



2018 Annual Report



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To County Supervisors, Board of Health Members, Colleagues, Partners and County Residents,

I am pleased to share the Pierce County Health Department's 2018 annual report. Besides completing all the wonderful successes outlined in this report, the department embarked on an ambitious strategic planning process in 2018; the results of which will be shared in 2019. Much of 2018 was also spent working on the next bi-county community health needs assessment, which helps community partners prioritize and act on the community's needs. The department is also pleased to be working towards reaccreditation in 2020.

I would like to thank the incredible public health workforce; made up of nurses, educators, administrators, therapists, aides, sanitarians, accountants, and nutritionists, for their dedication to protecting, promoting and preserving the health of Pierce County residents and visitors.

I would also like to express sincere thanks to the Board of Health, our medical advisor, Dr. Kerith Lijewski, and our community partners, for their hard work, support and commitment to improving health in Pierce County.

Wishing all a healthy 2019,

AZ Snyder, MSc
Public Health Director/Health Officer

About Us

Mission

To promote healthy behaviors, prevent disease and injury and protect against environmental hazards.

Vision

Healthy People in Healthy Communities

Values

We are committed to:

- Prevention
- Respect
- Collaboration
- Evidence-based practice

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importance to establish quarterly youth mental health collaboration meetings with schools, counties, and healthcare leaders. The Action Team also continued work with Baldwin-Woodville School District, offering a class on resilience and coping skills for youth.

Alcohol Misuse

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 2018, PCPFY explored ways to increase awareness in the community by developing an informational handout entitled, *Teen Drinking: Why All the Concern*, to distribute at community events.



Overweight/Obesity



Healthier Together-Pierce & St. Croix Counties' Overweight and Obesity Action Team continued work on two key strategies to decrease the percentage of the population that is overweight or obese, in Pierce and St. Croix Counties.

The first strategy, increase physical activity through changes to policy, systems, environment, and community support, included work with schools to integrate the language of *Active Schools Core 4+*, into school wellness policies. Members of this team attended school meetings and events such as Walk and Bike to School Days to demonstrate to teachers and school leaders how Core 4+ strategies may easily be integrated into daily activities and curriculum.

The second strategy, decrease food insecurity and improve nutrition through changes to policy, systems, environment, and community support, included work to develop and implement an infrastructure to increase Supplemental Nutrition Assistance Program (SNAP) enrollment and improve access to healthy foods. In 2018, we began offering Community Supported Agriculture (CSA) shares at all six food pantries in the county.

Section 2: Departmental Strategic Plan

This was the final year for our current 3-year strategic plan. Our current strategic priority areas are:

- Goal 1: Prevention: Implement evidence-based prevention strategies to address identified community health needs.
- Goal 2: Quality: Maintain accreditation status and advance the culture of quality improvement.
- Goal 3: Sustainability: Assure adequate and effective use of resources for sustainability.
- Goal 4: Collaboration: Establish new partnerships & strengthen existing partnerships to improve community health.
- Goal 5: Workforce: Assure retention of engaged employees.

In 2018, we had several key accomplishments related to our strategic plan. Maintaining our capacity in quality improvement is essential to becoming reaccredited in 2020. We completed a quality improvement project aimed at increasing the confidentiality at WIC clinics. We also revamped our performance management system to make performance measures more meaningful. We also were awarded several grants in the areas of Environmental Health, Communicable Disease, Reproductive Health, Emergency Preparedness, WIC and child car seats. Staff worked diligently in order to secure this extra funding, ensuring the sustainability of our programs. Lastly, with management turnover within the department, it was important for us to conduct some team building to promote employee retention and strong relationships. In the spring of 2018, the team completed a Colors Leadership training to better understand each other's strengths and communication styles.

Section 3: 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 the Department to conduct prompt investigations of possible outbreaks and to implement control measures to minimize further spread of disease.

In 2018, Pierce County received 598 reports of communicable diseases, 29% more than in 2017. Most notable trends were an increase in the reporting of negative results in the Wisconsin Electronic Disease Surveillance System (WEDSS). While there were increases in negative lab reports, each still requires follow up. A new recommendation from the Wisconsin Department of Health Services encourages follow up on all negative and positive cases reported into WEDSS to ensure cases are screened for false negatives. Additionally, in 2018, there were a few infrequent diseases reported, as outlined in the table below. Number listed before the slash are all the cases entered into WEDSS and the number with the * are actual positive cases.

