



2024






Annual Report

Oneida County










Table of Contents





Communicable Disease

-  27 TB Case Management
-  28 Communicable Disease Investigation
-  30 Outbreaks
-  31 Animal Bites
-  32 Immunizations

Chronic Diseases & Injury Prevention

-  35 Healthy Brain Initiative (HBI)
-  36 Comprehensive Opioid, Stimulant, and Substance Use Program (COSSUP)
-  38 Drug Free Communities (DFC)
-  39 Narcan Direct
-  40 Tobacco Prevention
-  41 Wisconsin Wins
-  42 FACT

Environmental Public Health

-  44 Health Hazards
-  45 Licensing & Inspections
-  46 Water Testing
-  47 PFAS
-  48 Lead
-  49 Radon

Maternal, Child, & Family Health

-  50 Maternal & Child Health
-  51 Strengthening Families Program
-  52 Reproductive Health
-  54 Women, Infants and Children
-  55 Farmer's Market Nutrition Program
-  55 Fit Families
-  66 Breastfeeding Peer Support
-  57 Prenatal Care Coordination
-  57 Safe Seep
-  58 Car Seats

Message from the Health Officer	3
Foundational Public Health Services	4
Board of Health	5
Public Health	6
Syndromic Surveillance	7
Community Health Assessment (CHA)	8
Community Health Improvement Plan (CHIP)	8
Northwoods COPE Coalition	10
Northwoods Immunization Coalition	11
Northwoods Tobacco Free Coalition	12
Substance Use Coalition	13
Social Connections Coalition	14
Biking and Walking Trails Council	15
NCW HERC: Public Health Caucus	16
Community Outreach Information Network	17
Home Visits	18
Public Health Outreach Events	19
Healthy Community Design	19
Workforce Development	20
National Accreditation	21
Strategic Planning	22
Performance Management	23
Quality Improvement	24
Public Health Emergency Preparedness	25
Community Engagement	26
Communicable Disease	27
Chronic Diseases & Injury Prevention	35
Environmental Public Health	44
Maternal, Child, & Family Health	50
Access to & Linkage to Clinical Care	59

Access to & Linkage to Clinical Care

-  59 Wisconsin Well Woman Program (WWWP)

Message from the Health Officer

Dear Colleagues, Partners, and Friends,

It is with great pride that I present the **2024 Oneida County Health Department Annual Report**, now structured around the **Foundational Public Health Services** framework. This past year has been one of growth, resilience, and renewed dedication to delivering core public health services that safeguard and enhance the well-being of our community.

The Oneida County Health Department has remained steadfast in adapting to the evolving needs of our residents. Whether addressing **environmental health, substance use prevention, family services, or emergency preparedness**, our team has worked with dedication and innovation to overcome challenges and implement impactful solutions. This year, we successfully secured multiple grants to increase **youth substance use prevention initiatives, family and parent support, social isolation, and youth health promotion programs**. These critical funding sources empower us to develop and sustain high-quality public health programs that make a measurable difference in our community.

A cornerstone of our efforts in 2024 was the implementation of our comprehensive Community Health Improvement Plan (CHIP), designed to address key public health priorities, including:

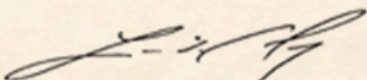
- **Substance Use**
- **Mental Health**
- **Housing**
- **Childcare**

Guided by the **Foundational Public Health Services** framework, we remain committed to ensuring that all Oneida County residents have access to **essential public health services, data-driven strategies, and collaborative initiatives** that promote a healthier future. This annual report is both a reflection of our collective achievements and a blueprint for the future, reinforcing our unwavering commitment to **public health excellence and community well-being**.

As we look ahead, we are eager to seize new opportunities to enhance our services, deepen community partnerships, and further advance health across Oneida County. Your continued support is invaluable, and together, we will build a stronger, healthier, and more resilient community.

Thank you for your trust, collaboration, and shared dedication to public health.

Sincerely,



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



Foundational Public Health Services

The Foundational Public Health Services (FPHS) framework outlines the unique responsibilities of governmental public health and defines the minimum set of foundational capabilities and foundational areas that must be available in the community to provide fair and just opportunities for all to be healthy.

Foundational Capabilities



Policy Development & Support

- Board of Health
- Staff



Assessment/Surveillance

- Syndromic Surveillance
- Community Health Assessment
- Community Health Improvement Plan



Community Partnership Development

- Coalitions



Health for All

- Access to immunizations (Home visits)
- Public Health Outreach Events
- Community Health



Organizational Competency

- Workforce Development Plan



Accountability & Performance Management

- National Accreditation
- Strategic Plan
- Performance Management Plan
- Quality Improvement Plan



Emergency Preparedness & Response

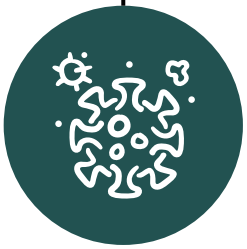
- Public Health Emergency Plan



Communications

- Community Engagement

Foundational Areas



Communicable Disease Control

- TB Case Management
- Communicable Disease Investigation
- Outbreaks
- Animal Bites
- Immunizations



Chronic Diseases & Injury Prevention

- Healthy Brain Initiative (HBI)
- Comprehensive Opioid, Stimulant, and Substance Use Program (COSSUP)
- Drug Free Communities (DFC)
- Narcan Direct
- Tobacco Prevention
- Wisconsin Wins
- FACT



Environmental Public Health

- Health Hazards
- Licensing & Inspection Program
- Water Testing Kits
- PFAS
- Lead
- Radon



Maternal, Child, & Family Health

- Maternal & Child Health
- Strengthening Families Program
- Reproductive Health
- Women, Infants and Children
- Farmer's Market Nutrition Program
- Fit Families
- Breastfeeding Peer Support
- Prenatal Care Coordination (PNCC)
- Safe Seep
- Car Seats



Access to & Linkage to Clinical Care

- WI Well Woman Program (WWWP)



Board of Health (BOH)

Board of Health



Debbie Condado
Supervisor



Dan Hess
Supervisor



Billy Fried
Supervisor



Lenore Lopez
Supervisor



Casey Crump
Citizen



Khrystyne Lindgren
Citizen - MD



Marcy Davies
Citizen - NP

The Oneida County Board of Health consists of **4 county supervisors** and **3 citizen members**. A good faith effort shall be made to appoint a registered nurse and a physician (Wis Stat. 251.03(1) and Oneida County Ordinance 2.4.

What is the Board of Health?

The Board of Health for the Oneida County Health Department leads the department, supervises the Director, and makes sure state and local health laws are followed. With approval from the Oneida County Board of Supervisors, the Board can create rules to protect and improve public health, decide which services are most important, set funding for those services, and make contracts for public health services.

- **CHA** (Community Health Assessment)
- **CHIP** (Community Health Improvement Plan)
- **Strategic Plan**

Plans Reviewed

- **Board of Health Orientation**
- **Roles & Responsibilities in the Public Health Emergency Plan:**
Board of Health

Trainings



Motions Passed

- Out of State Travel Requests (3)
- 2023 Annual Report (1)
- Election of Vice Chair (1)
- Conference Meeting Request Approval Process (1)
- 2025 Budget (1)
- PFAS Grant Letter of Support (1)

2024

2 NEW MEMBERS:
Dan Hess
Lenore Lopez

PFAS

8
Meetings



15
Program Presentations



Public Health

VISION

A community where everyone in Oneida County has the opportunity to achieve optimal health and wellbeing.



MISSION

Advancing the health of Oneida County by empowering individuals and communities to lead healthy, fulfilling lives through education, innovation, programs, and partnerships.



GUIDING PRINCIPLES

- **Accountability:** Taking responsibility for actions, decisions, and fiscal stewardship.
- **Adaptability:** Being flexible and responsive to changes and challenges.
- **Collaboration:** Embracing partnerships to work together effectively towards common goals.
- **Community Engagement:** Empowering and involving community members in decision making processes that impact their lives and communities.
- **Excellence:** Striving for high standards and quality in all endeavors.
- **Innovation:** Embracing creativity and continuous improvement.
- **Integrity:** Acting with honesty and ethics in all of our efforts.
- **Transparency:** Communicating openly and clearly.



Leadership

Linda Conlon

Director / Health Officer

Rebecca Wold

Public Health Supervisor

Robbie Deede

Community Health Supervisor / Preparedness Coordinator

Nurses

Melissa Bryner

Immunization Program

Jen Tienhaara

Maternal Child Health Program

Reproductive Health

Bonnie Fralick

Reproductive Health Nurse

Elizabeth Ruhland

Reproductive Health Nurse

Linda Jerzak

APNP, Reproductive Health

Beth Stamper

Support Staff

Support Staff

Katherine McGeshick

Finance

Abigail Baker

Finance

Joneil Tess

Administration

Ashley Hastreiter

Administration

Woman, Infants & Children (WIC)

Breanne Vos

WIC Director / Public Health Nurse

Louise Wells

WIC Clerk

Kate Wilkie

Breastfeeding Peer Counselor

Community Health Specialists

Kyla Waksmonski

PH Advancement / Workforce

Cami Buchmann

Prevention / Data Analytics

Jennifer Chiamulera

Substance Use & Prevention

Shelby Moore

Tobacco Prevention

Moriah Gross

Tobacco Prevention / Substance Use & Prevention

Venette Tess

Wisconsin Well Woman Program (WWWP) Coordinator

Environmental Health

Jody McKinney

Environmental Health Specialist

Karrin Farrenkopf

Environmental Health Specialist

Brittany Servent

Environmental Health Specialist

Tina Meier

Environmental Health Technician



Syndromic Surveillance

Syndromic Surveillance is:

The framework Oneida County Health Department (OCHD) uses to monitor real-time, health-related data, which helps assess the overall health of the community. The data and information gathered guide public health initiatives aimed at preventing further injury, harm, and the spread of infectious diseases in Oneida County.

Data Modernization

OCHD utilizes the **Electronic Syndromic Surveillance for the Early Notification of Community-based Epidemics (ESSENCE)** program to observe emergency department illness and self-harm related visits.



OCHD monitors emerging health misinformation and detrimental health narratives through the practice of Infodemiology.

The School Surveillance Program at OCHD collaborates with schools to track trends in illness and absenteeism among local youth.

These essential tools enable OCHD to gain insights into the current health experiences within the community, effectively guiding public health initiatives.

Did you know?



9 of 14 schools

actively participated in the voluntary school surveillance program in 2024

OCHD staff serve on the State Advisory committee for ESSENCE, helping guide best use of the system statewide



Data to Action Matters

- Routine communication with syndromic surveillance partners has led to increased awareness of regional public health issues.
- Aspirus Medical Group and Marshfield Clinic Inc work with OCHD to provide critical information through electronic medical records. This allows disease investigations to be responded to quicker and more effectively.
- Awareness to school illness rates has led to planning, education, and intervention to mitigate school illness.





What Is A CHA/CHIP?

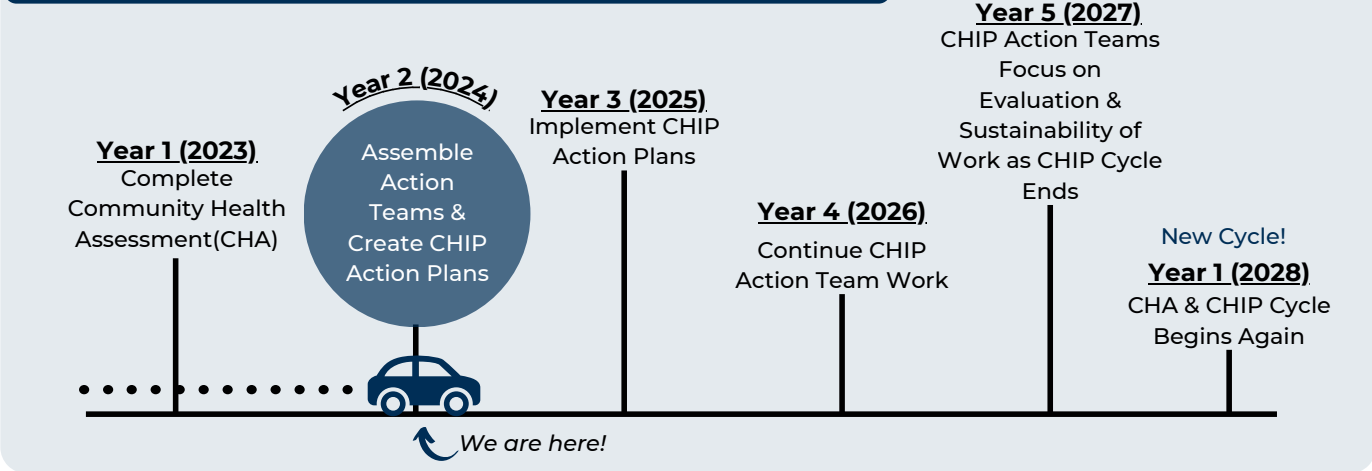
A **Community Health Assessment (CHA)** identifies a community's health needs, challenges, and resources through data collection and community input. It helps prioritize health issues and guides planning. A **Community Health Improvement Plan (CHIP)** is a strategic plan developed using CHA findings. It outlines goals, strategies, and actions to address prioritized health needs, improve outcomes, and reduce disparities. Together, the CHA and CHIP provide a framework for understanding health issues in Oneida County and working together to achieve lasting improvements in community health.

Why Are They Important?

In unison, a CHA and CHIP are vital for identifying and addressing a community's health needs. The CHA provides a clear understanding of health challenges and resources, while the CHIP uses this information to create actionable strategies. By focusing on data-driven priorities the CHIP will:

- 1. Improve Health Outcomes:** Targets key health issues to enhance overall well-being.
- 2. Promote Collaboration:** Unites community partners to pool resources and expertise.
- 3. Reduce Disparities:** Addresses social determinants of health and inequities.
- 4. Ensure Accountability:** Tracks progress toward shared goals over time.

Oneida County Health Department's CHA/CHIP Timeline



Top 4 Health Priorities for 2024-2029



Community Launch Event

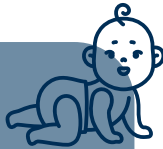
In fall 2024, we held a CHIP launch event to kick off our health improvement efforts with community partners and stakeholders. We shared key findings from our CHA, explaining how community input and the data shaped our decisions. We also introduced our top four health priorities for the next five years, highlighting the need for teamwork to tackle these challenges. The event encouraged discussion, strengthened partnerships, and laid the foundation for meaningful collaboration.



By The Numbers: According To Our CHA

1190

Children potentially need childcare



390

Current capacity for childcare

800

Children who potentially need childcare that are not receiving childcare services.

41.1%

Adult respondents wanted to get help for emotional problems



55.0%

High School Students Report Experiencing Anxiety

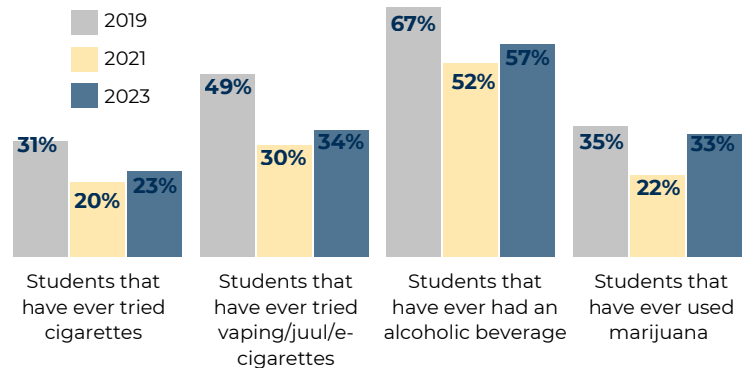
1 in 10



Households in Oneida County experience at least one of the following:

- Overcrowding
- High housing costs
- Lack of kitchen facilities
- Lack of plumbing

High School Student Substance Use in Oneida County



Looking Forward to 2025

The CHIP Steering Committee will track progress through community data collection and project outcomes to ensure efforts align with our CHIP goals. To achieve sustainability, meaningful engagement with community members is emphasized, encouraging their active participation in planning and implementation efforts. This builds ownership and long-term commitment in our community. We strive to maximize collaboration with local organizations, broadening the reach of initiatives and making efficient use of available resources. Additionally, CHIP coalitions and workgroups will be dedicated to embedding sustainability into all planning and work plans, ensuring initiatives grow and adapt to the community's changing needs over the 5-year plan.



Northwoods COPE Coalition

Why is the Northwoods COPE Coalition Important?

The **Tri-County COPE Mental Health Coalition** is dedicated to supporting those affected by mental health issues and suicide through education, intervention, and prevention. We work with the community to provide resources and information that improve the well-being of residents in Forest, Oneida, and Vilas counties, creating a safe and supportive environment. We are committed to addressing health needs and overcoming barriers that limit access to care and resources.

By the numbers:

3

Counties

Forest, Vilas, and Oneida are represented on the Coalition

1

Staff Member

Represents OCHD

22

Local Organizations

Are actively involved in the Coalition

45

Individuals

Participate from the Tri-County area

1

Campaign

Successfully completed in 2024



Thanks to our partnership with the Tavern League of Wisconsin for the Tri-County area, we have distributed **22,500** men's mental health awareness coasters and numerous posters to local restaurants and bars across the 3 counties. The goal is this campaign helps to decrease the stigma that surrounds men's mental health. This informed community members of resources like HeadsUpGuys. 988 posters and suicide warning signs hand-outs were also provided to staff at these establishments.



Proud to give back to our community!

\$500 donated to NAMI

Northern Lakes to help fund their mental health resources.

