



Report to the Community 2021

Oneida County Health Department

Letter from the Health Officer

Dear Colleagues, Partners, & Friends,

What a year it has been! The beginning of 2021 saw our large-scale rollout of COVID-19 vaccination, which tested our mass vaccination capabilities, in addition to continuing our efforts in disease investigation, communication, partnerships, testing, and data sharing. As the year progressed we all tried to find our new normal and assure that our services continued to be offered and adapted to community priorities.

The successes of this past year would not have been possible if not for our volunteers, partners, and community at large and I would like to extend our sincere appreciation for everyone. This includes our Medical Director, Dr. Koeppl; our Reproductive Health Medical Director, Dr. Richter; our past and present Board of Health committee members; Dave Hintz, former County Board Chair, and the team at the Oneida County Health Department.

With that, I am pleased to present the Oneida County Health Department 2021 Report to the Community.

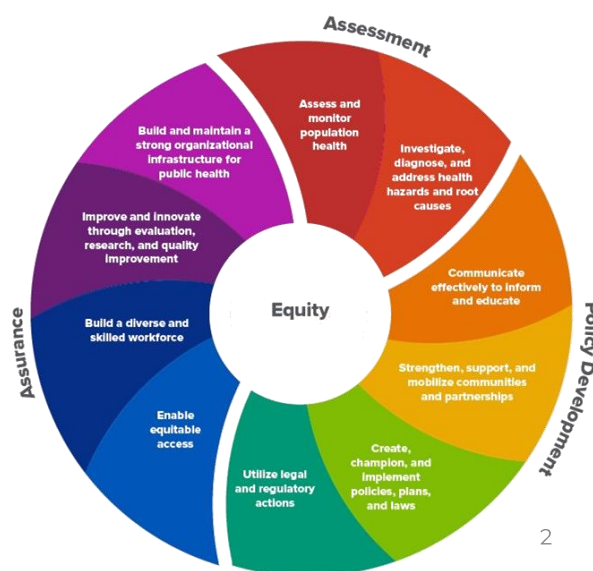
Sincerely,

Linda Conlon, MPH, BAN, RN
Oneida County Health Officer

The 10 Essential Public Health Services

The Oneida County Health Department (OCHD) uses the 10 Essential Public Health Services as a framework to guide our core functions and protect and promote the health of all people in all communities.

Throughout this report, we have highlighted a few examples of how we are working to meet these responsibilities and improve the health of the community are given for each of the 10 Essential public Health Services.



COVID-19 Response in 2021 By the Numbers



100+

Additional temporary employees and volunteers brought in to help with COVID-19 disease investigation, testing, and vaccination



70,500+

Vaccination doses given in Oneida County
25% of which were given by OCHD



3,500+

Positive cases of COVID-19 in Oneida County



200+

Vaccination events coordinated by OCHD



1,815

COVID-19 tests scheduled through OCHD



14

Press releases shared to inform community of COVID-19 updates



52

Testing events coordinated by OCHD



Thank you to our community and dedicated staff and volunteers for their tireless response to COVID-19 needs!

Our Work

Assess & Monitor Population Health

Community Health Assessment & Improvement Plan

Every 5 years the Oneida County Health Department conducts and funds a health assessment. The assessment includes a survey that asks Oneida County residents about their health habits, health insurance status, healthcare services used, and social and environmental factors. This information helps to answer the question "How healthy is the community?"

In 2015, the Oneida, Forest, and Vilas County Health Departments and Ministry Health Care completed a Community Health Assessment (CHA) process with key leaders, partners, and community members.

Oneida County was scheduled to conduct another assessment in 2020, but due to COVID-19 activities, that schedule has been delayed and the assessment will now begin in 2022.