Frequency of Reportable Diseases	2014	2015	2016	2017	2018
Anaplasmosis/Ehrlichiosis	6/*4	11/*7	20/*9	25/*13	19/*15
Arboviral Illness, West Nile, non-neuroinvasive	1/*1	3/*3	1	1/*1	2/*2
Arboviral Illness, Zika	NA	NA	2/*2	3/*3	1/*1
Babesiosis	0	1	4/*3	1/*1	3/*2
Campylobacter	10	12	15/*1	19	19
Chlamydia	133	145	148	144/*1	134
Cryptosporidium	3	3	1	4	7
E.coli	3	1	6	9	25/*1
Giardia	2	4	3/*1	3/*1	2
Gonorrhea	14	15	6	21	25
Haemophilus Influenzae, Invasive Disease	2/*2	1/*1	0	1	1/*1
Hepatitis A	1/*1	0	0	2/*2	0
Hepatitis B	2	2	2/*2	20/*17	49/*47
Hepatitis C	8/*1	26	16/*3	29/*8	33/*29
Histoplasmosis	NA	NA	1	1	2

Influenza-Associated Hospitalizations	14	8	6/*1	26/*5	64/*44
Lyme Disease	33/*7	55/*12	59/*9	56/*12	41/*12
Mumps	3	8/*8	1/*1	0	4/*4
Mycobacterial Disease	2	1	3	0	8
Pertussis	2/*1	0	13/*9	35/*26	65/*47
Parapertussis	NA	NA	NA	18/*17	49/*49
Salmonellosis	4	4	2	9	4
Streptococcal Disease, Invasive	5	5/*1	5/*3	5/*2	12/*9
Tuberculosis, Latent	6	9/*1	6	11	5
Varicella (Chicken Pox)	4/*3	5/*3	13/*8	11/*10	13/*9
Yersiniosis	NA	NA	2	0	2
Additional Infrequent Diseases Reported in 2018:	Arbovirus, Dengue				1/*1
	Chagas Disease				1
	Coccidioidomycosis				1
	Cyclosporiasis				1
	Malaria				1
	Measles				3/*3
	MRSA/CRE/VRE				3/*3
	Q fever				1/*1
	Rubella				2/*2
Totals	264	322	340	463	

Vaccination

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 are re-emerging as vaccination levels drop. In 2018, our nurses gave a total of 1,804 immunizations to 1,648 individuals.

The department works with local clinics to improve the percentage of Pierce County children who are up-to-date with immunizations by their second birthday. In 2018, 81% of Pierce County children who turned 2 years of age during the year received all required immunizations as reported in the Wisconsin Immunization Registry (WIR).

The seasonal Influenza immunization clinics held during the fall of 2018 resulted in 1,481 immunizations. The department continued to offer school flu clinics at all of the schools in Pierce County in an attempt to reach more students. A total of 1,050 Influenza immunizations were given to school-age children at Pierce County schools; a 50-dose increase over last season.

The 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 50-59, encouraging them to find out if they are up to date on their vaccines. In Pierce County, nearly 1,800 postcards were mailed.



Section 4: Public Health Emergency Preparedness



The department is a member of a regional 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. This is accomplished through networking, coordinating, standardizing, and centralizing our resources and planning efforts among the eleven local public health agency partners in Western Wisconsin.

Pierce County is also a part of the Minneapolis Cities Readiness Initiative (CRI). The CDC's Cities Readiness Initiative 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 Minnesota counties, as well as Pierce and St. Croix counties in Wisconsin.

In 2018, the department participated in a county-wide nuclear power plant exercise, which focused on ingestion concerns through contaminated water and agricultural products. The department also exercised our ability to deliver emergency medical countermeasures through mass flu vaccination clinics.

Section 5: Environmental Health

Food Safety and Recreational Licensing

The department 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 2018, enforcement activities included second re-inspections for nine establishments, yet no citations were issued this year. The table below shows the July 1, 2017-June 30, 2018 inspections 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
Retail Food Establishments/Restaurants	198	181	112	4
Temp Restaurants & Special Event Camp	32	23	0	0
Lodging Establishments	33	26	14	0
Pool and Whirlpool Facilities	7	5	3	0
Body Art Facilities	3	3	2	0
School Food Service	14	28	0	0
Total	287	266	131	4

Human Health Hazards

In order to protect and maintain health, safety, general welfare, complaints with the potential to have an impact on human health are investigated under the authority of the "Human Health Hazard" ordinance. Enforcement of the ordinance is the role of the Pierce County Board of Health, the Health Officer and Environmental Health Specialist. If a human health hazard is found, the department works with those involved to ensure the hazard is resolved. In 2018, the Environmental Health Specialist investigated nine complaints related to human health hazards; resulting in 15 on-site visits. Enforcement orders were written for four cases and compliance was achieved in each case.