Looking Forward

- Additional coasters and suicide awareness resources will be distributed to Tri-County golf courses in the spring
- Continue to build an adolescent committee within COPE to focus on addressing anxiety and bullying
- Ongoing recruitment of new partners and individuals dedicated to improving the mental health of our Tri-County area
- **Interested in joining the COPE Coalition?** Reach out to jtienhaara@oneidacountywi.gov for more info.



Northwoods Immunization Coalition



What is NIC?

The **Northwood's Immunization Coalition (NIC)**, founded in 2005, is a partnership of health departments, healthcare providers, and school districts. A priority of NIC is to provide trusted immunization information and improve vaccination rates. Revitalized in 2024 through a grant from **Immunize Wisconsin (IMWI)**, the coalition advances public health and vaccination access, including hosting a successful immunization symposium.

Our Mission

The mission of the NIC is to collaborate to **decrease vaccine preventable disease** by providing community-wide initiatives to improve immunization rates, educate the public, and offer training to health care providers.



Increase immunization rates among all ages



Educate consumers, health care providers, schools and media

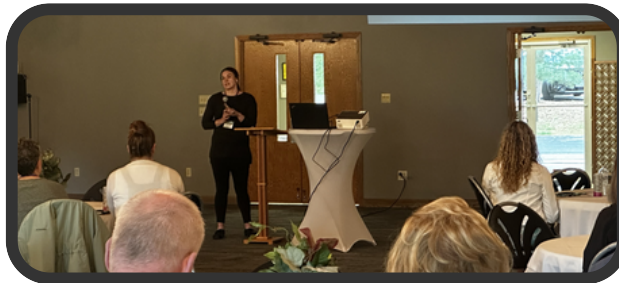


Offer trainings for health care providers on the most current recommendations and best practices for immunizations

Northern Region Immunization Symposium



9
Vaccine Health and Science Specialists represented



3
Pharmacies represented - Aspirus, Trig's, and Walgreens



3
Private healthcare sectors represented

5
Health Departments represented - Florence, Forest, Langlade, Oneida, and Vilas

Looking forward to 2025

- **2025 Northern Region Immunization Symposium**
- **Networking and collaborating** to enhance the NIC coalition
- Providing a **positive community impact** through education and awareness through outreach



Northwoods Tobacco Free Coalition

Commercial Tobacco Use

IS THE LEADING CAUSE OF PREVENTABLE DEATH IN OUR STATE

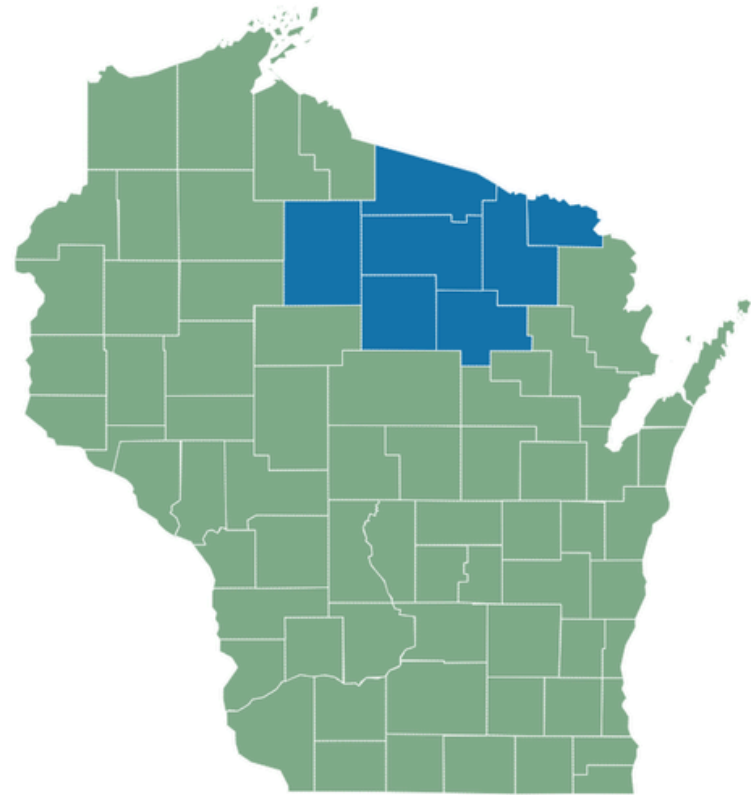


What is the NWTFC?

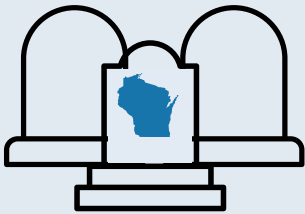
The Northwoods Tobacco-Free Coalition (NWTFC) is a coalition led by OCHD that represents Florence, Forest, Lincoln, Oneida, Price, Vilas and Langlade Counties. NWTFC's vision is to create a community where every individual has the opportunity to live a healthy life, free from the harms of commercial tobacco

The goals of NWTFC are to:

- Prevent commercial tobacco use initiation
- Eliminate the exposure of secondhand smoke
- Address big tobacco's target marketing to underserved populations and advance fair and just opportunities for health



Why is tobacco prevention important?



7,850 Wisconsinites die each year from smoking-related causes.



E-cigarette use among youth and young adults is a public health crisis.

The most common reason youth give for vaping: "I feel anxious, stressed or depressed."

Vaping can harm young people's mental health and brain development. Nicotine often makes anxiety and depression worse as users become addicted.

Wisconsinites take care of each other. [Click here](#) to join us to help make sure everyone has a just opportunity to thrive in our state.



Social Connections Coalition

What is the Social Connections Coalition?

The **Social Connections Coalition (SCC)** supports Oneida County residents aged 65 or older and individuals with disabilities by helping them stay connected and valued. Funded by a Social Isolation and Loneliness grant, SCC offers resources, monthly activities, and programs that foster friendships, promote inclusion, and build a sense of belonging. Through events, volunteer opportunities, and more, we're creating a caring community where everyone feels supported and engaged.

Why is the Social Isolation Relevant?

Associated Health Risks

Social isolation and loneliness can increase a person's risk for:



- Heart Disease & Stroke
- Type 2 Diabetes
- Depression & Anxiety
- Suicidality & Self-harm
- Dementia
- Earlier Death
- Poor Sleep Quality

Community Impact

Social isolation and loneliness are widespread problems in the U.S., posing a serious threat to our mental and physical health.

DID YOU KNOW?



About 1 in 3 adults in the U.S. have feelings of loneliness.



About 1 in 4 adults in the U.S. have a lack of social & emotional support.

But that is U.S. data, what does this look like in our community?

42% of Oneida County residents indicated experiencing a great degree of loneliness

That amounts to about every **2 in 5** adults!



Social Connections Coalition

Our coalition's **mission** is to reduce social isolation and loneliness by fostering connected communities, empowering individuals to build meaningful relationships, and to promote inclusion and emotional well-being for all.

Since our establishment we have offered a variety of events and activities to promote social connection in our community:



63

Connections built with community members during SCC events!

Looking Forward to 2025

SCC funds ends in March of 2025. We are working hard to continue social connection work by:

- Collaborating with local non profits
- Hosting combined events with the ADRC Social Committee
- Continuing to educate on the importance of social connections



Substance Use Coalition



The **Substance Abuse and Mental Health Services Administration (SAMHSA)** developed the **Strategic Prevention Framework (SPF)** to guide coalitions in developing targeted and effective strategies to address substance use concerns.

Why is the Substance Use Coalition important?

The Substance Use Coalition authentically engages partners from different sectors of the community including schools, health care, and law enforcement. A comprehensive approach is used to understand and address substance use concerns in Oneida County. The Oneida County Health Department provides leadership to help grow capacity through the development of the coalition. Each partner plays a unique role and provides access to data and available resources.

Health Priority

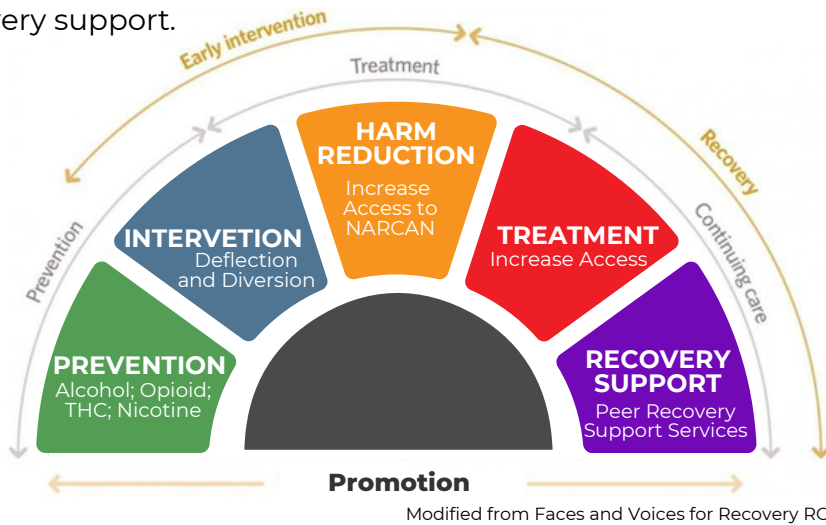
The 2024 Community Health Improvement Plan identifies Substance Use as a **Health Priority**. Reducing the impact of substance use among youth and adults promotes healthy futures for individuals and families.

Goals

Support a Healthy Drinking Culture	Increase Access to Treatment	Reduce Youth Substance Use
------------------------------------	------------------------------	----------------------------

System of Wellness

The Substance Use Coalition strives to create a comprehensive wellness system in Oneida County, ensuring individuals have access to a diverse range of resources that support their needs throughout their lives—from substance use prevention to recovery support.



Building Capacity



Authentic Engagement

The Substance Use Coalition values **lived experience** as a valid form of evidence. We understand that working with people most impacted by the problem helps achieve better results. The coalition aims to create **meaningful opportunities** for all to contribute to the development of programs and policies that affect their well-being.

Braided Funding

The Oneida County Health Department supports the coalition in seeking and securing sustainable funding sources.

New 2024 grant awards:

- Drug Free Communities Grant (DFC)
- Comprehensive Opioid, Stimulant, and Substance Use Program Grant (COSSUP)

2024 Coalition Support



Biking and Walking Trails Council

What is Oneida County Biking and Walking Trails Council?

Oneida County Health Department participates on the **Oneida County Biking and Walking Trails Council**, Inc. (OCBWTC). OCBWTC is a private, not-for-profit organization dedicated to:

- Educating the public about **health and physical activity, safety, and economic benefits** of trails
- Educating the public about the **essential components of trail development**
- **Building cooperation between partners** to develop and maintain a comprehensive biking and walking trail network in Oneida County
- **Assisting communities** with all aspects of trail development including fundraising, grant-writing, meeting facilitation, landowner relations, and public education

Why is this work important?

Whether it's an evening stroll, a noonday walk with a co-worker, a weekend family bike ride, or commuting to work, the availability of trails, bike lanes, and sidewalks help us to be active. **Trails improve health, increase safety, enhance quality of life, and contribute to economic development.**

2024 ACCOMPLISHMENTS



Improvements to the Long Lake Nature Trail included directional and interpretative, a trailhead map, replacing boards on the boardwalks, placing 4 Leopold benches, picnic table, and minor trail brushing.

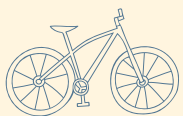
2

Events attended to support biking and walking in Oneida County.

2

Months of radio ads promoting the 3 walking trails within 7 miles of Rhinealder

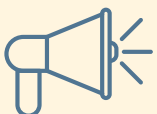
Looking forward to 2025



Continuing to support the interactive trail map available on the Council's website: <https://bikeoneida.com/2022Map.pdf>



Strengthening advocacy, education, and implementation around signage, accessible sidewalks, and well-connected pathways.



Growing the Council's membership by increasing awareness and support through campaigns, improved marketing, and events.



NCW HERC: Public Health Caucus

What is NCW HERC?



The North Central Wisconsin Healthcare Emergency Readiness Coalition (NCW HERC) is a committed network of healthcare organizations, striving for a well-prepared North Central Wisconsin.

The Public Health Caucus serves as a vital component of NCW HERC, bridging Public Health Emergency Preparedness (PHEP) with various other emergency and response healthcare disciplines.

Preparing Together

NCW HERC: Public Health Caucus consists of a network of county and tribal health departments located in Northern Wisconsin. The Caucus convenes to fulfill deliverable requirements and promote the development of regional public health preparedness.



BREAK GLASS IN EMERGENCY

Collaboration Through:

- Training
- Exercise
- Mutual Aid
- Planning
- Health Alerts
- Deliverable Completion
- Response Review
- Infection Prevention
- Expertise



2024 Activities

- Mutual Aid Request Drills
- Hazmat Surge Exercise
- Medical Response & Surge Exercise (MRSE)
- Hazard Vulnerability Assessment (HVA) & Risk Assessment & Data Elements (RADE) review
- Regional preparedness & response plan development
- CHEMPACK, medical supply, education & coordination



Community Outreach Information Network

(COIN)

Why is COIN Important?

Individuals in the community with access and functional needs (AFN) tend to face greater risks, encounter more limitations, experience heightened reliance on others, lose some independence, struggle to cope, and face transportation challenges during a disaster.

What is COIN?

COINs are grassroots networks comprised of trusted community leaders aimed at facilitating emergency planning and information sharing for groups most vulnerable during a disaster.



Access and Functional Needs:

- Economic Disadvantage
- Language and Literacy
- Medical Issues and/or Disability (physical, mental, cognitive, or sensory)
- Isolation (cultural, geographic, or social)
- Age
- Pets/Animals

Communication

Independence

Transportation



“Although disasters can affect anyone in a given community or region, those with access and functional needs have the highest rates of morbidity and mortality during an emergency or disaster.”

-American College of Emergency Physicians

2024 Activities:



Current and potential partner review

Revised Access and Functional Needs Plan



Revised Disaster Reception Center Plan

Response annexes reviewed



Looking to 2025:



Enhance engagement to faith-based communities

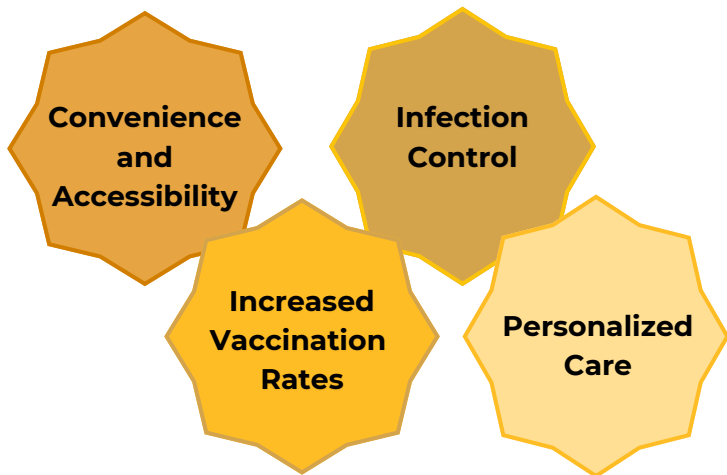
Re-emphasize community readiness and personal planning



Home Visits

Why are Home Visits Important?

The immunization program offers home vaccination services, providing a convenient solution for vulnerable individuals by eliminating travel barriers. This approach improves vaccination rates, ensures continuity of care, allows for comfort, and reduces exposure to illness in healthcare settings.



What is this service?

At home vaccination services by OCHD nurses provide a valuable opportunity to visit individuals in the comfort of their own homes. This personalized approach is particularly beneficial for those with mobility challenges or those in vulnerable groups, offering them a convenient and supportive option for staying up to date with their vaccinations.

While clients may qualify for home visits for various reasons, the primary factors include mobility issues, difficulty with travel, and chronic illness.



Mobility/Travel



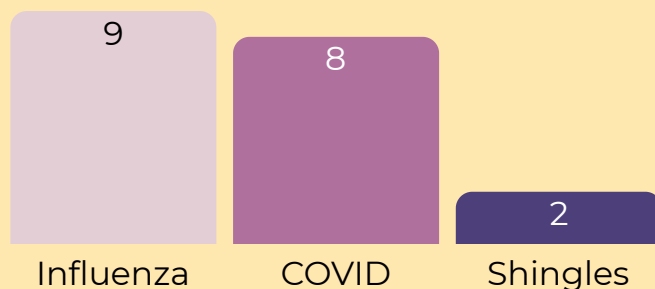
Chronic Illness



10

Total Home Visits Provided by OCHD in 2024

Total Vaccines Provided at Home Visits by OCHD in 2024



Continuing Work into 2025



Expanding outreach and awareness



Prioritizing vulnerable groups



Streamline scheduling and logistics



Building additional partnerships



Promote long-term sustainability



Public Health Outreach Events Healthy Community Design

Why are Public Health Outreach Events Important?

Public Health Outreach Events are important for health departments because they help connect with the community by providing helpful health information and resources. They also give people a chance to learn about careers in the health field, which helps build a stronger, healthier community.

Rhinelander High School May 2, 2024



The **Rhinelander High School (RHS) Career Fair** was a success, giving students a chance to explore careers and meet professionals in public health. The event helped students build connections for their future careers. OCHD was proud to be part of it.

Outreach Events

- Rhinelander Food Pantry
- Rhinelander Public Library
- Women's Health Panel
- Northwoods Community College
- Oneida County Fair
- WIC Open House
- Rhinelander School District 4K Registrations
- Nicolet College
- Bike Rodeo
- Paper Mill

YMCA of the Northwoods April 20, 2024

OCHD joined **Healthy Kids Day at the YMCA**, promoting healthy living with fun activities and resources. OCHD worked with the YMCA to teach kids about exercise, nutrition, and staying healthy.