** 2017-2022 Community Health Improvement Plan health and overarching priorities

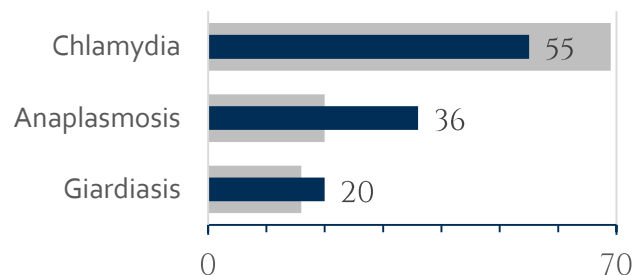
Human Health Hazard Investigation

To protect the health of Oneida County, OCHD investigates complaints that have the potential of a human health hazard and brings health hazards that are not regulated by other government agencies to resolution under Oneida County ordinances.

In 2021, OCHD responded to 15 reported human health hazards, with complaints of poor housing quality, solid waste/garbage, and mold as the top reports.

Reportable Conditions

Oneida County Health Department is responsible for investigating reportable diseases according to state statute. Here are the top 3 reportable conditions investigated by OCHD during 2021 compared to the average investigated during 2018-2020 (indicated with gray shading).



How do we measure up?

According to the 2021 County Health Rankings¹, Oneida County ranks **35 out of 72** counties for **health outcomes** (such as length of life and quality of life) and **23 out of 72** counties for **health factors** (such as health behaviors, clinical care, social and economic factors, and physical environment).

Our Work

Investigate, Diagnose & Address Health Hazards & Root Causes

Rabies & Animal Bite Investigation

Animal bites are reported to the health department to assure that measures are taken to prevent potential rabies transmission.

59

Animal bites reported to OCHD

60%

Of those animals were **up to date on their rabies vaccination**

Is your pet up to date on their rabies vaccinations? Talk with your vet!



Radon Testing

Radon is an odorless, radioactive gas that is dangerous if it accumulates to high concentrations within buildings and homes. Radon test kits are made available through OCHD in cooperation with the Northcentral Wisconsin Radon Information Center. Test results are mailed directly to participants and referrals are made to the Northcentral Radon Information Center when radon remediation assistance is needed.

During Radon Action Month in January 2021 OCHD offered a sale on radon test kits and also provided public outreach and education.

79

Radon test kits sold in **January 2020**



93

Radon test kits sold in **January 2021**



Lead Poisoning Prevention

The lead program provides education on the importance of lead poisoning prevention. OCHD staff provides case management to children with elevated lead levels including education on lead reduction and testing, and are trained to do home visits, if needed.

During 2021, an OCHD staff member became trained as a Lead Risk Assessor which will allow OCHD to do in-home lead inspections, take lead samples, and provide lead remediation recommendations, and complete clearance inspections to resolve and close cases.

Our Work

Communicate Effectively to Inform & Educate

Car Seat Safety Program

In 2021, two additional people in Oneida County were certified as child passenger safety technicians.

Despite COVID-19 impacting the ability to provide in person car seat inspections and education, OCHD and partners provided 23 car seats to families and conducted 11 car seat inspections. Processes were changed to provide education to clients and the community with videos and other materials through email.

325

children under 5 were **saved**
by car seats in one year
nationwide²

**Find out if your car seat
is installed correctly!**

46%

of car seats are **not**
installed correctly³

Sexual Violence Prevention

The Sexual Violence Prevention program aims to work with diverse communities to increase health and safety by addressing the root causes of sexual violence.

In 2021, the program collaborated with a Wisconsin youth-group to develop billboards in the community and support sexual violence prevention education.

As the program continues into 2022, the goal is to have the program be completely led and influenced by local youth.



Diabetes Prevention & Management

The Diabetes Prevention and Management program is designed to address the serious health issues related to diabetes, heart disease, and strokes.

During 2021, OCHD and partners were able to leverage technology to expand outreach through telemedicine and virtual programs. This program was also able to provide additional services in community settings by using vaccine clinics to connect the community with resources related to chronic disease and the programs available, and further enhanced access to and convenience of services or monitoring where appropriate.

For more information contact Marshfield Clinic Diabetes Prevention Program, Aspirus, or your personal care provider. For medication therapy management contact your local pharmacy.