Vector-Borne Diseases

Almost everyone has had a mosquito or tick bite. A person bit by a vector can get a vector-borne disease such as Dengue, Zika, or Lyme. The Centers for Disease Control reported more than 640,000 cases of vector-borne diseases between 2004 and 2016, with nine new germs spread by mosquitoes and ticks discovered or introduced in the U.S. Our main defenses against this increasing threat are vector-control organizations and state and local health departments.

The department provided community education regarding safe tick removal and mosquito and tick bite prevention. Educational materials were provided at Spring Valley and Ellsworth events and at the Pierce County Fair. The department also conducted a survey on mosquito and tick prevention knowledge and distributed DEET bug spray and Tick Nippers.

Take-home points from the survey included:

- Over 25% surveyed did not indicate the correct method for tick removal
- Approximately 50% surveyed rarely or never use preventative action against ticks when outdoors

- Less than 30% surveyed identified Lyme, Anaplasmosis/Ehrlichiosis, RMSF, and Babesiosis as tick-borne disease.

Rabies Exposure

Follow-ups for animal bite exposures are conducted to prevent potentially fatal cases of human rabies. In 2018, exposures involving four cats, 44 dogs, seven bats, and one raccoon were reported. Forty-seven quarantine orders were issued and completed. Eight were vet clinic quarantines, which are required when the animal is not currently vaccinated. Nine rabies specimens were submitted to the State Lab of Hygiene; all yielding negative results.

Radon



You can't see, smell, or taste radon, but about 1 out of 10 homes in Wisconsin have high radon levels. Radon is a naturally occurring gas that is radioactive and can cause lung cancer. It comes from the natural breakdown of uranium in soil, rock and water and may get into the air you breathe. 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. The department provides low-cost, test kits to anyone wanting to test.

Of the 50 kits distributed by our department in 2018, 48% had radon levels over the EPA recommended action level. The focus of the department is to promote testing, educate the public regarding health risks from radon, offer methods to fix the problem in homes, and build radon-resistant new homes. In collaboration with Dunn and St. Croix County Health Departments, we hosted a booth at the St. Croix Valley Home Builders Show, where over 125 residents, realtors and builders, received radon materials.

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 is up to private well owners to test their well-water annually.

Through a contract with the Wisconsin Department of Natural Resources, 71 facilities in the county qualifying as Transient Non-community Water Systems (TNCs) were tested. TNCs provide water to a population that changes daily, such as people frequenting campgrounds, hotels, and restaurants. Twenty of those wells were inspected to ensure safe and dependable water to the public. Two facilities had bacteriologically unsafe water, and seven facilities currently post a public notice and operate with nitrate levels between 10mg/L and 20mg/L.

The department facilitated private well water testing for six families. Of those tested, one had unsafe bacteria counts, none exceeded recommended nitrate levels of 10mg/L, and all six had fluoride levels below 0.3mg/L. Education was provided to these families.

Child Blood 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 six months and six 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 5mcg/dL to identify children with elevated blood lead levels. These children are exposed to more lead than most children.

The department provides follow-up and consultation by a Public Health Nurse and Environmental Health Specialist for children with elevated blood lead levels (5mcg/dL or greater). Follow-up may include phone calls, home visits, consultation with the primary health care provider and a home lead risk assessment. The ultimate goal is to reduce environmental lead exposure and lead poisoning. Below is a chart of number of blood lead tests conducted on county children with results.

Year	2014	2015	2016	2017	2018
Total Tests	393	356	332	385	370
5-9 mcg/dL	8	2	3	2	1
10-19 mcg/dL	1	1	1	0	0
≥ 20 mcg/dL	0	0	0	0	0

Of the 370 blood lead tests done on children in 2018, 143 were done at Pierce County WIC clinics.

Section 6: Access to Care

In October 2013, Pierce County Public Health became a Center for Medicare and Medicaid Services (CMS) designated Certified Application Counselor (CAC) organization. The CAC is expected to provide information to the consumers regarding quality health plan options and insurance affordability programs, as well as assist with applications and enrollments in the Federal Marketplace (Healthcare.gov). The CAC had four office visits with consumers seeking assistance and received approximately 29 phone calls in 2018 with Marketplace questions.