Why is Healthy Community Design Important?

Oneida County Health Department offered mini grants to groups interested in helping improve accessible parks and recreational spaces in Oneida County. **The goal was to create outdoor areas that everyone, regardless of ability, can enjoy.**

Many parks still lack the right features to support people with disabilities. Problems like rough terrain, poor signs, and inaccessible facilities prevent people from fully enjoying outdoor activities. This project helped fix these issues by funding proposals for better accessibility in park and community garden.



Sidewalks were put in at Hodag Park for the future splashpad.



Red granite walkways were put in at the community garden.

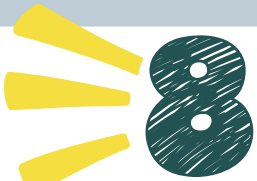


Workforce Development

Why is workforce development important?

OCHD defines workforce development as the process of **building and strengthening the skills, knowledge, and capacity of staff** so that they can effectively address agency and community health needs. Unique to 2024, OCHD began **leveraging the expertise of staff** to assist in facilitating development opportunities.

All Staff



IN-PERSON ALL STAFF TRAININGS

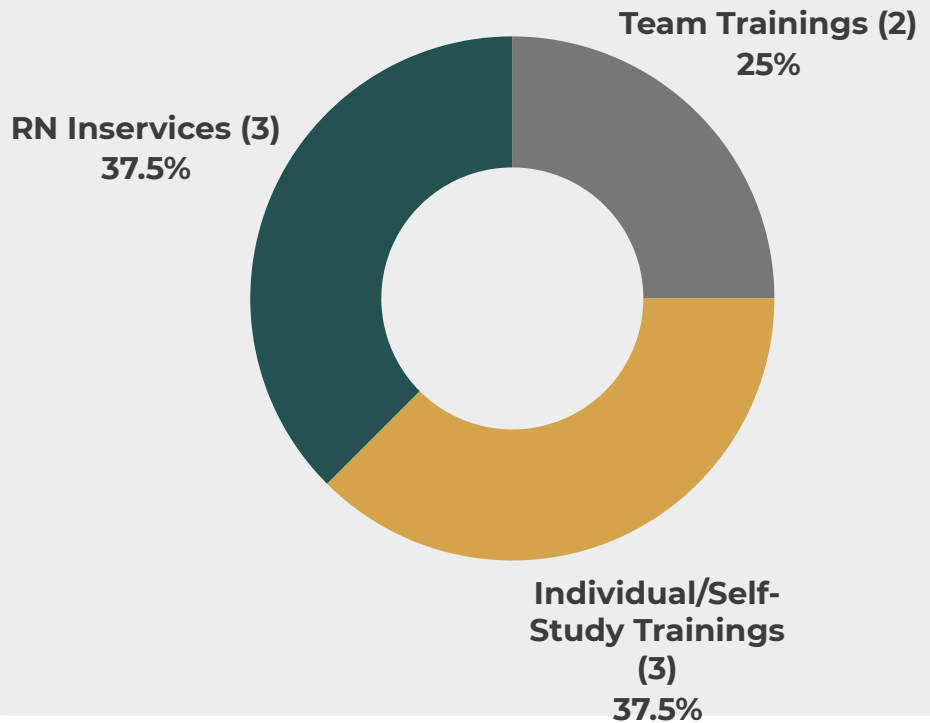


IN-PERSON TRAININGS LED BY STAFF MEMBERS



IN-PERSON TRAININGS LED BY MANAGEMENT

Additional OCHD-Provided Trainings



Training topics included:



- Reaccreditation
- Budgeting
- Crisis Planning

- Healthy Brain Initiative
- Maximizing Employee Strengths
- Quality Improvement



- Building Resilience
- HIPAA
- And more



Looking Forward to 2025

OCHD will work to close gaps identified in the most recent competency assessments staff have completed. These areas include, but are not limited to:



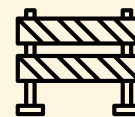
Collecting/analyzing quantitative data



Designing and conducting evaluations of public health policies, programs, and services



Creating messages related to public health misinformation or disinformation



Collaborating to identify systemic and structural barriers that impact health outcomes



Collaborating to address community health and resilience needs



Accreditation

WHY IS PUBLIC HEALTH ACCREDITATION IMPORTANT?



As one of the **first 31** nationally accredited public health departments, OCHD is expected to perform at a level of nationally recognized standards and measures using evidence-based practices outlined by Public Health Accreditation Board (PHAB).

PHAB accreditation status is given to health departments for a **5-year period**. During those 5 years, health departments are required to demonstrate

improvements and continual compliance with PHAB standards. To maintain accreditation status, OCHD uses quality improvement practices and tools to achieve measurable improvements that contribute to the vision and goal of a healthy community for all.

10

Domains

20

Standards

56

Measures

Domains, standards, and measures provide requirements and guidance for public health departments preparing for reaccreditation.



Looking Forward to 2025

OCHD will apply for reaccreditation.



Q1: Submit formal application for reaccreditation



Q2 & Q3: Gather documentation evidence and write narratives; submit all documents to PHAB.



Q4: PHAB reviews documents and schedule a site visit.

Strategic Planning

Why is strategic planning Important?

In 2024, the Oneida County Health Department (OCHD) completed a strategic plan to guide public health efforts, addressing evolving needs and community changes. The plan enhances collaboration, optimizes resources, and promotes a healthier, more resilient future.

By the numbers:

1

Board of Health Member

Participated on the strategic planning team

9

Staff Members

Participated on the strategic planning team from various disciplines

48

Local Organizations

Received invitations to participate in interviews

81

Individuals

Invited to share experience and advice

100

% OCHD Staff

Contributed to strategic plan through various feedback methods

SWOT Analysis

To ensure an inclusive process, OCHD engaged the community to gather insights and conduct a SWOT analysis.

Strengths



- Strong rapport, respect for known staff, leadership
- Mission-driven approach to work; in it for the “right” reasons
- Facilitation of coalitions, community collaboration

Weaknesses



- Lack of awareness about OCHD role, services, and specific points of contact within the department
- Lack of clarity on OCHD’s strategy, priorities, and impact

Opportunities



- Focus OCHD’s efforts to increase potential impact, collaboration
- Develop capacity, expertise in communications, engagement
- Organize/diversify portfolio by what OCHD “owns” and what it facilitates among community, government partners

Threats



- Inconsistent funding leads to lapsed programming, strategy confusion
- Perceived or default ownership of services due to lack of interest, capacity of other organizations
- Community desire for support exceeds funding/capacity

Looking Forward

As a result of the strategic planning process, OCHD will focus on three strategic priority areas: effective communication, operational efficiency, and sustainable impact. Collectively, these priority areas individually and interdependently position OCHD to best serve Oneida County through 2028 and beyond.

For details, check out the [OCHD website](#).

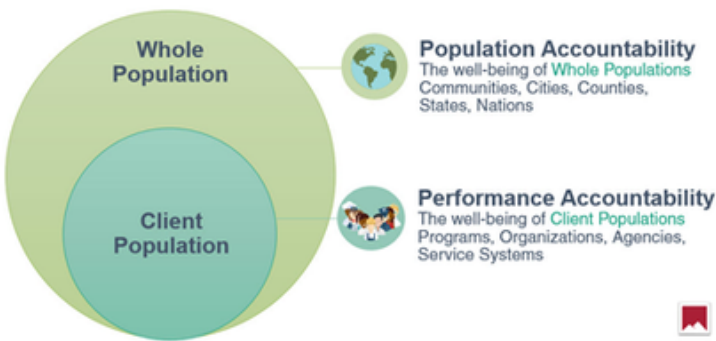


Performance Management

What is Performance Management?

OCHD is committed to being a **performance-based organization**.

OCHD utilizes **Results-Based Accountability (RBA) as the framework for its performance management (PM) activities**. 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.



Performance Targets Met

37.5%



37.5% of performance measure goals were met this year. This reflects the ambitious nature of our targets, which were intentionally established to stretch agency practices in order to drive meaningful progress in public health practice.

11

Number of **programs with performance measures**.

This is up from 6 in 2023 as OCHD continues to build back the PM/QI culture after pandemic response.

32

Number of **performance measures tracked**.

In 2023, there were 15 performance measures tracked. OCHD more than doubled tracked measures.

Looking forward to 2025

At the end of 2024, performance measures were evaluated to determine their impact and importance to the PM system. In some cases, performance measures were revised, eliminated, or developed to best fit programs and processes moving forward. The goal is to track measures for at least three years so that trends can be identified.

Training opportunities to increase PM competency will continue to be a priority.

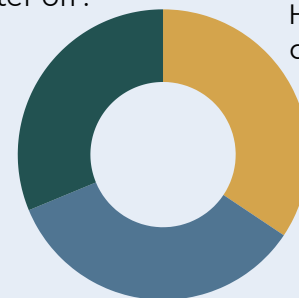
Types of Performance Measures

Is anyone better off?

10

How much did we do?

11



How well did we do

11

Diverse performance measures ensure a well-rounded view of our impact. By tracking 'How much did we do?', 'How well did we do it?', and 'Is anyone better off?', we balance activity, quality, and meaningful outcomes for the community.



Quality Improvement

What is Quality Improvement?

Quality improvement (QI) refers to a **continuous and ongoing effort to achieve measurable improvements** in the efficiency, effectiveness, and performance of quality services or processes, thereby improving health.

253.25

Hours logged for QI in 2024

6

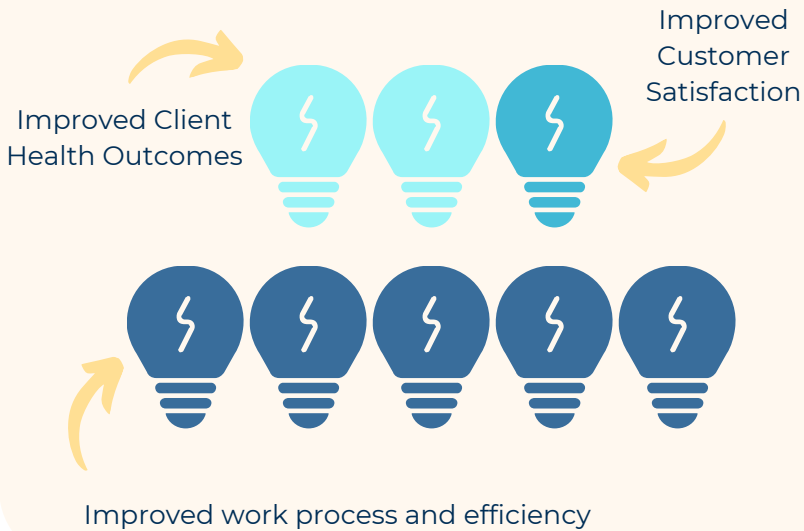
Programmatic QI Projects

2

Administrative QI Projects

OCHD QI projects span from small and large scale program improvements to administrative improvements that impact staff or processes across the agency.

While most quality improvement projects have overlapping outcomes, primary outcomes of the **eight** QI projects completed or in-progress in 2024 fell into the following three categories:



1



QI all staff training held July 2024

20.4%



Increase in understanding what QI is after the training

39.3%



Increase in gaining skills to use in work after the training

5



QI projects that resulted in a policy change

Success Story Highlight: Respiratory Illness Season Process

Objective: To improve the quality, safety, and efficiency of vaccination services through streamlined processes, enhanced staff performance, and strengthened operational systems.

Plan: Through the after-action reporting process, OCHD management developed teams to address opportunities for improvement.

Outcomes: The 2024 vaccination season showcased significant operational and staff satisfaction improvements through quality initiatives.

Highlights:

Training and Role Clarity: Training satisfaction rose from **51% to 74%** (+45.1%). Role understanding increased from **57% to 81%** (+42.1%).

Streamlined Processes: Billing within three days improved from **13% to 57%** (+338.5%). Vaccine form flow efficiency rose from **27% to 72%** (+166.7%).

Equipment and Communication: Equipment satisfaction increased from **54% to 70%** (+29.6%). Communication preparedness rose from **40% to 65%** (+62.5%).



Public Health Emergency Preparedness

The **PHEP cooperative agreement** serves as an **essential funding source** for state, local, and territorial public health departments. It plays a vital role in enhancing their capacity to effectively address various **public health threats**, such as infectious diseases, natural disasters, and events involving biological, chemical, nuclear, and radiological hazards.

Key Preparedness Activities in 2024:

- Developed, educated on, and implemented the ADRC and OCHD building **Crisis Plan**
- Presented on Oneida County Medical Countermeasures at the **2024 Governor’s Conference**
- Conducted a **full-scale medical counter measure exercise**, September through November
- Held routine, internal emergent **“RAVE” notification drills**
- Reviewed and vetted **mass care plans** with the American Red Cross and partners
- Adopted the **Pedro the Preparedness Penguin** curriculum, educating children on the basics of preparedness
- Updated its **community partner database**, enhancing information sharing

\$13 

saved for every dollar spent on preparedness -*US Chamber of Commerce, 2024.*



Pedro the Preparedness Penguin teaches kids about preparedness the fun way!



Talking medical countermeasures at the Governor’s Conference.

In 2025, OCHD seeks to:

- Enhance community readiness, particularly its aging adult community
- Expand its preparedness network in faith-based communities
- Improve methods of risk communication through new methods of outreach
- Modernize data to inform before, during, and after a disaster



The **OCHD LTE Nurse pool** helps meet community healthcare needs in a public health surge event

100% 

Response staff current in essential preparedness training

9 

LTE RNs Activated testing medical surge

15 

Regional Partners Responding within 1 hr

20 

Average OCHD Staff able to respond within 1 hr



Community Engagement

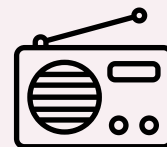
Communication Efforts

OCHD strives to communicate effectively to inform and educate the community about health, factors that influence it, and how to improve it. These messages are shared in a timely manner through a variety of methods including our website, social media, television, newspapers, radio, and more.

Stay connected!

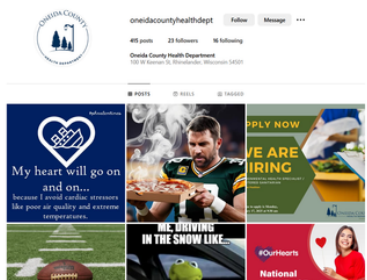
Visit our website (www.oneidacountypublichealth.org) and Facebook page (<https://www.facebook.com/OneidaCountyHealthDepartment/>)

DATA Highlights



- Press Releases
- Radio Interviews
- Community Mailings
- Community Displays
- Community Events
- Radio Ads
- Billboards
- Digital Ad Campaigns

Making Connections!



Most Reach
20,006
VIEWES

Most Likes and Reactions
56
LIKES

Oneida County Health Department · Follow
October 16, 2024 ·
The huge recall of precooked poultry and meat for possible Listeria monocytogenes contamination has expanded dramatically to over 10 millions pounds. Some effected brands and stores include: Taylor Farms, Trader Joe's, Wal-Mart's Marketside and Great Value, Udis, Target's Good & Gather, El Monterey, Giant Eagle, HEB, Kroger, Meijer, Jenny Craig, Atkins, Boston Market, 7-Eleven, Freshly Made, Ready Meals, and Amazon Kitchen among others.
<https://www.fsis.usda.gov/recalls-alert...> See more

Oneida County Health Department · Follow
October 31, 2024 ·
Happy Halloween!
All work and no play,
Get vaccinated at OCHD today!



TB Care Management

Why is TB Care Management Important?

Tuberculosis (TB) is a contagious disease caused by *Mycobacterium tuberculosis* and must be reported to the health department. It can be classified as active TB or latent TB infection (LTBI). Nurse care management ensures adherence to treatment. TB risk is relatively low in Wisconsin, with most cases contracted outside the state.



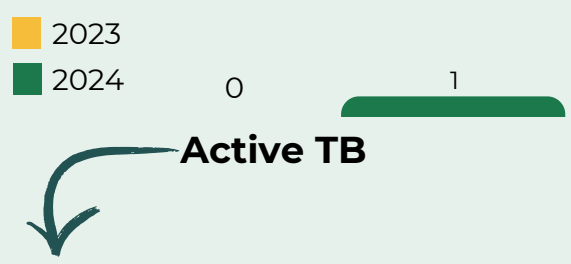
54
WI cases of TB

In 2023, Wisconsin reported that most cases either were exposed to TB outside the U.S. or had close contact with someone with active TB.

What is the Program?

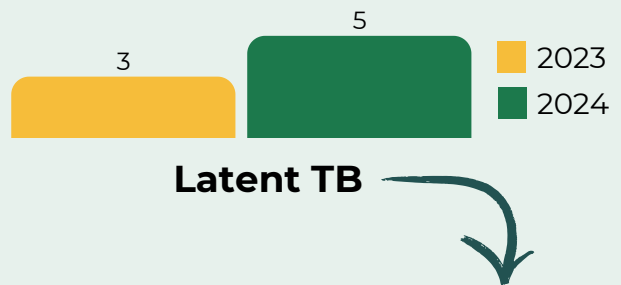
Nurse care management, guided by the Wisconsin State TB Program, ensures TB treatment adherence. At OCHD, public health nurses coordinate care, connect patients to services, and support them from diagnosis to treatment completion, ensuring effective treatment and preventing transmission.