Our Work

Strengthen, Support & Mobilize Communities and partnerships

Northwoods COPE

Northwoods COPE (Community, Outreach, Prevention and Education) Coalition. Northwoods COPE's mission is to serve and support all people affected by mental health and substance abuse through education, intervention and prevention. In 2021, the coalition conducted a community assessment that was set up to better understand the complex issue of substance use and public perceptions of it. Themes and priorities identified include:

- Mental health and substance use connection
- Access to care
- Access to recovery resources within the criminal justice system
- Social and community connectedness
- Stigma

The results of the survey will help inform a 2022 strategic planning process for selecting community prevention and response strategies.

1288.42

Pounds of prescription medications collected during prescription drug disposal events in Oneida County in 2021

Physical Activity Groups

The **Oneida County Biking and Walking Trails Council** continues to revise and update local trail maps and is planning for a Lake Tomahawk area trail expansion along a previous railroad corridor.

In 2021, the **Rhinelanders Bicycle & Walking Task Force** installed 7 bike fix-it stations in the City of Rhinelanders.

Northwoods Tobacco-Free Coalition

The Northwoods Tobacco-Free Coalition (NWTFC) represents 6 counties in the Northwoods region-Florence, Forest, Lincoln, Oneida, Price, and Vilas.

In 2021 coalition members submitted written testimonies to the state Joint Finance Committee to educate and advocate for the importance of comprehensive tobacco prevention and control. The coalition hosted a story telling workshop series to help build skills and prepare members for presenting testimonials to the committee. These testimonials discussed the importance of tobacco intervention programs integrated into the behavioral health population they serve, and how integrating tobacco cessation helps to support other behavioral treatments and overall positive health outcomes.



Our Work

Create, Champion & Implement Policies, Plans & Laws

OCHD works to monitor and implement policies, plans and laws that impact health in our community. In 2021, several state and federal policies were influential in the way that we do business.

No Surprises Act

During 2021, the federal government passed the No Surprises Act that protects uninsured (or self pay) individuals from many unexpected high medical bills. If an individual does not have certain types of health insurance, or does not plan to use that insurance to pay for health care items or services, they are eligible to receive a “good faith estimate” of what they may be charged, before they receive the item or service.

At OCHD, our Reproductive Health Clinic has updated some processes in order to promote transparency and comply with the new legislation which went into affect on January 1, 2022.

Tobacco 21

The Federal Government passed Tobacco 21 in 2019 (T21) which prohibits the sales of tobacco products (cigarettes, cigars, smokeless and e-cigarettes) to individuals under 21. Local municipalities in WI, however, were not required to enforce these laws as the state’s legal age to purchase was 18 even though retailers were required to follow federal law.

In 2021, Tobacco Coalitions continued working with their state legislatures to pass bills that will align with the Federal Government’s T21 law.

Medicaid Benefit Extension

During the COVID-19 pandemic, Medicaid benefits were extended for many people. This extension removed barriers for many of our clients who continue to seek services. This was especially important for women enrolled in WWMA, a program that provides treatment for breast and cervical cancers. It allowed these women to continue their care without the barrier of re-enrollment.

WIC and Reproductive Health participants also benefited from these extensions. WIC postpartum mothers were able continue using their benefits that would have otherwise ended and left them with no healthcare coverage. Reproductive health was able to continue Family Planning services to individuals without the barrier of re-enrollment for benefits as well.



Our Work

Utilize Legal & Regulatory Action

Food, Lodging, & Other Inspections

OCHD's inspection program experienced many changes during 2021, including continued response to COVID-19 activities, change in staffing, and an increasing number of new facilities or facilities that have changed ownership.

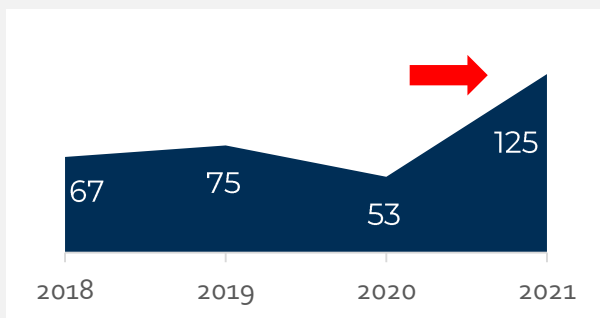
980

Total inspections completed in 2021

(school food facilities, restaurants, retail food locations, lodging facilities, campgrounds, youth camps, public pools, body art facilities, vending, and manufactured home communities)

Tourist Rooming House (TRH) Inspections

Number of TRH pre-inspections (new TRH or a TRH with a change of ownership) during 2018-2021



Wisconsin Wins

Wisconsin Wins is a state funded program through the Tobacco Prevention and Control grant designed to decrease youth access to all tobacco products and help retailers avoid fines.

