



2025



ONEIDA COUNTY  
HEALTH DEPARTMENT







# Annual Report







# Table of Contents

Message from the Health Officer .....	3
Foundational Public Health Services .....	4
Board of Health .....	5
Syndromic Surveillance .....	6
Community Health Assessment (CHA) .....	7
Community Health Improvement Plan (CHIP) .....	7
Northwoods Tobacco Free Coalition .....	8
Substance Use Coalition .....	9
Northwoods COPE Coalition .....	10
Oneida County Chilcare Coalition .....	11
Oneida County Housing Committee .....	11
Northwoods Immunization Coalition .....	12
NCW HERC: Public Health Caucus .....	13
Community Outreach Information Network .....	13
Social Connections Coalition .....	14
Biking and Walking Trails Council .....	15
Home Visits .....	16
Public Health Outreach Events .....	17
Workforce Development .....	18
National Accreditation .....	19
Strategic Planning .....	20
Performance Management .....	21
Quality Improvement .....	22
Public Health Emergency Preparedness .....	23
Community Engagement .....	24
Communicable Disease .....	25
Chronic Diseases & Injury Prevention .....	31
Environmental Public Health .....	39
Maternal, Child, & Family Health .....	44
Access to & Linkage to Clinical Care .....	50







## Communicable Disease

-  25 TB Case Management
-  26 Communicable Disease Investigation
-  28 Immunizations
-  30 Animal Bites





## Chronic Diseases & Injury Prevention

-  31 Heart Health
-  32 Comprehensive Opioid, Stimulant, and Substance Use Program (COSSUP)
-  34 Drug Free Communities (DFC)
-  35 Tobacco Prevention
-  36 FACT
-  38 Wisconsin Wins

## Environmental Public Health

-  39 Health Hazards
-  40 Licensing & Inspections
-  41 Water Testing
-  42 PFAS
-  43 Lead
-  43 Radon

## Maternal, Child, & Family Health

-  44 Maternal & Child Health
-  45 Strengthening Families Program
-  45 Safe Sleep
-  46 Reproductive Health
-  48 Women, Infants and Children
-  49 Car Seats

## Access to & Linkage to Clinical Care

-  50 Wisconsin Well Woman Program (WWWP)

# Message from the Health Officer



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

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



## Dear Oneida County Residents,

As the Health Officer for the Oneida County Health Department, I'm pleased to share our 2025 Annual Report. Our vision is a community where every resident has the opportunity for optimal health and well-being, and this past year our team continued to work toward that goal through education, innovation, and community partnerships.

Using the Foundational Public Health Services framework, we focused on areas that matter most to daily life:

- **Community Health Priorities:** We advanced action plans from our 2024 Community Health Improvement Plan, including substance use, mental health, housing, and childcare, informed by broad community input.
- **Mental Health and Substance Use:** Through coalitions such as Northwoods COPE and the Oneida County Substance Use Coalition, we're working to reduce stigma and expand access to treatment and support.
- **Environmental Health and Safety:** Our staff continue to monitor environmental risks and support water testing, lead and radon safety, and other critical environmental health concerns.
- **Maternal and Child Health:** We remain committed to families and young children through programs like WIC, reproductive health services, and car seat safety.
- **Social Connectivity:** Recognizing the importance of connection to health, our Social Connections Coalition hosted events and programs to help residents build relationships and reduce isolation.

We are guided by accountability, integrity, and transparency in all we do. As we look ahead to 2026, we will continue building on these efforts and strengthening partnerships to support a healthier future for all.

Thank you for your continued support and engagement in making Oneida County a healthy place to live, work, and play.



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



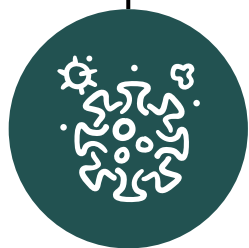
# Foundational Public Health Services

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

- |   |   |
|---|---|
|  <p><b>Policy Development &amp; Support</b></p> <ul style="list-style-type: none"> <li>• Board of Health</li> </ul>   |  <p><b>Organizational Competency</b></p> <ul style="list-style-type: none"> <li>• Workforce Development Plan</li> </ul>  |
|  <p><b>Assessment/Surveillance</b></p> <ul style="list-style-type: none"> <li>• Syndromic Surveillance</li> <li>• Community Health Assessment</li> <li>• Community Health Improvement Plan</li> </ul> |  <p><b>Accountability &amp; Performance Management</b></p> <ul style="list-style-type: none"> <li>• National Accreditation</li> <li>• Strategic Plan</li> <li>• Performance Management Plan</li> <li>• Quality Improvement Plan</li> </ul> |
|  <p><b>Community Partnership Development</b></p> <ul style="list-style-type: none"> <li>• Coalitions</li> </ul>   |  <p><b>Emergency Preparedness &amp; Response</b></p> <ul style="list-style-type: none"> <li>• Public Health Emergency Plan</li> </ul>  |
|  <p><b>Health for All</b></p> <ul style="list-style-type: none"> <li>• Access to immunizations (Home visits)</li> <li>• Public Health Outreach Events</li> </ul>                                      |  <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Community Engagement</li> </ul>   |