Active TB Cases vs Latent TB Cases in Oneida County



Active TB

Active TB is....when a person has an infection and usually feels sick and may be able to spread TB bacteria to others.



Latent TB

Latent TB is....when a person has an infection but does not feel sick and cannot spread TB bacteria to others.



According to the Wisconsin Department of Health Services, Wisconsin has one of the highest rates of multi-drug resistant TB (MDR-TB) in the United States.

13
WI patients with MDR-TB over the past decade

Continuing Work into 2025

Enhancing our knowledge and skills related to TB Care Management:

- Comprehensive patient care
- Medication management
- Patient education and support
- Preventive measures and infection control

Communicable Disease

Why is Communicable Disease Investigation Important?

Communicable disease investigation protects public health by identifying, tracking, and controlling outbreaks. With rising global travel and urbanization, early detection is crucial. These investigations guide responses, inform prevention, and allocate resources, minimizing risks and maintaining public trust.

Enteric Diseases

Enteric diseases are infections of the gastrointestinal tract, spread through contaminated food, water, or contact with infected sources.

Number of enteric cases in Oneida County in **2024**



- 4** Salmonella Cases
- 4** E. Coli Cases
- 9** Other Gastrointestinal Cases

Tick-Borne Diseases



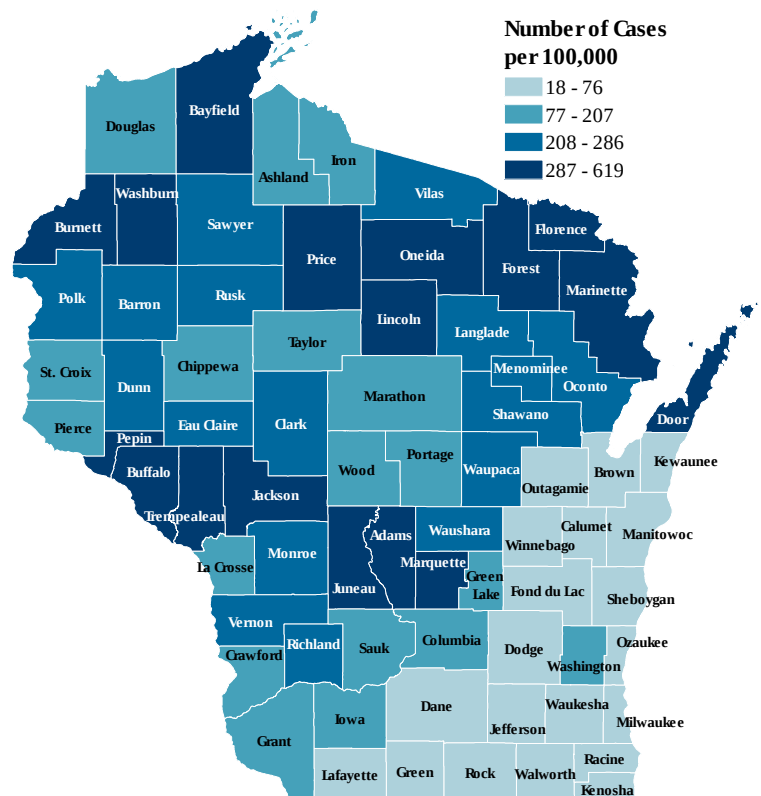
Tickborne diseases spread through infected tick bites, with symptoms from mild to severe. Prevention, like repellents and tick checks, reduces risk.

Number of tick-borne cases in Oneida County in **2024**



- 174** Lyme Disease Cases
- 32** Ehrlichiosis/Anaplasmosis Cases
- 3** Babesiosis Cases

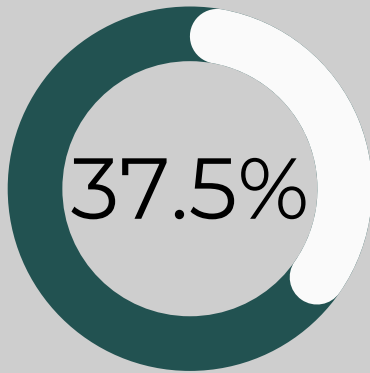
Lyme Disease (*B. burgdorferi*) Incidence in Wisconsin, 2023



Respiratory Illnesses

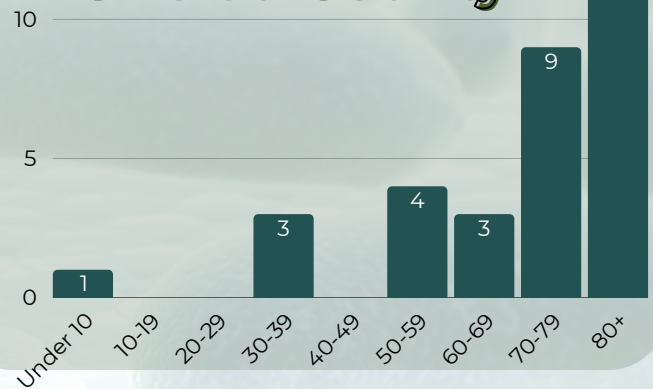
Respiratory diseases, like influenza, pneumonia, COVID-19, pertussis, and tuberculosis, pose major public health risks. They range from mild to severe and can strain healthcare systems. Prevention through vaccination, early detection, and public awareness is key. We monitor, respond to, and educate the community to reduce their impact.

2024 RSV in Oneida County



of total RSV Hospitalizations were among children 1-4 years of age

2024 COVID-19 Hospitalizations in Oneida County

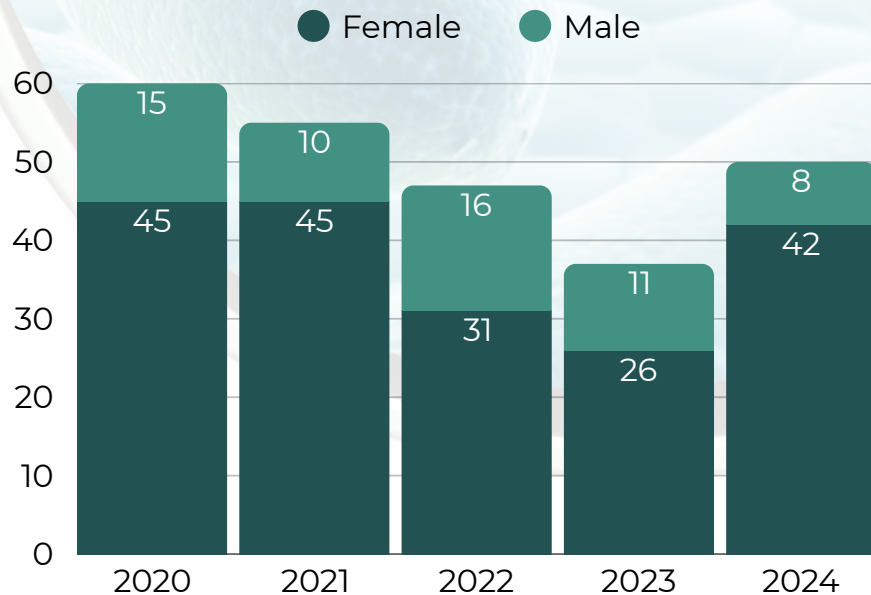


Sexually transmitted infections (STIs) spread mainly through vaginal, anal, or oral sex. Caused by bacteria, viruses, or parasites, some can also transmit non-sexually, such as during childbirth or through shared needles.

Chlamydia rates for the past five years are shown to the **right**. Noticeably, there is a higher rate of chlamydia among females compared to males **Why is this?** Could be several reasons including:

- Female's anatomy makes them more prone to STIs,
- Females are more likely to develop symptoms,
- Females seek out care quicker than their male counterparts.

Sexually Transmitted Infections

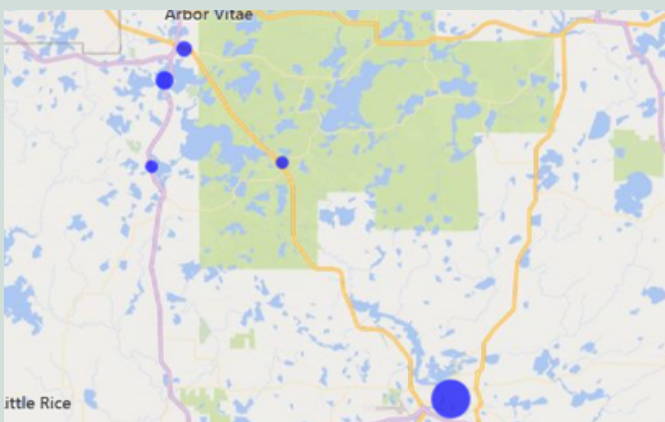
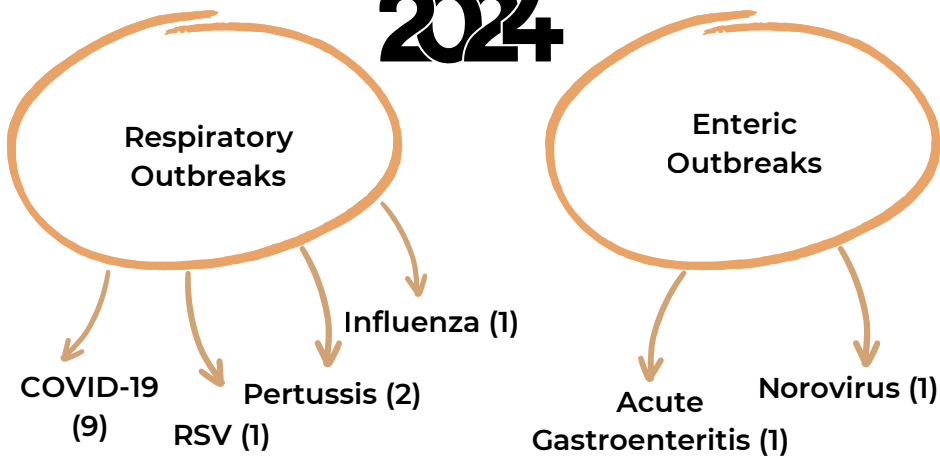


Outbreak Investigation

Oneida County Health Department investigates outbreaks in schools, long term care facilities, assisted living facilities, businesses and more in order to help identify causes, assist in mitigating spread, and provide resources.

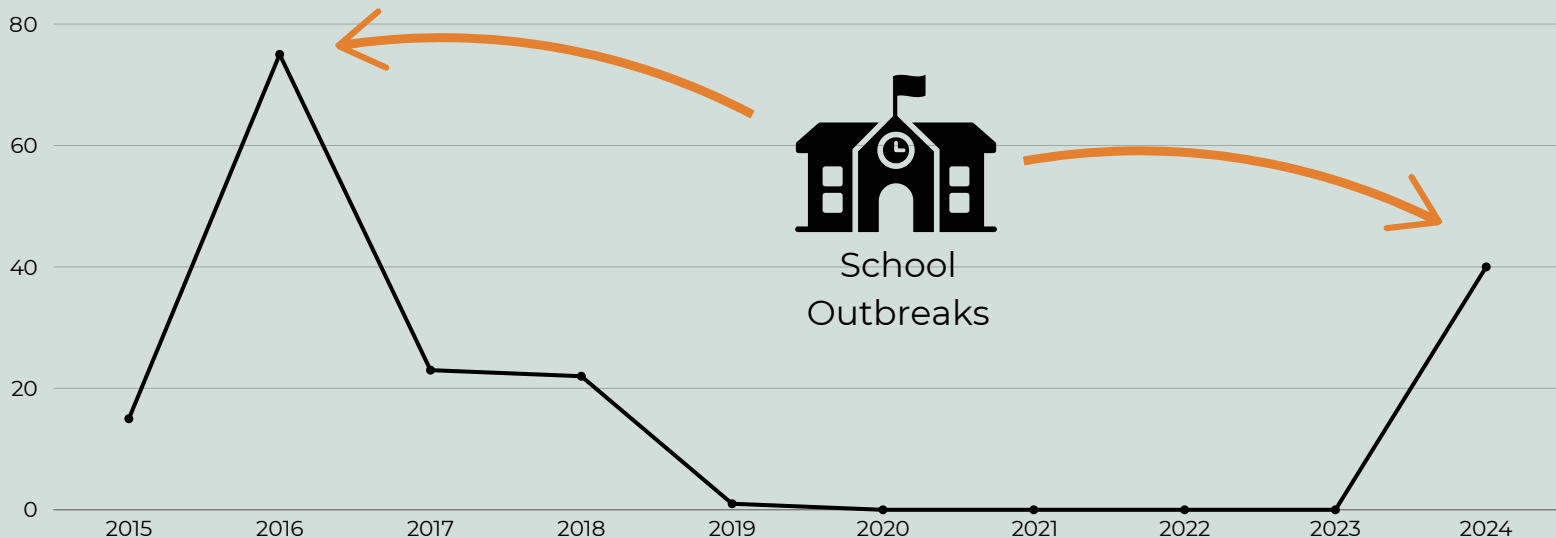


2024



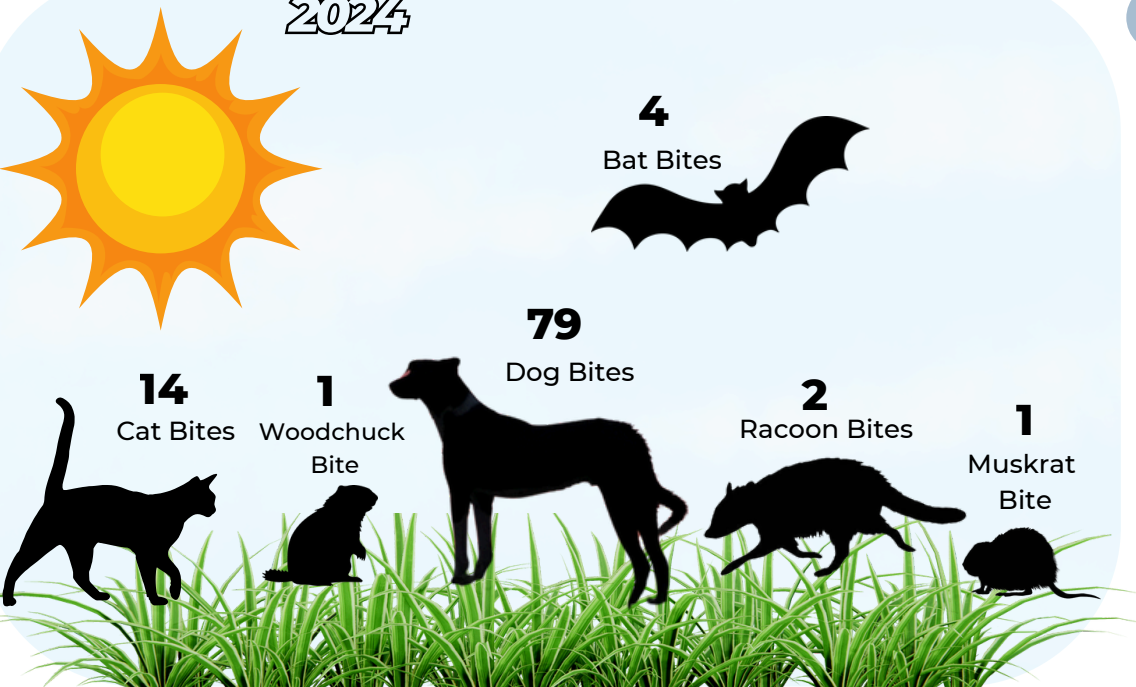
Pertussis Outbreaks Overview

40 Total Oneida County Cases of Pertussis in 2024



Animal Bites

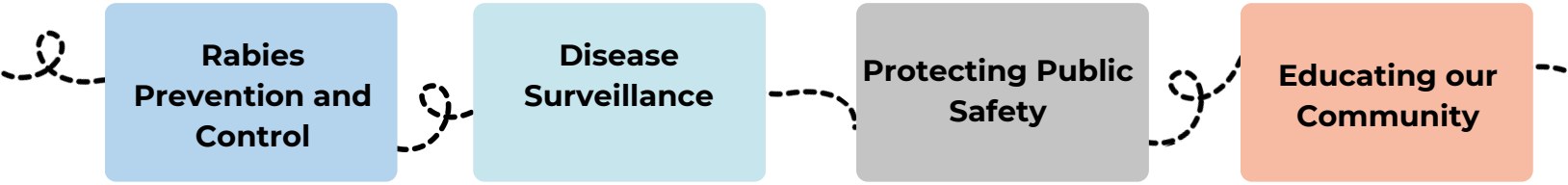
2024



What is it?

Oneida County investigates all animal bites to prevent rabies, working with law enforcement and veterinarians to assess animals and reduce post-exposure treatment.

Why is it important?



Quality Improvement: Success Story

In 2024, the Oneida County Health Department partnered with community organizations, including local law enforcement, veterinary clinics, and health care providers, to improve communication to assure bite investigations begin within 72 hours of a bite.