WINs compliance checks were not completed in 2021 due to COVID-19 safety precautions. However the Northwoods Tobacco-Free Coalition continued to focus on retailer outreach and education and supported 21 billboards throughout the Northwoods to raise awareness of Federal Tobacco 21 law.



According to a national survey

2 million

Youth are currently using e-cigarettes⁴

Our Work

Enable Equitable Access

Immunization Program

The Immunization Program provides immunizations to eligible adults and children striving to reduce or eliminate vaccine preventable diseases. Adults and children who are uninsured or under insured are eligible for free or reduced cost vaccines.

In 2021 OCHD held many large COVID-19 and flu vaccination clinics in the community. With strengthened organization, new partnerships, and innovative systems and processes realized from holding these clinics, OCHD exploring future children's clinics to catch up on missing childhood vaccinations.

72%

Of 24 month olds were **up to date** on vaccinations in Oneida County in 2021

Maternal & Child Health

The Maternal and Child Health (MCH) Program works to improve health and well-being of mothers, infants, children and youth, including children and youth with special healthcare needs.

In 2021 MCH created "baby boxes" which include information on programs in the county, baby safety items (thermometer, bath thermometer, nail kit), baby hats and books. These boxes will be distributed to every baby born in Oneida County with the goal of connecting families with programs and resources while also providing some baby items.



Reproductive Health Clinic

The goal of the Reproductive Health Program is to provide safe and effective contraception service to enable women and couples to achieve their family planning goals.

To promote continued **access to care and decrease barriers** during the COVID-19 pandemic, the Reproductive Health Clinic (RHC) **implemented innovative solutions that included telehealth visits and curbside pick up** for clients to receive their contraceptive supplies without leaving the vehicle.

Our Work

Enable Equitable Access

Prenatal Care Coordination

Prenatal Care Coordination is a Medicaid and Badger Care Plus benefit that helps pregnant women get the support and services they need to have a healthy pregnancy and healthy baby.

Due to COVID-19 response, the program has been on hold, however we are looking forward to a community-focused update of the program in the coming year.

Wisconsin Well Woman

The Wisconsin Well Woman Program (WWWP) provides funding for specific screening and diagnostic services for breast and cervical cancer for eligible women. The OCHD WWWP is a multi-jurisdictional agency which serves 9 counties.

In 2021 there were 34 women enrolled in the program. The goal for 2022 is to continue to address health inequities due to lack of access to affordable health care for women. The top priorities are to meet with potential WWWP health care partners to increase the number of providers available, especially in the Ashland and Bayfield County areas, and to address the critical access needs of women who live in border counties.

Women, Infants, and Children (WIC)

WIC is a supplemental nutrition program that provides services to children from birth until 5 years of age and women who are pregnant and postpartum. WIC provides breastfeeding support, nutrition education and connects families with area resources. WIC provides a safe place for families to learn how positive choices can be incorporated into their daily lives.

There were **493 participants in 2021**. Due to COVID-19 all appointments have been remote since March of 2020. Materials are either mailed or picked up by the participant at the front desk.

In 2021, **\$309,637.17 in WIC benefits were spent at local grocery stores and \$1,986 at local farmers markets or farm stands** in Oneida County.



"Thank you so much for supporting a place for mother's to feed their babies."

8/2021 Breastfeeding Tent at Oneida County Fair

Our Work

Build a Diverse & Skilled Workforce

Workforce Development

In order to assure a skilled and diverse workforce, OCHD has a Workforce Development Plan in place. To achieve the goals of the plan, OCHD incorporates nationally recognized organizational and professional competencies, assures annual staff assessments, and provides an opportunity for individualized training planning for OCHD team members to shape and customize their public health career path

During 2021 many internal trainings focused on responding to the COVID-19 pandemic. Moving into 2022, training and development will focus on resilience and recovery and efforts to assure a diverse and representative workforce.



