth rinse is provided to 162 children each week in the Elmwood and Plum City schools due to the non-fluoridated community water supply. Also, fluoride varnish, a protective coating to prevent cavities, is applied to the teeth of infants and children under the age of 5 at WIC clinics. Four hundred forty-seven applications of fluoride varnish were done in 2017, up from 409 in 2016.

Reproductive Health

The Pierce County Reproductive Health (PCRH) program aims to decrease unplanned pregnancies and sexually transmitted infections by providing high-quality, yet affordable care. Barriers to receiving care are minimized by focusing on the following priorities:

- Providing contraception in advance of physical exams
- Providing emergency contraception and condoms in advance of need
- Providing same-day contraception following a negative pregnancy test

In 2017, 655 clients received family planning and reproductive health services. Fifty-seven percent of these clients are returning clients. The 2017 satisfaction surveys revealed that 100% of clients chose "very satisfied" as the overall rating of their visit. In addition, 98% were "very satisfied" with the education/information provided as well as how well the providers answered their questions. One-hundred percent would recommend PCRH to another person.

We have seen an increase from 86% (2016) to 88% (2017) in continuous enrollment in Family Planning Only Services (FPOS) on behalf of clients. Although we have seen an increase in FPOS continuous enrollment, we have seen a steady decline the past several years in number of PCRH unduplicated clientele.

Pregnancy testing services were provided to 155 unduplicated clients in 2017. Pregnant women are then linked to a variety of services to ensure a healthy pregnancy and birth. Those seeking pregnancy receive pre-conception education to improve health prior to pregnancy. Among the 155, 100% of those with negative pregnancy test results received contraceptives at their visit. Out of the 581 female clients seen in 2017, 577 (99%) are on a moderate (birth control pills) to highly effective (IUD/IUS, Nexplanon) form of birth control. This is up from 70% in 2016.

In addition to providing both pregnancy and contraceptive services, PCRH strives to reduce Pierce County STI rates. A large portion of clientele visit strictly for STI screening, in 2017 the following specimens were collected for testing:

Test	Chlamydia	Gonorrhea	HIV	Syphilis
Individuals Tested	453	410	67	49
Positive Results	35	6	0	1

All clients that are screened and test positive for STIs are educated and treated appropriately by PCRH staff.

PCRH continues to provide health education regarding birth control methods, sexual and reproductive health, breast and cervical cancer and communicable diseases in Pierce County School districts, as well as University of Wisconsin-River Falls and Chippewa Valley Technical College.

Home Care

Since 1970, the Home Care program has provided access to quality health care for all Pierce County citizens needing skilled nursing, therapy and aide services in the privacy of their own home. Independence in meeting their own health care needs is promoted by teaching the client and caregivers how to care for themselves so services are eventually no longer needed. The goal is to assist clients to safely remain in their home as long as possible.

The Home Care program served 65 Pierce County citizens in 2017. A total of 1,880 visits were made by nurses, therapists and aides. The program proudly serves our veterans with over 42% of 2017 clients having their services covered by Veterans Administration. This is up from 21% in 2016. It is notable that 32% of our clients had a pay source of Inclusa, which is a rapidly growing community approach to long term care. These clients may otherwise have difficulty accessing home care services.

Home Care Outcomes	Pierce County	National Reference
How often clients got better getting in and out of bed	45.4%	40.3%
How often clients got better at moving around	45.0%	47.8%
How often clients had less shortness of breath	69.2%	57.7%
Hospitalization during the first 60 days of home care	16.7%	16.6%
Source: Medicare Casper Reports Oct. 2015- Sept. 2016		

School Health

School health services are provided to Plum City School District, St. Francis and Ave Maria Schools in Pierce County to assure that all students have access to basic health services such as health screening, immunization record review, student and staff health services, and health policy development. The Plum City School District receives more in-depth services than the other 2 schools. In 2017, at Plum City Schools and Ave Maria, 144 students received vision screening, 9 were rescreened, and 4 were referred. 100 students received hearing screenings, 8 were rescreened, and 2 were referred.

Pierce County Health Department was able to facilitate influenza immunization clinics at each of the six public school districts within the county, administering 1005 influenza vaccines.

Health Department staff continues to consult and collaborate with all schools in the county regarding immunizations, communicable disease control, tobacco use, wellness policies, access to care issues, health education, and disease prevention.

Jail Health

Nursing services are provided at the Pierce County Jail to protect the health and welfare of the inmates and prevent the spread of communicable disease within the jail. In 2017, the focus of the jail nurse was transitioning to the new facility in addition to maintaining the health and welfare of the inmates. This included training jail staff and adjusting policy for the new facility and increased number of inmates.

The Jail Nurse reviewed 796 medical/mental health intake assessments, up from 466 in 2016. Fifty-eight percent of these individuals have medical and/or mental health needs and 44% of those identified were taking medication. The nurse works with the inmate, healthcare providers, mental health professionals, and the jail staff to assure that the medical and mental health needs of the inmate are addressed adequately during incarceration.

Essential Service 8: Assure a competent workforce

Workforce

Staff development is critical to maintaining the expertise to deliver current, evidenced-based public health programs. In 2017, the department staff completed over 1115 hours of training on a wide variety of topics.

Essential Service 9: Evaluate programs for effectiveness

Program Evaluation

Performance management and quality improvement continue to be integrated into program and administrative activities in 2017. An outcomes dashboard is monitored by staff and the Board of Health to identify areas of strength and opportunities for quality improvement in each program.

Essential Service 10: Encourage innovation and use of research evidence

Innovation using Research

What do Active Schools strategies, developing emergency preparedness plans, and conducting tobacco compliance checks have in common? They are just a few examples of evidence-based practices aimed at addressing population health issues. Staff members strive to utilize best practices and incorporate the findings of the latest research into agency programs and policies. Using proven strategies saves money and leads to better health outcomes.