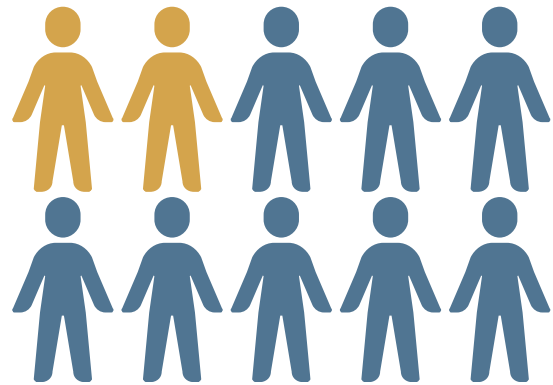
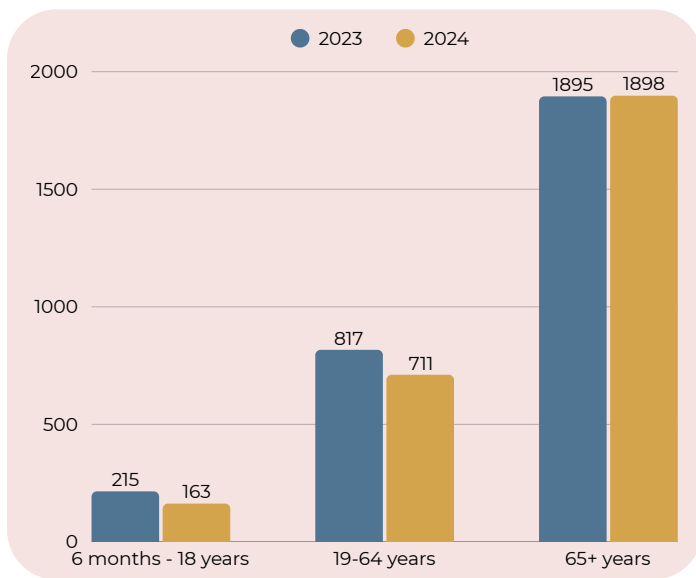
Immunizations

What is the Immunization Program?

The **Immunization Program** at OCHD works to increase vaccination rates, reduce the spread of preventable diseases, and protect vulnerable populations such as infants, the elderly, and those with compromised immune systems. OCHD offers a variety of private pay vaccines and accepts numerous insurance plans.

Additionally, OCHD participates in the Vaccines for Children Program and Vaccines for Adults Program, offering vaccinations at no cost or reduced rates to eligible individuals.

Flu Vaccines Provided by OCHD

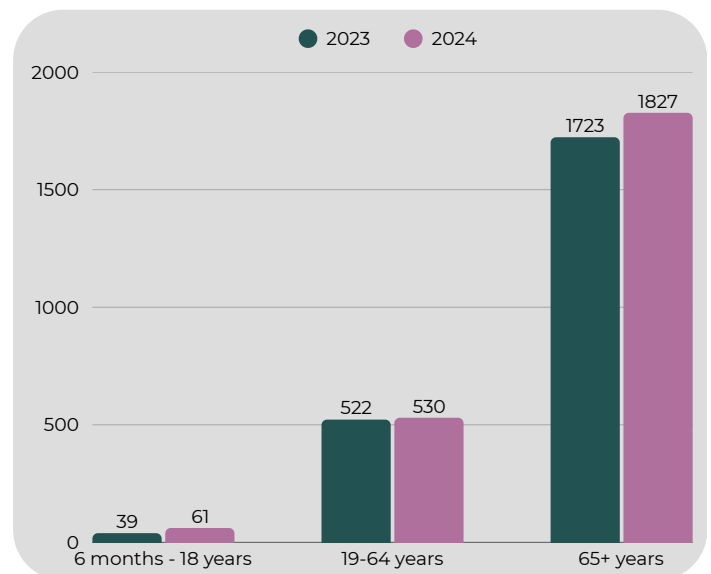


From September 16, 2024 to November 15, 2024, OCHD gave nearly **2 out of every 10** Flu vaccines in the county (2,625 of the 12,237 Flu vaccines given, ~21.5%).

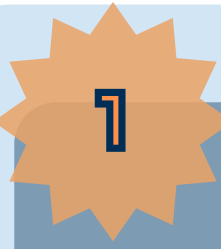


From September 16, 2024 to November 15, 2024, OCHD gave nearly **3 out of every 10** COVID vaccines in the county (1,949 of the 7,021 COVID vaccines given, ~27.8%).

COVID Vaccines Provided by OCHD



Children's Vaccination Rates



1 Case of Measles in Wisconsin. In 2024, Oneida County is about **20% below herd immunity threshold** for measles which is 92%-94%.

Percent of 24 Month Olds Up-to-Date on Vaccinations by Type



24-month old up-to-date vaccination rates have declined from 2023 to 2024.

Adolescent Benchmark Rates in Oneida County

	Human papillomavirus (HPV) (1)	Human papillomavirus Complete (HPV) (2)	Meningococcal (1)	Meningococcal Complete (2)	Tdap
2023	66%	53%	76%	49%	82%
2024	64%	51%	76%	49%	81%

Tetanus, diphtheria, and pertussis (Tdap) vaccine is first recommended at age 11-12.

Why is this important?

The goal of the OCHD Immunization Program is to **reduce vaccine-preventable diseases** by **increasing rates** and **achieving herd immunity**. Herd immunity protects those unable to be vaccinated by reducing disease spread and minimizing their risk of exposure.



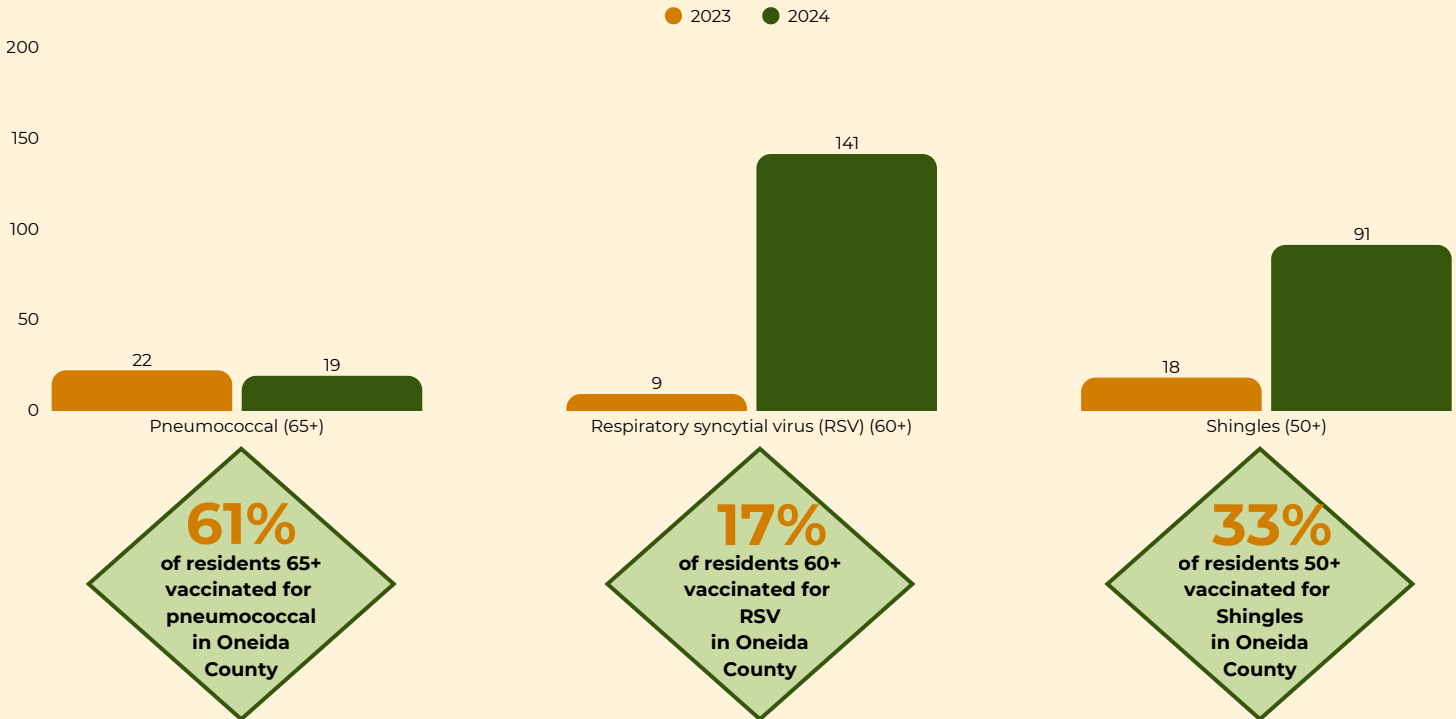
Herd immunity threshold for pertussis is 80% - 94%. Oneida County is just above minimum threshold.

2,572
Confirmed cases of pertussis in Wisconsin 2024

40
Confirmed cases of pertussis in Oneida County 2024

Immunizations

Adult Vaccine Doses Provided by Oneida County



Pneumococcal Vaccine Update

- In October 2024, the CDC and ACIP recommended lowering the vaccination age from 65 to 50.
- This change allows more adults to protect themselves against serious illnesses like pneumonia, meningitis, and bloodstream infections, particularly affecting older adults.

Looking Forward to 2025



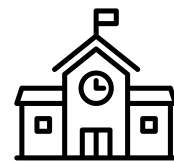
**Collaboration
with healthcare
facilities and
schools**



**Enhancing
community
relationships**



**Providing access
for routine
vaccinations**



**Providing
vaccinations
for all age
levels**



**Providing
community
education**



Healthy Brain Initiative

What is the program?

The **Healthy Brain Initiative (HBI)** supports brain health and helps prevent memory issues as people age. It raises awareness, funds research, and offers resources to promote healthy habits such as exercise, nutrition, and mental stimulation. Oneida County Health Department received grant funding to support this effort.

Why is the Healthy Brain Initiative Important?

Supporting caregivers with resources and training helps them provide better care while maintaining their own well-being. Increasing recognition of dementia through public safety and healthcare partnerships ensures earlier identification and appropriate responses. Expanding knowledge of available services empowers families to access essential care and support. Promoting brain health and dementia prevention through education and community initiatives benefits people of all ages, creating a more informed and resilient community.

Caring For The Mind Conference 2024



In October, the OCHD held Caring for the Mind Conference. During this conference OCHD:



Increased awareness & advocacy for brain health!



Engaged **67 attendees** from healthcare organizations, caregiving facilities, surrounding counties, public entities, and community members!



Launched the '**Minds Matters**' **Caregiver Toolkit**, providing training and resources to improve caregiving practices for individuals with dementia.



Facilitated key partnerships between UW Health system, community facilities, healthcare and caregiving organizations.



Partnered with **15+ vendors**, showcasing dementia related tools, caregiving products, and services provided.

Outcomes of HBI



Increased Communication & Awareness in the Community



Support Groups



Caregiver Alliance of the Northwoods (CAN)



Focus Groups



Access to Services



Comprehensive Opioid, Stimulant, and Substance Use Program (COSSUP)

In March 2024, Oneida County received the Bureau of Justice Assistance COSSUP grant. This grant aims to enhance comprehensive responses to substance use and misuse by expanding access to treatment and recovery support services within the criminal justice system.

MISSION

The multi-disciplinary Community Response Team (CRT) aims to enhance coordination of health and safety efforts to support substance use recovery in Oneida County.

WHAT WE DO

Criminal justice partners identify individuals experiencing substance use concerns and provide warm handoffs to the Peer Support Services Team. The goal is to help **enhance recovery outcomes** by providing recovery support resources and connections to treatment.



2024 REFERRALS

Peer Recovery Support Services



79

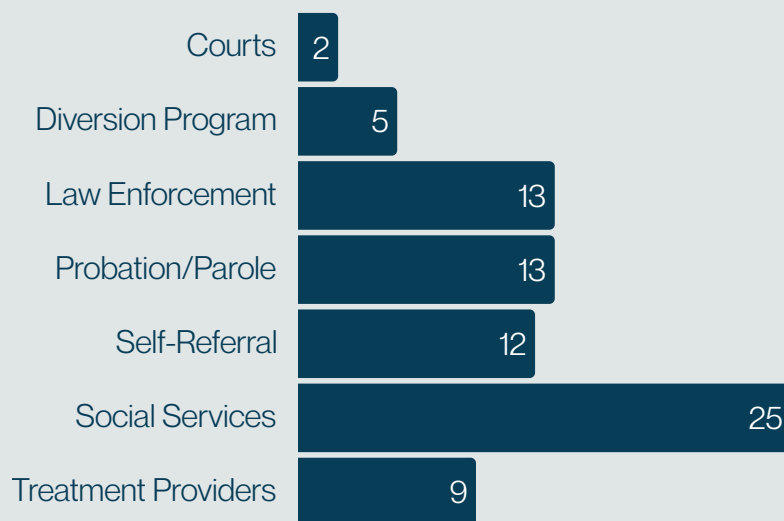
New Referrals



46

Total Clients

Referrals by Organization



PEER SUPPORT SERVICES TEAM

In 2024, a new **Peer Support Specialist Coordinator** position was created. This position provides leadership, coordination, and technical assistance for the team. Three **AmeriCorp Peer Recovery Coaches** provide non-clinical social support, connections to resources, and relapse prevention. These four positions make up our Peer Support Services Team.



PROGRAM OUTCOMES

The role of Peer Support Services complements treatment and other recovery support services. Peers support an individual's progress towards recovery.

(SAMSHA; What are Peer Support Services?)



Peer Support Specialist Angel Swenson poses with Tom Farley, guest speaker at LUTN for Recovery Event.

2024 PROGRAM HIGHLIGHTS

RECOVERY MONTH EVENT

Each September, the Oneida County Substance Use Coalition hosts the **Light Up the Night for Recovery** event at Hodag Park in Rhinelander. The event features local recovery resources and stories of recovery. The aim is to reduce stigma, increase connectedness, and grow awareness of local recovery support services. Over **225 individuals** and **38 recovery support agencies** attended the event in 2024. This is a **33%** increase in participation from 2023!

SOBER RECOVERY EVENTS

*The Peer Support Services Team, in partnership with ArtStart, developed and hosted **3 recovery events**. People's relationships and interactions with friends and community can have a major impact on their health and well-being. Creating safe spaces, free from substances, where people can form positive relationships in healthful environments helps improve recovery outcomes and prevent relapse.*

LOOKING FORWARD TO 2025



NEEDS ASSESSMENT

In an effort to expand access to treatment and recovery support services, partners will complete a Recovery Support Services Needs Assessment in early 2025. The results will help identify and prioritize recovery support service needs, including recovery housing needs. The goal is to gather community input to inform the use of opioid settlement funds, and other grants, while strengthening community capacity to support substance use recovery.

Drug Free Community (DFC)

Why is DFC Relevant?

In Oneida County, we have seen an upward trend of youth engaging in substance use.

2023 Youth Risk Behavior Survey Results U13

High School 909 Responses	Past 30 day use	Tired before age 13
Smoke cigarettes	7%	42%
Vape/juul/ e-cigarettes	19%	N/A
Drank alcohol	29%	37%
Binge drank	13%	N/A
Use marijuana	21%	22%

Increased from previous year
 Decreased from previous year

Youth Substance Use Prevention (YSUP) Team

Youth Substance Use Prevention (YSUP) Team was formed in 2024 order to address youth substance use specifically; Nicotine, Marijuana/THC, and Alcohol.

- YSUP is a combination of many different partner organizations;
- Law enforcement
 - Religious organizations
 - State/local government
 - Volunteer organizations
 - Healthcare professionals
 - Youth-serving organizations
 - Substance use prevention organizations
 - Youth
 - Media
 - Schools
 - Parents
 - Businesses

What is the Drug Free Community Program?

The **Drug-Free Communities (DFC) Support Program**, created in 1997, provides grants to community coalitions to reduce youth substance use. It is administered by the White House Office of National Drug Control Policy (ONDCP) in partnership with the CDC.

GOAL

- 1 Establish and strengthen collaboration** among communities, public and private non-profit agencies, and federal, state, local and tribal governments.
- 2 Reduce substance use among youth** and, over time, reduce substance use among adults by addressing the factors in a community that increase risk for substance use and promoting factors that minimize risk for substance use.

1/30

OCHD is 1 of 30 DFC grant recipients in Wisconsin. DFC awarded a total of 750 grants in 2024.

Looking Forward to 2025

PLAN

As we look into 2025, the YSUP Team plans on implementing a variety of strategies to address youth substance use.

- Provide Information** to parents about the risk of youth using substances.
- Enhancing Skills** by hosting education sessions for parents.
- Changing Access/Barriers** by providing information in different languages for community members.
- Providing Support** by implementing a "Lock it Up" campaign.
- Identifying Physical Design** with billboard messaging.
- Educate/Inform about Modifying/Changing Polices and Laws** surrounding social hosting.
- Changing Consequences** by updating diversion programs with quitting resources.

NARCAN Program

What is the NARCAN Direct Program?

The **NARCAN Direct Program** provides free NARCAN to agencies for community distribution.

The NARCAN is given to agencies that serve people who are experiencing opioid use disorder and/or impacted community who may witness an opioid overdose.

NARCAN Direct Program staff provide free trainings to anyone receiving NARCAN. The trainings cover how to identify an opioid overdose and how to use NARCAN.

14

Organizations
Trained

2,208

Doses
Distributed

DIAL
911

Naloxone is a **temporary** solution that reverses the symptoms of an opioid overdose for **30-90 minutes**. It does not replace the need for emergency medical care.



What is Narcan?

You can reverse an opioid overdose and save someone's life. NARCAN is the brand name for FDA-approved medication naloxone. This is the medication that **blocks the harmful effects of opioids on the brain**. NARCAN is used by first responders, Good Samaritans, and/or a friend or family member when someone is showing signs of opioid overdose.



Looking Forward to 2025



Prioritizing
vulnerable groups



Expanding outreach
and awareness



Building additional
partnerships

Narcan Benefits to Community

Encourages
Connection to
Treatment and
Resources

Increases Public
Safety

Reduces Burden
on Emergency
Services

Saves Lives



Tobacco Prevention

Survey shows Oneida County residents are concerned about cigarette litter

NWTFC worked in collaboration with FACT and Downtown Rhinelander Inc. in placing ballot bins outside Bucketheads and Da Bar. The purpose of the bin is to keep the streets of downtown Rhinelander **free** from cigarette butt litter.