Section 7: Maternal and Child Health

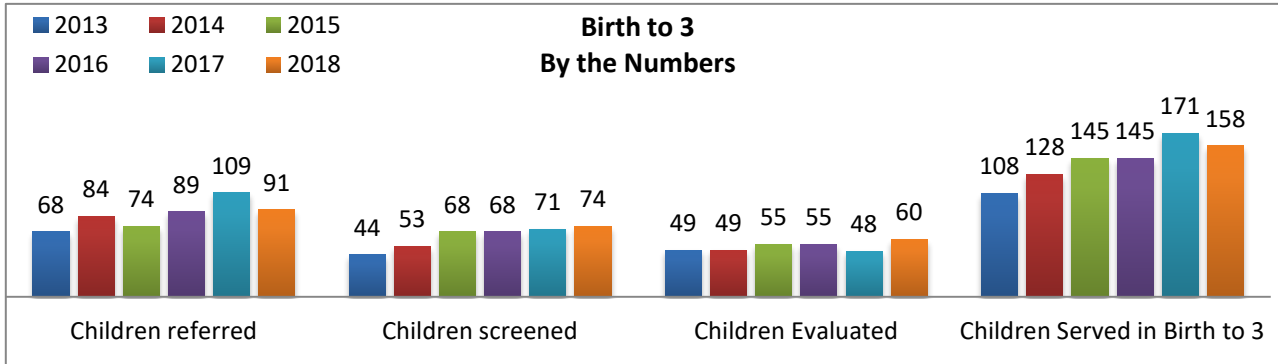
Birth to Three



Since 1991, Wisconsin Birth to 3 has contributed to the success of children, with developmental delays and their families by providing activity-based, developmental learning

opportunities where they live, learn and play during their regular routines.

At Pierce County Birth to 3, we provide children the opportunity to reach their fullest potential, by supporting families of children with developmental delays or disabilities under age three. We value the family’s relationship with their child and work in partnership to give families guidance they may need to enhance their child’s learning and development. We strive to support the family’s strengths by offering family-focused learning opportunities in the child’s natural learning environment while supporting the family’s knowledge, skills and abilities as they interact with and raise their child.



In 2018, the program collaborated with counties in the region to research better practices to more effectively bill Medicaid for Targeted Case Management (TCM). Strategies implemented resulted in an increase of over \$16,000 billed for TCM compared to 2017. The program also successfully implemented additional screening and evaluation tools to gauge the social-emotional needs of children.

Special Supplemental Nutrition Program for Women, Infants and Children (WIC)

The purpose of WIC is to promote and maintain the health and well-being of nutritionally at-risk pregnant, breastfeeding and postpartum women, infants and children. Studies have shown that WIC reduces the incidence of low birth weight and increases breastfeeding rates among participating families. WIC provides supplemental foods, nutrition counseling, breastfeeding support, breast pumps, referrals, blood lead screenings and dental fluoride services.

Over the past year, Pierce County WIC made a number of changes to improve efficiencies and customer satisfaction. In January 2018, the program transitioned to tri-monthly benefit issuance. Clients now receive three months of benefits at a time rather than only two months. This makes it easier and more convenient for families to access food. We also assessed the WIC clinic environments in hopes of improving client confidentiality. This resulted in 100% of our Pierce County WIC clinic sites having a designated waiting room separate from the intake room where clients report confidential information.

Despite outreach efforts, the Pierce County WIC Program, like the National WIC Program as a whole, continues to see decreasing caseloads reflective of the continuing decline in births. In 2018, the Pierce County WIC Program served 691 unduplicated participants. Annual participation rates have continued to decrease steadily over the past ten years. The department entered into an agreement with Pepin County Health Department to regionalize the two WIC programs to more effectively utilize resources, improve

efficiencies, and to offer better customer service. Pierce County will manage the program, the staff, and the budget starting in 2019.

Breastfeeding Peer Counselors

The WIC Breastfeeding Peer Counseling Program provides breastfeeding promotion and support through an extension of the WIC Program. Breastfeeding incidence for Pierce County WIC clients in 2018 was 83.0%, 10% above the state rate of 72.6%.

In 2018, the peer counselors also teamed up with the FoodWise Program and sponsored a “Baby Shower” breastfeeding education event. Participants said they liked the sense of community and helpful information provided. Participants were able to meet the Breastfeeding Peer Counselors, share breastfeeding stories, watch a food demonstration, and play breastfeeding BINGO.