Linkages with Academia

Equally as important to assuring a strong existing public health workforce is to train, motivate, and mentor the future public health workforce. OCHD has strong linkages with numerous institutions of higher learning and serves as a site for student placement, observation, practicum experience, and internships.

OCHD's comprehensive internship experiences thoroughly prepare students to be successful in their future endeavors.



During 2021, OCHD was able to host students both in person and virtually, using flexibility to create mutually beneficial learning experiences for 3 students.

Our Work

Improve & Innovate Through Evaluation, Research & Quality Improvement

Performance Management

OCHD is committed to being a performance-based organization. Leaders and staff at all levels strive to create a culture in which quality is a shared value, and performance management (PM) and quality improvement (QI) activities are actively pursued and supported.

The OCHD has developed Performance Management and Quality Improvement Plans to exist within the context of the mission, vision, values, guiding principles, and strategic priority areas of the-current strategic plan.

Results-Based Accountability

OCHD utilizes Results-Based Accountability (RBA) as the framework for its performance management activities to assure a systematic processes within the agency involves its employees in improving organizational effectiveness in the accomplishment of the mission and goals. RBA is a disciplined way of thinking and taking action that can be used to improve the performance of programs, services, and systems, as well as improving the quality of life for whole populations.

How much did we do?	How well did we do it?
# Customers/clients served # Activities	% Common measures (eg. customer satisfaction) % Activity-specific measures (eg. percent of clients completing program)
Is anyone better off?	
# Skills/Knowledge # Attitude/Opinion # Behavior # Circumstance	% Skills/Knowledge % Attitude/Opinion % Behavior % Circumstance

The idea of RBA is to start with the end and work backward, use simple plain language, and bring talk to action.

Our Work

Build & Maintain Strong Organizational Infrastructure for Public Health

Public Health Accreditation



Among the first Wisconsin health departments to become initially accredited in 2013, OCHD has to undergo the reaccreditation process every 5 years in order to maintain accreditation status. The requirements and process for reaccreditation are designed to ensure that accredited health departments continue to evolve, improve, and advance, thereby becoming increasingly effective at improving the health of the population they serve.

OCHD achieved reaccreditation status in March 2020 and continues to utilize quality improvement practices and tools to achieve measureable improvements that contribute to the vision and goal of a healthy community for all.

Our Team & Board of Health

Director/Health Officer: Linda Conlon

Assistant Director: Marta McMillion

Public Health

Ann Huntoon
Anne Buchmann
Breanne Vos
Jenny Chiamulera
Kyla Waksmonski
Maria Otterholt
Melissa Bryner
Rebecca Wold
Shelby Moore

COVID-19

Ashley Hastreiter
Ashley Stone
Venette Tess

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Beth Stamper
Bonnie Fralick
Linda Jerzak

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Hope Williams
Louise Wells

Environmental Health

Jody McKinney
Karrin Farrenkopf
Teri Schwab

Support Staff

Joneil Tess
Pattie Soder
Sherri Bergman

Board of Health

Tom Kelly
Steven Schreier
Amy Slette
Billy Fried
Marcy Davies
Mike Roach
Ryan Zietlow



References

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4. US Food and Drug Administration. *Results from the annual National Youth Tobacco Survey (NYTS)*. Retrieved June 22, 2022, from <https://www.fda.gov/tobacco-products/youth-and-tobacco/results-annual-national-youth-tobacco-survey#:~:text=2021%20Findings%20on%20Youth%20E,used%20tobacco%20product%20among%20students>
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Stay in Touch

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Our Office

100 W Keenan St
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Oneidacountypublichealth.org

Our Mission & Purpose

To protect, nurture, and advance the health of our community.

Our Vision

Embracing change, partnerships, and best practices to lead Oneida County to a healthy and equitable future.



ONEIDA COUNTY
—HEALTH DEPARTMENT—