The cigarette ballot bin is an interactive cigarette butt disposal. At the same time, people can vote on a particular topic while disposing.



Physical Design

This report focuses on commercial tobacco. Learn about the key difference between commercial and traditional tobacco [here](#).

“

”

NWTFC took part in the 2024 Vilas County Positive Alternatives Conference, an event bringing together Vilas and Oneida County 6th-grade students. The conference provided opportunities for students to participate in interactive sessions and develop valuable resiliency skills.

At the NWTFC booth, students were encouraged to brainstorm creative ways to resist peer pressure to vape and to share healthy habits they could adopt as positive alternatives.



Providing Support

10+



1:1 meetings to gather insights on root causes of youth vaping in Oneida County.

4



Community action meetings to strategize solutions for youth vaping.



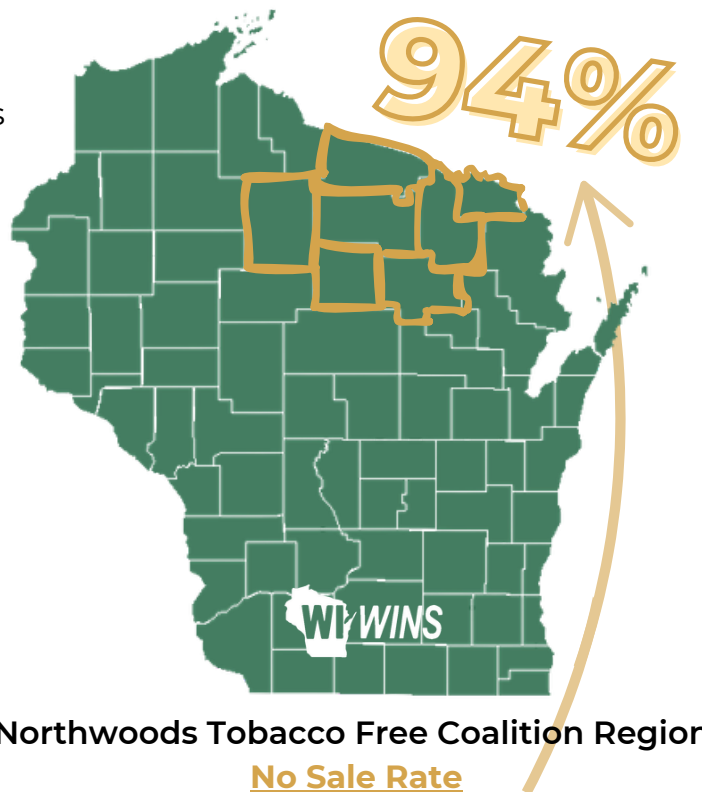
Wisconsin Wins

What is Wisconsin Wins?

Wisconsin Wins (WI Wins) is a science-based strategy to decrease youth access to tobacco products and help support retailer compliance with the law.

Our Goal

WI Wins uses positive reinforcement to create healthier communities by celebrating clerks who do not sell to youth and educating those who do.



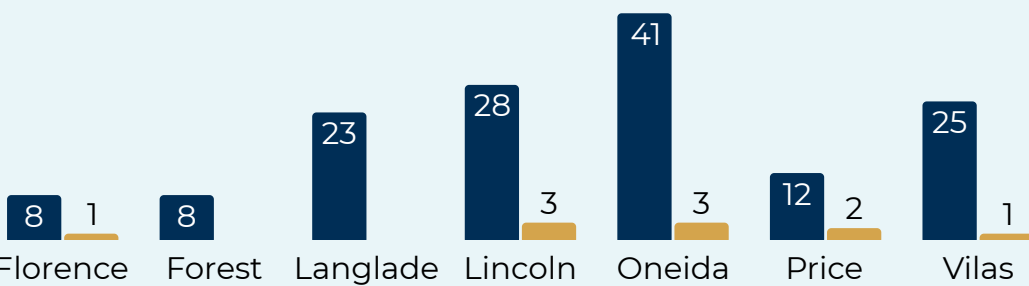
Why is Wisconsin Wins Important?

By preventing underage sales, WI Wins helps curb early tobacco use, reducing the risk of addiction and long-term health issues among young people.

How does the program work?

2024 Number of Inspections vs. Number of Sales

● # of inspections ● # of sales



The Wisconsin Department of Health Services contracts with local partners to conduct investigations, retailer education, trainings, media outreach, and community education.

The Oneida County Health Department conducts tobacco checks in **7 counties!**

Looking Forward to 2025

Looking to 2025, we are working to increase the number of youth in order to continue to educate tobacco retailers and reduce retail tobacco sales.



Rhinelanders FACT Group

Youth Driven Tobacco Advocacy Program

PROBLEM

(Oneida County 2023 Youth Risk Behavior Survey)

34%

High school students reported ever trying electronic vapor products.

42%

High school students who reported ever trying cigarettes tried them before the age of 13.

19%

High school students reported current (past 30 day) use of electronic vaper products.



Delaying the age of first use of a tobacco product reduces the risk of an individual experiencing a life-long tobacco use disorder. The majority of life-long tobacco users started before the age of 18.

YOUTH ENGAGEMENT

FACT is part of the Wisconsin Commercial Tobacco Prevention and Treatment Program. **Rhinelanders FACT Group** members from **James William Middle School (JWMS)** spread the truth about tobacco in their school and community. Oneida County Health Department staff facilitate the FACT Group.



15-20

Action-based Members



27

Action-based meetings



13

Community-based activism activities



11

School-based activism activities



YOUTH AS PARTNERS



Engagement of populations most impacted by the problem helps achieve better results. Youth engagement is characterized by meaningful opportunities for youth to contribute to the development and implementation of programs and policies that affect their well-being.

In the fall of 2024, FACT youth supported the **Youth Substance Use Prevention Team** by providing feedback and ideas to the groups nicotine prevention initiative.

(Best Practice User Guide, Youth Engagement; CDC; US DHS)





YOUTH AS EDUCATORS

#1

Reported reason young people vape was to relieve stress and feel better.

(Survey of Oneida County Middle School Students; 2024-2024)



FACT hosted two **Hangouts at YMCA Teen Nights** in 2024. The events featured the groups' tobacco prevention posters and activities, like s'more and button making. Young people's relationships and interactions with friends and community can have a major impact on their health and well-being . Creating spaces where youth can **form positive relationships in healthful environments is a protective factor** against developing substance use concerns..

96%

Middle schoolers say they probably wouldn't try an vape if it wasn't flavored.

(Tobacco is Changing, WI DHS)



FACT hosted three **Lunch Events at JWMS** in 2024. For Halloween the message focused on how **Tobacco Flavors are Tricks Not Treats**. They discussed commercial tobacco industry tactics to attract young people and shared that the allure of vape product technology and sweet fruity flavors can expose youth to the risk of life long addiction and serious health consequences.

LEADERSHIP OPPORTUNITIES



FACT provides hands on leadership opportunities. During 2024 FACT members learned about **program evaluation** by gathering and analyzing data to improve their impact. They also developed a **Leadership Team** and assigned positions, including treasurer, communications, and record keeper. In addition, they developed and implemented **fundraising activities** while partnering with youth serving organizations. **Way to go FACT!**



Health Hazards

A Human Health Hazard is:

“a substance, activity or condition that is known to have the potential to cause acute or chronic illness, to endanger life, to generate or spread infectious diseases, or otherwise cause injury to affect the health of the public.”

Wisconsin State Statute (254.01)

In Oneida County

OCHD is responsible for investigation and ordering clean-up of identified health hazards in Oneida County, as outlined in state statute 254.59 and county ordinance 11.13.

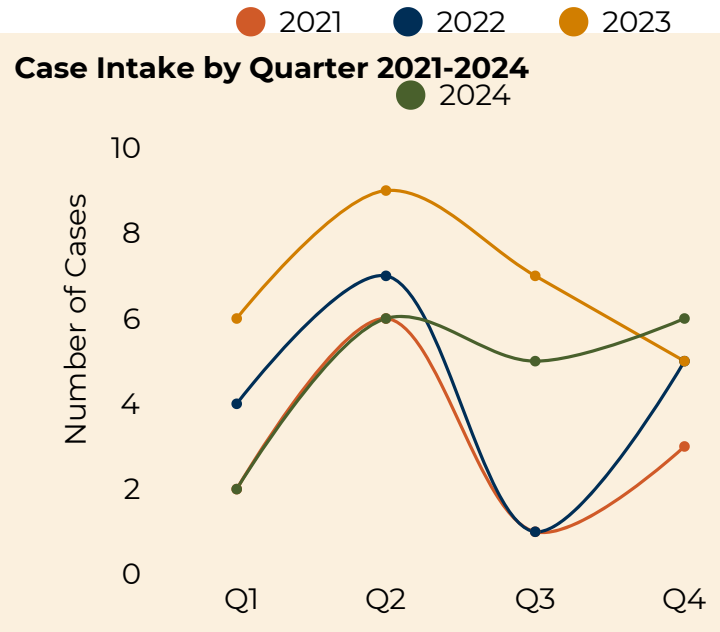
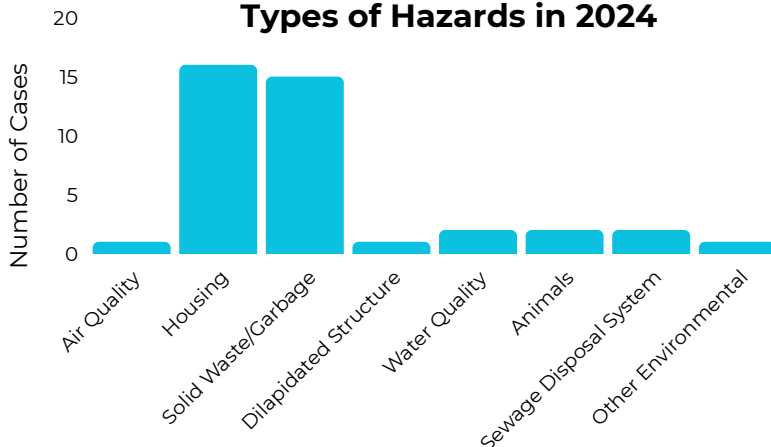
Housing continues to be a priority in Oneida County and also the primary hazard complaint intake. Living in unsafe or unsuitable housing conditions can negatively impact health, leading to health problems and chronic disease.



By the numbers in 2024

- **12** existing cases
- **5** existing posted properties unfit for habitation
- **19** new cases opened
- **2** new properties posted unfit for habitation
- **7** cases closed
- **23** active cases open at end of year
- **338.5** hours spent on cases

Types of Hazards in 2024



Quality Improvement

In order to be more effective in case management, OCHD launched a quality improvement project in 2024. The focus is to be more efficient in processing cases from intake, until closed, and be more effective with hours available for responding to hazard investigations.

Compound Hazards

16 of the new cases involved housing concerns

14 of those housing cases involved solid waste/ garbage as an identified hazard in the dwelling.



Compound hazards are complex and take more staff time to abate



Licensing & Inspections

2024 Licenses and Inspections:

1113

Businesses licensed by the end of 2024

1091

Inspections Completed in 2024

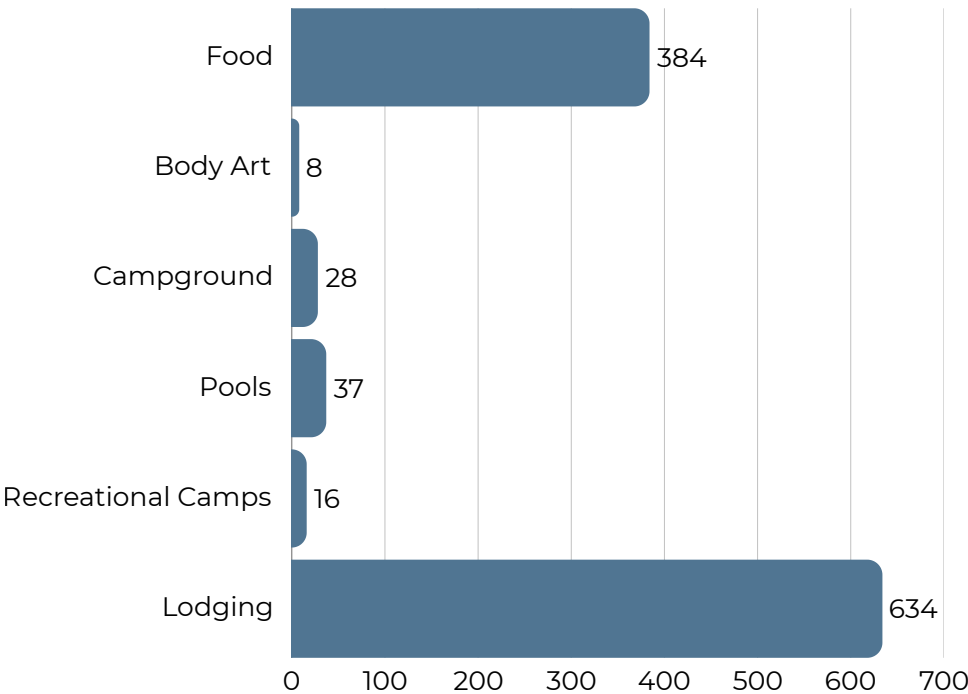
226

New Establishments licensed in 2024

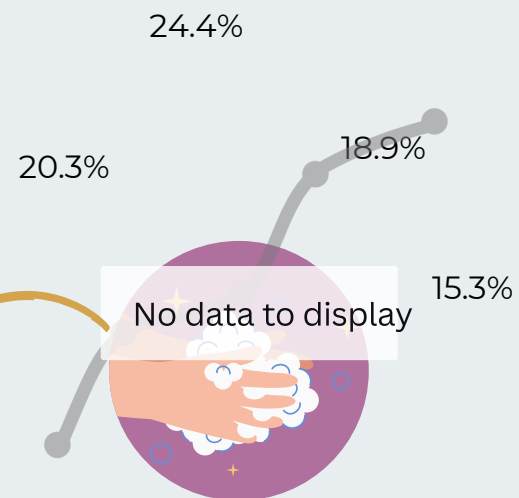
What is this program?

Oneida County Health Department conducts regular inspection of licensed facilities to ensure food safety, reduce foodborne illnesses, and confirm that establishments follow safety protocols to protect the public.

● 2024 Businesses Licensed in Each Category



Food Facilities with Handwashing Violations



Transient Event Inspections:

68 Food Inspections

2 Campground Inspections



*9 Different Transient Events were inspected

Handwashing can prevent foodborne illness!



Water Testing

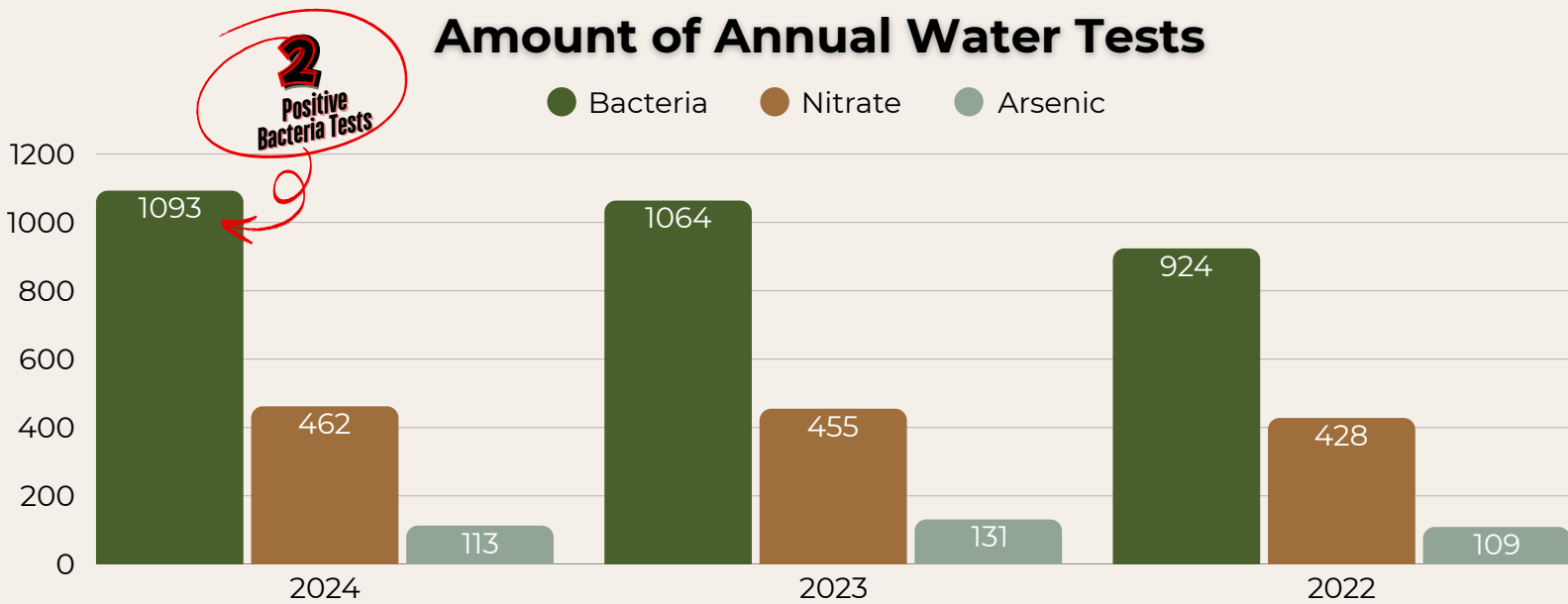
What is Water Testing?