Farmers’ Market Nutrition Program

The WIC Farmers’ Market Nutrition Program (FMNP) continues to be a strong supporter of the farmers’ market community. In 2018, \$30 (was \$24 in 2017) was provided in WIC vouchers to each WIC-eligible family for the purchase of fresh, locally grown fruits, vegetables or herbs at area Farmer’s Markets. After completion of the farmers’ market season, voucher redemption rate for 2018 was 36%, an increase from 28% in 2017.

Fit Families

Fit Families is an evidence-based behavior change program targeted to families with 2-4 year old children receiving Supplemental Nutrition Assistance Program Education (SNAP-Ed). The program is proven to increase fruit and vegetable consumption, reduce consumption of sugar sweetened beverages, reduce screen time, and increase daily physical activity among children and their families. In 2018, 18 children participated, with 11 completing the yearlong program.



In addition to working directly with enrolled children and their families, Fit Families projects also work with community partners to implement policy, systems, and environmental changes to help make the healthy choice the easy choice. In 2018, partnerships were formed with the Ellsworth Library and UW Extension of Pierce, Polk & St. Croix Counties. In the fall, a Family Fun Night was hosted in collaboration with our partners for families enrolled in the program. The event included a scavenger hunt and other activities that promoted the core messages of the program.

Success by Six



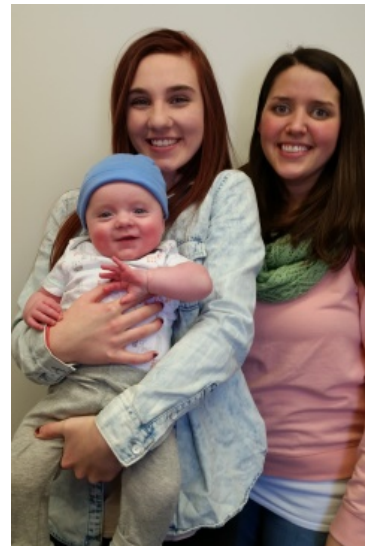
Success by Six is a collaboration of members from Pierce, St. Croix and Polk Counties lead by United Way St. Croix Valley. The vision of the group is that all children in western Wisconsin, with the strong support of family and community, will have the necessary physical, mental, emotional and social development to successfully grow and learn by age six. Success by Six collaborates with partners to build parent education and support systems in order to spread the word on the importance of early childhood development programs. In 2018, Success by Six continued the Talk, Read, Play, Sing! initiative, highlights the developmental benefits of talking, reading, singing, and playing for at least thirty minutes each day. For more information, visit: <https://www.unitedwaystcroix.org/talk-read-play-sing>. As a Success by Six partner, the department continues to promote the Talk, Read, Play, Sing!

initiative by educating clients engaged in our other programs.

In 2018, using state Maternal Child Health grant funding, the department sent birth letters to 217 parents who welcomed new babies. Information provided included services available through the department, safe sleep practices, benefits of tummy time, infant immunization schedules, tips for reading to children of all ages, activities to stimulate early-learning, and a developmental milestone tracker tool.

Prenatal Care Coordination (PNCC)

PNCC is a Medicaid benefit that helps pregnant women obtain the support and services they need to have a healthy baby. As a Prenatal Care Coordinator, department nurses partner with eligible pregnant women to answer questions and address concerns during pregnancy. Nurses provide access to health care, personal support, nutrition education, information on pregnancy, birth and infant care, breastfeeding information, and assistance finding community services. Together they come up with a personalized, confidential plan of care for a healthy pregnancy, birth, and beyond. Research shows that PNCC services reduce the odds of premature birth by 51% and infant death by 2/3. PNCC provided services to 87 women in 2018. Services continue through the end of pregnancy and continue after the birth of their baby.



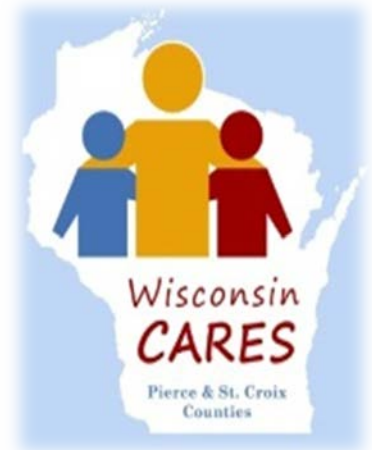
Oral Health

Fluoride mouth rinse was provided to 162 children each week in the Elmwood and Plum City schools due to the non-fluoridated community water supply. The department also offers fluoride varnish, a protective coating to prevent cavities, to children under the age of 5 at WIC clinics. 327 applications of varnish were provided in 2018.

CARES Coalition

Pierce-St. Croix County CARES (Creating A Responsive and Effective System for Protecting and Promoting our Children's Well-being) is a coalition promoting child well-being and preventing child maltreatment. After the initial summit, the CARES coalition (a steering committee), along with other summit attendees, decided to focus on the social-emotional well-being of our counties' youth.

In partnership with Healthier Together Pierce and St. Croix Counties, the CARES coalition worked with Spring Valley School District to offer a resilience class to students. Planning and curriculum selection was completed late 2018 and the class will begin early 2019. The current goal is to be able to offer this class each semester and assist the school in becoming self-sustaining in offering this class in order to offer classes in additional school districts.



Section 8: Reproductive Health

The Reproductive Health program aims to decrease unplanned pregnancies and sexually transmitted infections (STI) by providing high-quality, 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 2018, 607 clients received family planning and reproductive health services. Fifty percent of these clients are returning clients. The 2018 satisfaction surveys revealed that all of clients chose "very satisfied" as the overall rating of their visit. All surveyed clients were "very satisfied" with the education/information provided. All surveyed clients would recommend Pierce County Reproductive Services to another person.

Pregnancy testing services were provided to 80 unduplicated clients in 2018. 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. 100% of those with negative pregnancy test results received contraceptives at their visit. Out of the 525 female clients seen in 2018, 420 (80%) are on a moderate (birth control pills) to highly effective (IUD/IUS, Nexplanon) form of birth control.

In addition to providing both pregnancy and contraceptive services, the department strives to reduce Pierce County STI rates. A large portion of visits are strictly for STI screening, as many clients present already using a form of hormonal birth control or have a long term birth control methods already in place (e.g., IUD, Nexplanon). In 2018, the following specimens were collected for testing:

Test	Chlamydia	Gonorrhea	Trichomonas	HIV	Syphilis
Individuals Tested	423	407	97	52	36
Positive Results	28	9	3	0	0

All clients that are screened and test positive for STIs are educated and treated following the CDC guidelines.

The department 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 the University of Wisconsin- River Falls and Chippewa Valley Technical College. To help support reproductive health educational sessions, Hugh J. Andersen Foundation awarded grants of \$20,000 over the past two years (i.e., \$10,000 annually) to the department. The department will continue to conduct outreach and seek opportunities that will further enhance family planning program sustainability.

Section 9: 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. The program serves vulnerable elderly and disabled citizens of Pierce County. Our staff assist clients 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.

We serve clients with a variety of insurances and have a sliding fee schedule for those that want serviced not covered by their insurance. Thirty percent of our clients are served by the Veterans Administration and another thirty-eight percent have Inlusa for their insurance, a Medicaid based program. Our program received \$22,165 in tax levy, this accounts for 7.1% of our \$312,360 budget.

In October of 2018 we started a quality improvement project relating to the problem that home care clients are often not compliant with their medications. This impacts clients, providers and family members, who often feel frustrated, stressed, confused or inadequate to the task of med compliance. Poor medication compliance negatively impacts client health, financially drains clients, and causes increased emergency room admissions. This project will continue through into 2019.

Section 10: Injury Prevention

Child Passenger Safety



Pierce County families are educated on proper installation and use of child passenger safety seats. In 2018, 16 infant and child car seats were checked, including eight seats that were given to Pierce County residents in need. During every seat check, problems concerning installation, placement issues, and safety issues are discussed, and corrections are made when necessary. In the fall of 2018, the Salvation Army gave an in-kind donation to the department, which allowed the purchase of child safety seats for distribution to low-income families in need.

Farm Safety Day

UW-Extension, Pierce County Emergency Management, Pierce County 4-H, and the department partnered again this year to co-facilitate the Pierce County Farm and Rural Safety Day. It was held September at the Pierce County Fairgrounds and attended by 472 fourth graders. 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. The Public Health presentation known as “Protection Connection” was an educational demonstration on protecting skin from sun damage, and ears from hearing loss resulting from loud noises.



Section 11: 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 2018, our failure rate greatly improved to 11.8% of checks from 20% in 2017 and 34.4% in 2016. Data from 2018 compliance checks is presented in the table below. Note that “sale rate” refers to the percentage of stores that sold to underage customers. Our goal is to have all counties achieve a sale rate below 10%.

County	Sale Rate
Barron	20%
Burnett	33%
Pierce	11.8%
Polk	23%
Rusk	25%
St. Croix	10.5%
Total	18.5%