Water testing checks if well water is safe to drink. Unlike city water, wells aren't regularly tested, so they can be contaminated by bacteria, chemicals, and metals. Testing helps ensure the water is clean and safe for health and the environment. The Health Department offers affordable tests for things like bacteria, nitrate, and arsenic.

DNR TNC Program

The OCHD inspects and tests about **300 DNR Transient Non-Community (TNC)** wells in Oneida County. TN wells are private wells that serve 25 or more people for at least 60 days a year. They are usually found at resorts, campgrounds, and restaurants in rural areas.

Amount of Annual Water Tests



DONT FORGET !

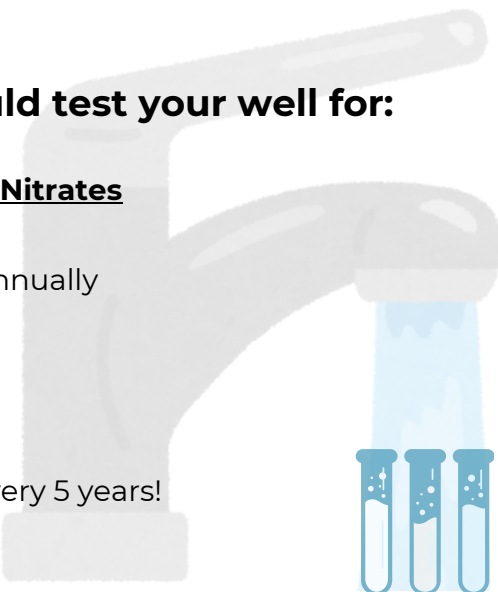
You should test your well for:

Bacteria & Nitrates

365 Annually
DAYS

Arsenic

5 Every 5 years!
YEARS



DID YOU KNOW?

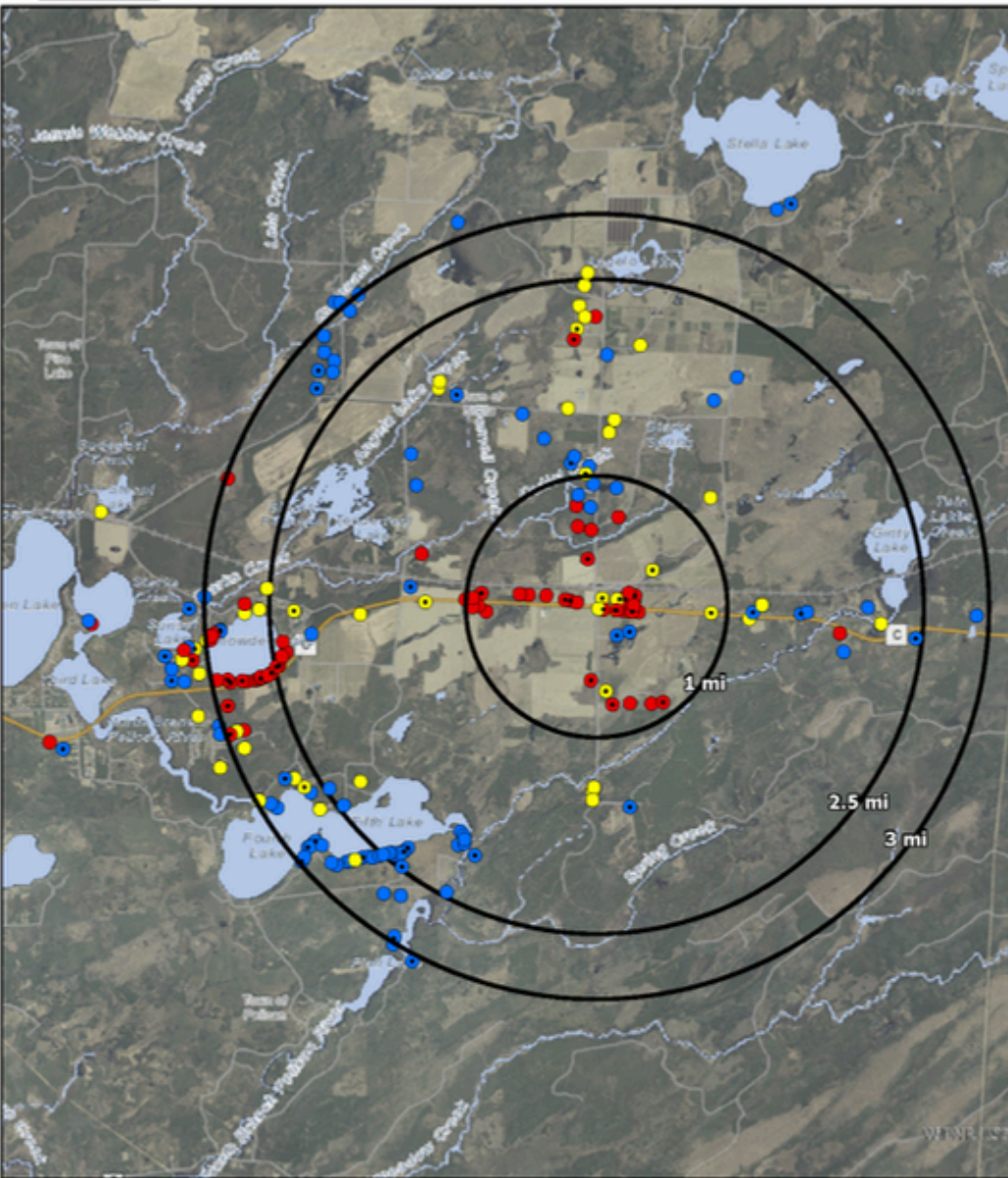
- ★ **40% of residents** rely on private wells for drinking water
- ★ Many contaminants don't change the color, smell, or taste of water. The only way to know if a well is safe to drink from is to **test it regularly**.
- ★ **Poor water quality** can cause problems like stomach illness from bacteria and viruses, and more serious long-term issues from lead or arsenic exposure.

What is PFAS?

Perfluoroalkyl and polyfluoroalkyl (PFAS) substances are chemicals used in products since the 1940s, and some can harm our health even at low levels. High PFAS levels have been found in groundwater in areas such as Town of Stella and the city of Rhinelander. Extra testing was done on private wells near Stella due to high PFAS levels. Research is ongoing, and help is available for affected homes, including drinking water support and well replacement or treatment.

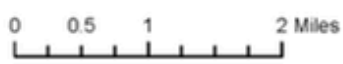


Map of Starks area/Town of Stella
PFAS sampling results (as of 12/04/2024)

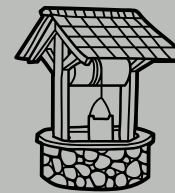


- No detection of any PFAS
- No detection of any PFAS (Granite Well)
- PFAS detected but < WI Health Guidelines
- PFAS detected but < WI Health Guidelines (Granite Well)
- PFAS detected but > WI Health Guidelines
- PFAS detected but > WI Health Guidelines (Granite Well)

DISCLAIMER: This map is for informational purposes only and may not have been prepared for or be suitable for legal, engineering or surveying purposes. The user is solely responsible for verifying the accuracy of information before using for any purpose.
By using this product for any purpose user agrees to be bound by all disclaimers found here: <https://dnr.wisconsin.gov/geos>



DID YOU KNOW?



225 wells
tested for PFAS in the
Town of Stella



71 wells
contain PFAS **over** the
DHS recommended
health guideline



54 wells
contain PFAS **less than**
the DHS recommended
health guideline



100 wells
contain **no detections**
of PFAS




1 Town Hall Meeting
held at James Williams
Middle School on 5/1/24
regarding PFAS in the
town of Stella.

Lead

OCHD's **Lead Program** helps families and healthcare providers learn how to prevent lead poisoning. It works to stop lead poisoning in children by offering services such as testing, nurse support, and finding and removing lead dangers from homes.


Lead poisoning can be completely prevented. However, if a child's lead levels are too high and it isn't noticed or the lead source isn't removed, it can cause serious health problems.




Damage to the brain and nervous system



Slows growth and development



Cause learning and behavior difficulties



Cause speech and hearing problems

DID YOU KNOW?

Children under 6 and those who live, go to school, or play in buildings built before 1978 are at the highest risk for lead exposure and health issues.



59% of WI homes were built before 1978

Lead Testing Conducted in 2024



Testing

- 23 lead tests done at OCHD
- 177 lead tests done in Oneida County



Hazard Investigation

- OCHD Lead Risk Assessor collaborated with the DHS Lead Program to conduct a risk assessment ensuring a safer home.

LOOKING FORWARD TO

2025

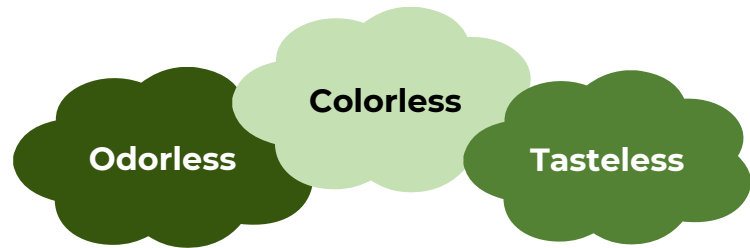
With our new lead testing machine, you can get results on the same day instead of waiting a week!



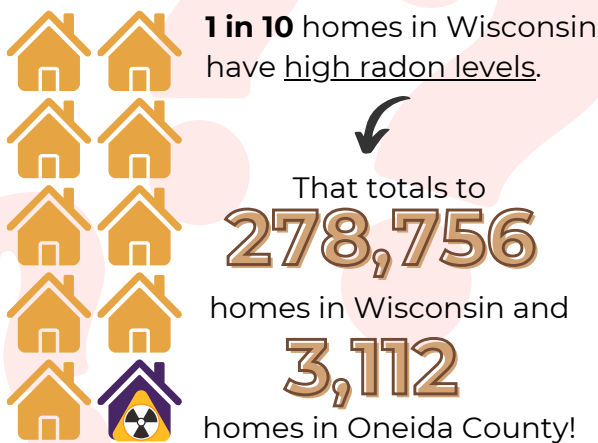
Radon

What is Radon and why is it relevant?

Radon is a radioactive gas formed from the breakdown of uranium in soil. It enters homes through foundation cracks and openings, potentially reaching dangerous levels. The EPA and Surgeon General estimate radon causes 21,000 lung cancer deaths annually, making it the top environmental cause of cancer and the leading cause of lung cancer in non-smokers.



DID YOU KNOW?



The United States Environmental Protection Agency and Surgeon General categorize radon as a Class A Human Carcinogen.

NEW 2024 Connection!

OCHD shared knowledge with incredible members of the **Delta Kappa Gamma Society**, a group of retired women educators.



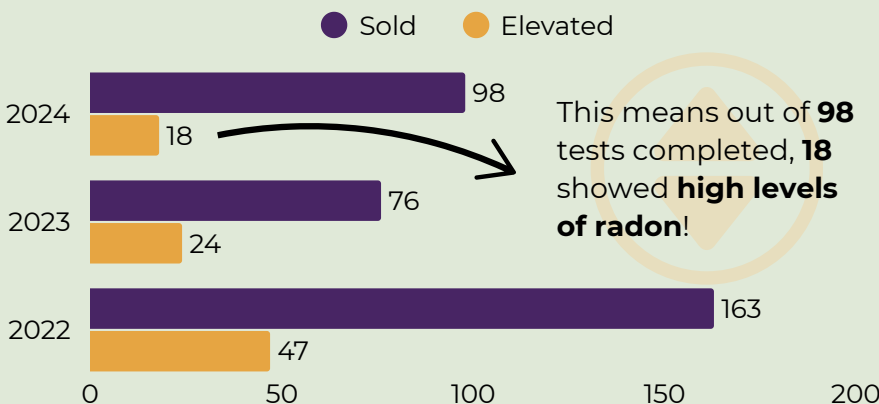
Of attendees bought radon test kits at the event!



Radon Testing Kits

Testing is the only way to check for high radon levels and OCHD offers affordable test kits. While radon levels aren't regulated in Wisconsin, the EPA recommends installing a radon reduction system if levels exceed 4 pCi/L, with certified contractors available for installation.

Number of Radon Kits Sold by OCHD between 2022-2024



Looking forward to 2025

- Continuing to raise awareness about radon risks and encouraging testing.
- Community presentations during Radon Action Month



What is Maternal and Child Health?

The Wisconsin Maternal Child Health Program is part of a national initiative focused on making sure all people and families are healthy and thriving.

- An investment in the future, aiming for healthier and stronger generations
- Well-being of mothers and their families is crucial as their health impacts future generations and public health challenges



Creating Impact in Oneida County in 2024

Anti-bullying Media Message



- Target population: **12-18 year olds**
- One month of messages resulted in **20,465 views**
- **97.6% viewed the entire message**, spreading anti-bullying awareness



Rec Rodeo at the YMCA

- Kids learn about a variety of outdoor activities
- Every child attending receives a free bike helmet & t-shirt
- OCHD donated **\$200 from the MCH Grant** for bike helmets in 2024

Baby Boxes



- OCHD reached out to **new moms** in Oneida County to provide safety information & local resources
- Families were offered a book, bath thermometer, nail care kit, & toothbrush



Baby Essentials Drive

- Newborn items are expensive!
- Diapers are not covered by SNAP or WIC
- Collected **boxes of diapers** to distribute to new families

Looking Forward to 2025

- Develop new initiatives to address adolescent anxiety and bullying, in line with our 2024 Community Health Improvement Plan (CHIP) & 2025 MCH Grant Adolescent well-being objective
- Develop new and strengthen existing community partnerships with organizations dedicated to promoting adolescent well-being.
- Continue to participate in community events such as the Rec Rodeo and family support such as baby boxes and essentials
- Continue to promote youth engagement in OCHD programs



Strengthening Families Program

What is the Strengthening Families Program?



The **Strengthening Families Program (SFP)** is an evidence-based family skills training program for families in Oneida County. During this 11 week program both parents and youth attend weekly classes together. Parents have a dedicated portion to learn valuable parenting skills, while youth have their own portion for them to learn how to navigate youth life and build resiliency skills.

Why is the SFP Important?

SFP was specifically crafted to increase Protective Factors and reduce the Risk Factors that lead to both substance abuse and youth depression.

What are Protective Factors?

These are activities and experiences that enhance a child's life resulting in successful mental and physical outcomes.

- Physical Activity
- Emotional Support
- Social Activities
- Skill Development
- Proper Nutrition
- Adequate Sleep

When a child successfully achieves these outcomes, they strengthen their resilience skills!



What are Risk Factors?

These are early negative events that impact the health and wellbeing of children.

- Lack of behavioral control
- Conflicts with friends or family
- Favorable attitudes towards drugs & alcohol
- Stress of school
- Untreated anxiety & depression

Program Outcomes

Did you know that SFP is taught in all **50 U.S. states** and **36 other countries!**

Families who have gone through the program reported:

- ✓ Increased family bonding
- ✓ Increased parental involvement
- ✓ Increased positive parenting skills
- ✓ Increased positive communication
- ✓ Decreased family conflict
- ✓ Decreased youth depression & aggression
- ✓ Increased youth school grades

The curriculum was recently updated to include a larger age range of youth, ages 7 to 17!



Looking Forward to 2025

In March of 2025, the OCHD will start implementing our Strengthening Families Program!

To learn more information about the program:

Visit: <https://strengtheningfamiliesprogram.org/>



Reproductive Health

What is the Reproductive Health Program?

The Oneida County **Reproductive Health** program is supported by grant funding and program generated revenue. The program provides family planning and preventive health services to individuals of reproductive age and offers a range of services, including birth control counseling, STI screening, pregnancy testing, annual wellness exams, and more.

Why is the program important?

Increases access to care



Promotes client autonomy



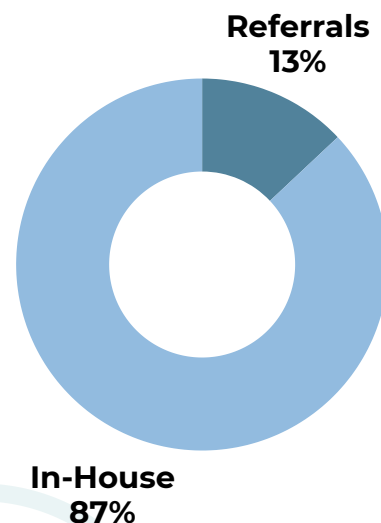
Provides affordable & confidential care

Highlighted clinic services

Colposcopy Services

- **What is a colposcopy?**
 - A colposcopy is an in-office procedure that uses a colposcope (binocular microscope) to examine the cervix for cancer-causing cells or tissues.
- **Why is offering in-house colposcopy services important?**
 - Increase continuation of care
 - Increase revenue
 - Improve client care
 - Decrease billing errors for clients
 - Allows people to get care quickly and easily

2024 Colposcopy Referrals vs. In-House



NEW!

STI Screening

- In house 20-minute rapid HIV test in-house
- Hepatitis C and Syphilis testing

INCREASING HEALTH CARE ACCESS IN THE NORTHWOODS!

1 out of 4 DHS HIV Counseling, Testing, and Referral (CTR) sites in the Northern region!

Increase of client visits

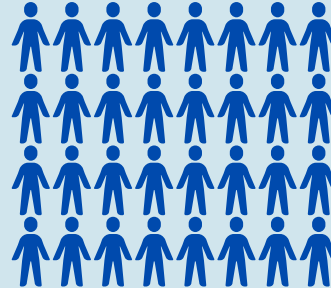
Providing care to male clients

In 2024, we doubled our male client visits and provided a wide range of services to them, including:

- STI testing & treatment
- Temporary Family Planning Only Service (FPOS) Medicaid enrollment
- Reproductive health supplies, including condoms
- Vasectomy referrals



14 male client visits in 2023



32 male client visits in 2024

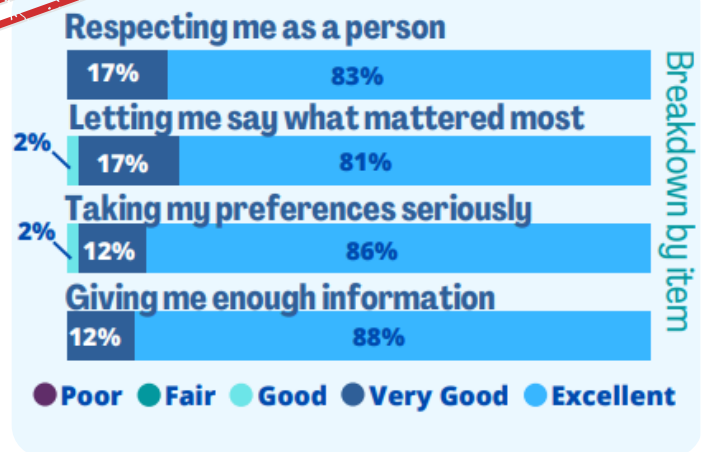
Person Centered Contraceptive Care (PCCC) Project

What was the PCCC project?

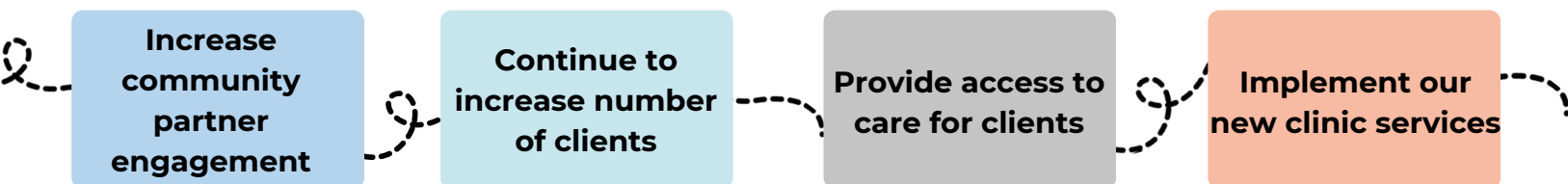
- A fully funded health survey project focusing on **four clinical qualities**, coordinated by the Reproductive Health National Training Center (RHNTC) and the University of San Francisco (CA)



RESULTS



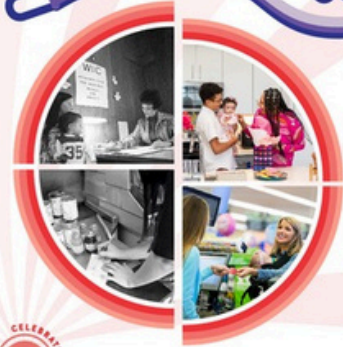
Looking forward to 2025



Women, Infants & Children (WIC)

What is WIC?

WIC SINCE 1974



WIC is a program that helps families get healthy food, nutrition advice, & support for breastfeeding. It gives extra help to pregnant women, new moms, & young children so they can grow up healthy & strong.

CELEBRATING
WIC
50 YEARS

ALL CAREGIVERS ARE WELCOME.

PREGNANT WOMEN + MOMS



GRANDPARENTS



DADS



FOSTER PARENTS



wic
WOMEN, INFANTS,
& CHILDREN

Looking forward to 2025

Ways WIC Can Help You Make the Most of Your Fruits & Vegetables



Meal Planning



Budgeting



Shopping



Increasing the amount of WIC approved vendors at local farmers markets



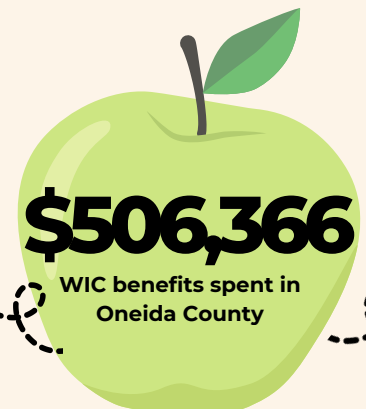
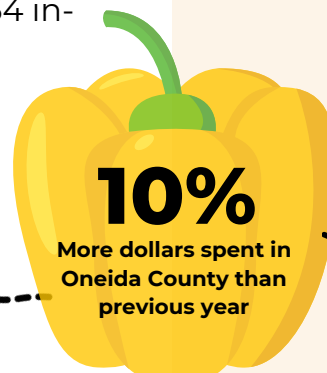
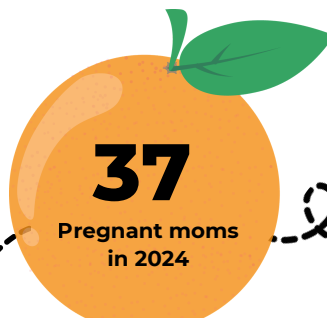
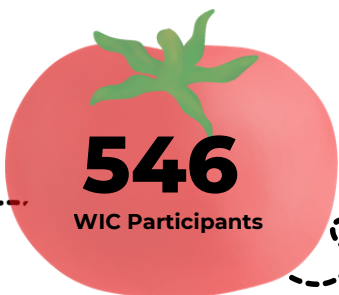
Satellite Minocqua WIC Clinic beginning April 8, 2025 & held monthly the second Tuesday of the month



Partnering with local organizations & attending community events.

2024 Program Highlights

- **Hired** a new Breastfeeding Peer Counselor
- **Found a new location** for a Minocqua satellite clinic
- **132 referrals** made to connect participants with community resources
- **Increased in-person appointments** from exclusively virtual (no in person appointments) in 2023 to 164 in-person in 2024)



Farmers Market Nutrition Program (FMNP) Fit Families

WISCONSIN WIC FARMERS MARKET NUTRITION PROGRAM (WIC FMNP)



fit families
• be active • eat healthy • drink water

What is the Fit Families?

WIC offers the **Fit Families** program to families with kids ages 2 to 4. For one year, WIC nutritionists help families live healthier by providing support & resources. After completing the program, kids eat more fruits & vegetables, drink less juice, are more active, & watch less TV.



Why is Fit Families Important?

Helps families make goals that improve healthy food & beverage consumption, daily physical activity, & create healthy supportive environments.

What is the Farmer's Market Nutrition Program (FMNP)?

The **Farmers Market Nutrition Program** gives WIC participants **\$40** in Farmers Market checks during the summer months to use at local markets to increase access to fresh, locally grown fruits & vegetables.



Move More... Watch Less

Play or be active for at least 60 minutes every day. Keep screen time to 2 hours or less daily.



Make Every Bite Count... More Fruits & Vegetables

Eat more fruits and vegetables every day.

Why is FMNP Important?

WIC FMNP gives WIC participants the opportunity to buy fresh fruits, vegetables, & herbs from local farmers. This program helps people access healthy, locally grown foods.

2024

224

Participants Received Checks

+

\$40

Check Amounts

=

\$2,744

Spent at Oneida County Farmer's Markets

Make Every Sip Count... More Healthy Beverages

Drink more water and cut down on sweet beverages.



Breastfeeding Peer Support

What is the program?

This program features trained peer counselors who offer advice, support, and guidance to breastfeeding (BF) mothers to help them succeed. This assistance is provided through text, phone calls, and in-person visits.

2024 HIGHLIGHTS



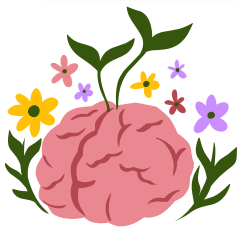
WIC health fair provided designated area for breastfeeding moms!

Training Opportunities

NOURISHING GENERATIONS
NUTRITION EDUCATION & BREASTFEEDING CONFERENCE
NOV 19 - 21 | BALTIMORE
The Next 50 Years of WIC

Over the past year, both in-person and virtual conferences were attended. Topics included:

- Mental health during & after pregnancy
- Benefits of physical activity for mothers & infants
- Discussing products, devices, and resources that support successful breastfeeding



Looking forward to 2025

Develop community partnerships

Strengthened Community Impact

Increased Participation & Engagement

Why it's important



Pregnant women who engage with WIC during their prenatal period are more likely to experience positive birth outcomes.



Increased participation of pregnant women in WIC services from 76.9% (Q3 of 2023) to 95.4% (Q3 of 2024).



Breastfeeding Support



89% of infants enrolled in WIC were still BF at 1 month



94% of ever BF infants were still breastfeeding at 3 months



52% of ever BF infants were still breastfeeding at 6 months



Prenatal Care Coordination (PNCC) (PNCC)

Safe to Sleep

Prenatal Care Coordination (PNCC) is a Wisconsin Medicaid/BadgerCare Plus benefit designed to support healthy pregnancies and babies. At OCHD, a Public Health Nurse partners with pregnant individuals to provide personalized care throughout pregnancy and up to 60 days postpartum.



Program Features:

FREE

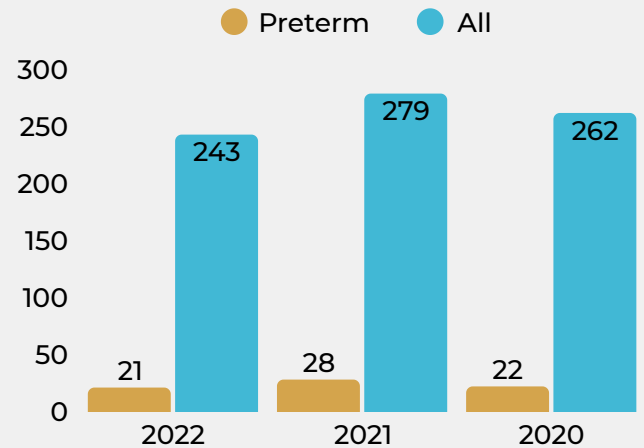
1. **One-on-one support** to help the client understand and deal with the challenges of pregnancy.
2. Help client **find healthcare providers** for self and baby.
3. **Share information** with the client about helpful services in the community including FoodShare, housing, and transportation.
4. **Provide information** on how to keep client and baby healthy during and after pregnancy.
5. **Answer any questions** the client may have regarding the pregnancy.



13

Total referrals received in 2024 from Reproductive Health and WIC

2024 Preterm birth rates in Wisconsin



A lack of prenatal care can increase the risk of preterm birth by preventing the timely identification and management of potential risks and complications.

Safe to Sleep

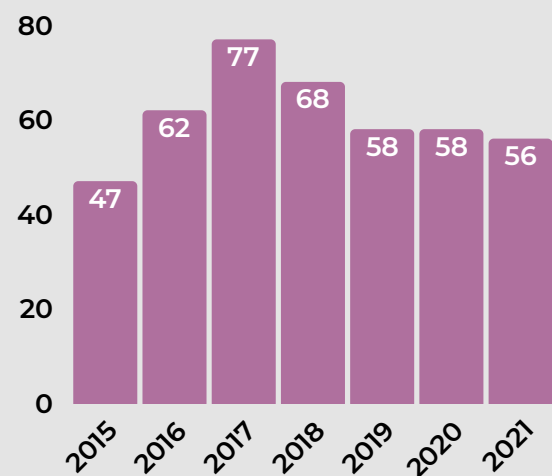
Babies should sleep on their back until age 1 to reduce the risk of SIDS.

The Safe to Sleep Program in Oneida County provides **Pack 'n Plays and safe sleep education** to help lower sleep risks.

The **ABCs** of Safe Sleep:
Alone
Back
Crib



Sudden Unexpected Infant Deaths (SUID) in Wisconsin



Statewide data highlights the critical need to promote safe sleep practices across Oneida County to ensure that all infants have a safe sleeping environment.

7 Pack 'n Plays were distributed to Oneida County families in need in 2024 which assured that 7 Oneida County infants had a safe sleeping environment.



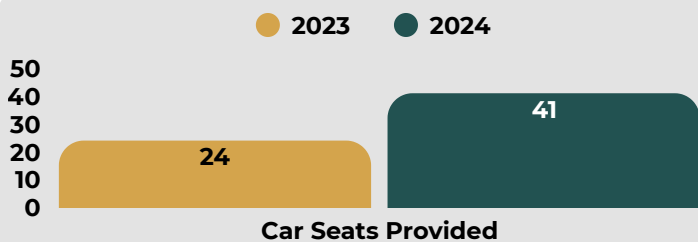
Car Seats



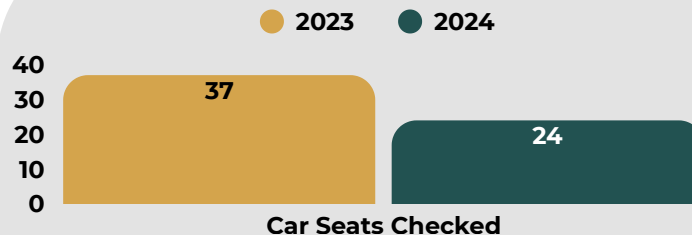
What is the Car Seat Program?

The Oneida County Health Department receives grant funding from the Department of Transportation to provide car seats at no cost to eligible families. Certified Child Passenger Safety Technicians also offer car seat inspections, safety education, and installation demonstrations at no cost.

Car Seats Provided by Certified Car Seat Technicians at OCHD



Car Seat Checks Completed by Certified Car Seat Technicians at OCHD



Why is the Car Seat Program Important?

Proper car seat installation is key to child safety. OCHD offers car seat inspections and education with certified technicians to ensure correct installation and enhance community safety.

Looking Forward to 2025

- **Child Passenger Safety Week:** September 21st - 27th
- Collaborating with community organizations to hold car seat events
- Recertification for our two car seat technicians
- Additional OCHD staff member become a Certified Child Passenger Safety Technician
- Holding a Child Passenger Safety Technician Course in Oneida County

Community Collaboration!



In partnership with Aspirus, the Rhinelander Fire Department, and the YMCA, the Oneida County Health Department hosted a Community Car Seat Event. Five certified technicians were on-site, providing two car seats to eligible families and performing four car seat checks.



WI Well Woman Program (WWWP)

What is WWWP and what are the priorities?

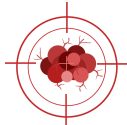
The **Wisconsin Well Woman Program (WWWP)** provides comprehensive health services to:

- Women aged 40-64 in Wisconsin or 35-39 with breast or cervical symptoms
- Uninsured, underinsured, or face high co-pays
- Meet income requirements.

By offering essential screenings and preventive care, the program helps:



Detect early



Treat sooner



Improve health outcomes

WWWP Providers

Marshfield Clinics:

Hayward, Minocqua, Park Falls, Phillips

Aspirus Clinics:

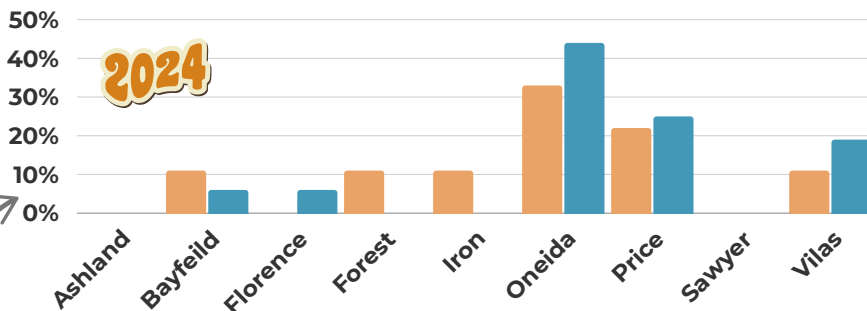
Eagle River, Phillips, Rhinelander, Woodruff

NorthLakes Community Clinics:

Ashland, Hayward, Hurley, Iron River, WI

Client Enrollment by County

● New Enrollment ● Re-enrollment



Why does this matter? Counties that have a low percentage of enrollments are counties that do not have facilities that accept or partner with the WWWP program.

9

Outreach events in communities served

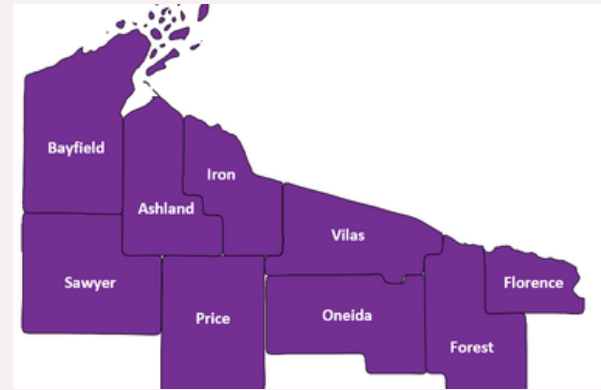
5 of 9

Counties served that rely on mobile mammography for screenings

36%

All enrollees were new in 2024 [vs re-enrollees]

Geographic Reach



Serving: Ashland, Bayfield, Florence, Forest, Iron, Oneida, Price, Sawyer, Vilas Counties

Pink Out 2024 Breast Cancer Awareness Month



Goals for 2025

- **Form new partnerships** with healthcare facilities in underserved counties to increase cervical and breast cancer screening access
- **Increase the number of women enrolled** in the program that utilize program services