## Foundational Areas



### Communicable Disease Control

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



### Chronic Diseases & Injury Prevention

- Heart Health
- Comprehensive Opioid, Stimulant, and Substance Use Program (COSSUP)
- Drug Free Communities (DFC)
- Tobacco Prevention
- Wisconsin Wins
- FACT



### Environmental Public Health

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



### Maternal, Child, and Family Health

- Maternal & Child Health
- Strengthening Families Program
- Reproductive Health
- Women, Infants and Children
- Farmer's Market Nutrition Program
- Safe Seep
- Car Seats



### Access to & Linkage to Clinical Care

- WI Well Woman Program (WWWP)



# Board of Health (BOH)

## What is the Board of Health?

The Board of Health for the Oneida County Health Department (OCHD) 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.

# 2025

## Board of Health Members

\* During the year, there was a change in Chair



### Supervisors

- Dan Hess
- Debbie Condado
- Billy Fried
- Lenore Lopez



### Citizen Members

- William "Casey" Crump
- Khrystyne Lindgren, MD
- Marcy Davies, 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.

## APPROVED

### Motions

\* Youth Governance Representative voted on two motions; votes were non-binding

- Out of State Travel Requests (2)
- Environmental Health Fee Schedule (2)
- 2024 Annual Report (1)
- Merging of Oneida & Vilas County WIC (1)
- Election of NEW Vice Chair (1)
- PFAS Grant Letter of Support (1)

### Employee Service Awards Presented

15<sup>th</sup> ANNIVERSARY

Kyla Waksmonski

5<sup>th</sup> ANNIVERSARY

Breanne Vos  
Bonnie Fralick



## POWER OUTAGES

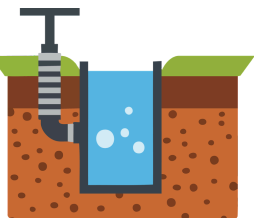


### Power Outages

- Reviewed process & concerns during power outages during 2 meetings

### PFAS Updates

- PFAS updates was an agenda item for all 12 meetings in 2025
- Town Hall meeting for the Town of Stella
- Discussed DNR Advisories



### New Staff Introduced

1 Environmental Health Specialist

6 Interns



### Staff Presentations

- 15 staff presentations were delivered during the BOH meetings



### Youth Governance Program

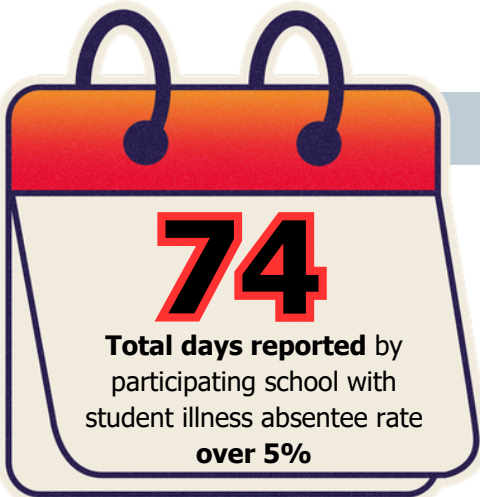
- 1 Lakeland Union High School student joined the BOH during the September meeting.



# Syndromic Surveillance

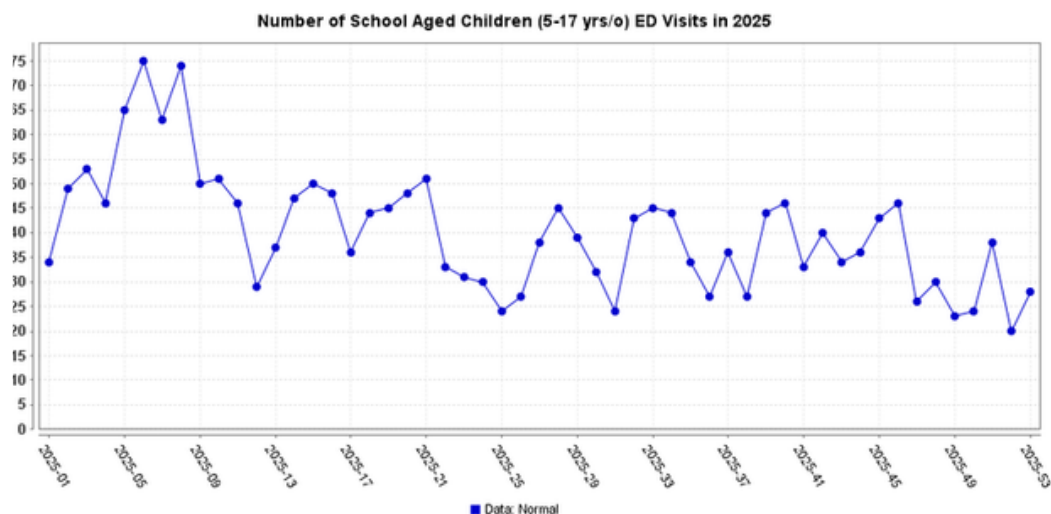
## Syndromic Surveillance is:

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. In 2025, OCHD updated its syndromic surveillance policy to align with tools that have been discovered and integrated into daily practice.



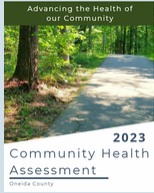
## Data Informed Decisions

OCHD continued to work with schools to monitor student health. Each Tuesday, during the school year, schools voluntarily report school illness data to OCHD. OCHD monitors for trends in student illness and communicates with schools to promote health and make informed decisions during periods of elevated illness.



# Community Health Assessment (CHA) Community Health Improvement Plan (CHIP)

## What is the CHA & CHIP?



**Community Health Assessment (CHA)** examines the health needs, challenges, and existing

resources of a community through data analysis and community input. It helps identify and prioritize key health issues to inform decision-making.



**Community Health Improvement Plan (CHIP)** builds on the findings of the CHA and serves as a

strategic roadmap, outlining goals, strategies, and actions to address priority health concerns, improve health outcomes, and reduce disparities.

## Why Are They Important?

Together, the CHA and CHIP help guide efforts to improve the health of our community. By focusing on data-informed priorities, the CHIP supports meaningful progress by:

- Improving Health Outcomes
- Strengthening Collaboration
- Reducing Health Disparities
- Ensuring Accountability

Together, the CHA and CHIP provide a roadmap for working collectively toward a healthier, more connected community.

## Community Health Priorities

Oneida County has identified four key health priorities. Each priority is supported by a community coalition or committee that works together to address local health needs.



**Oneida County Economic Development Corporation Housing Committee**

### HOUSING - See page 11 for housing

#### Focus Areas

- Financial hardship of households
- Housing with problems/quality concern



**Oneida County Childcare Coalition**

### CHILDCARE - See page 11 for childcare

#### Focus Areas

- Lack of care before & after school
- Pay of childcare providers/cost of running a daycare/cost to parents



**C.O.P.E. COALITION**  
Community Outreach Prevention Education

### MENTAL HEALTH - See page 10 for mental health

#### Focus Areas

- High school & middle school students with anxiety
- High school & middle school students who experience bullying
- Poor self reported mental health days/ mentally unhealthy days



**SUBSTANCE USE COALITION ONEIDA COUNTY**

### SUBSTANCE USE - See pages 9 for substance use

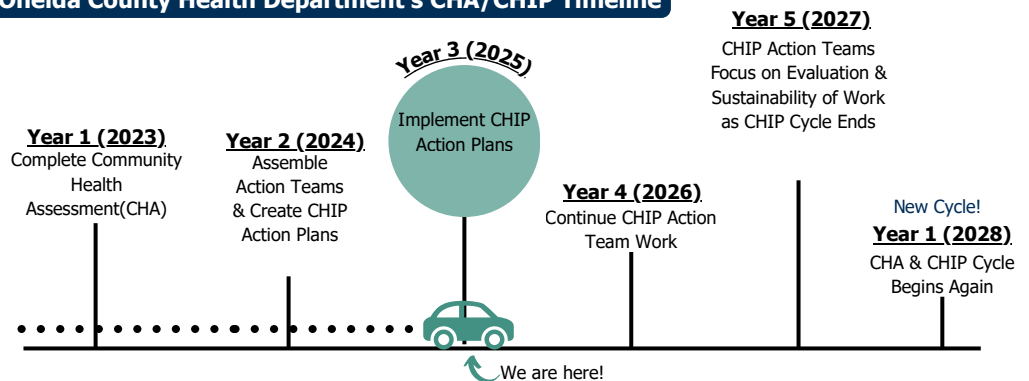
#### Focus Areas

- Drinking culture
- Limited access to treatment
- Youth substance use

## Looking Forward to 2026

In 2026, community partners will continue advancing health efforts across Oneida County.

### Oneida County Health Department's CHA/CHIP Timeline



# Northwoods Tobacco Free Coalition

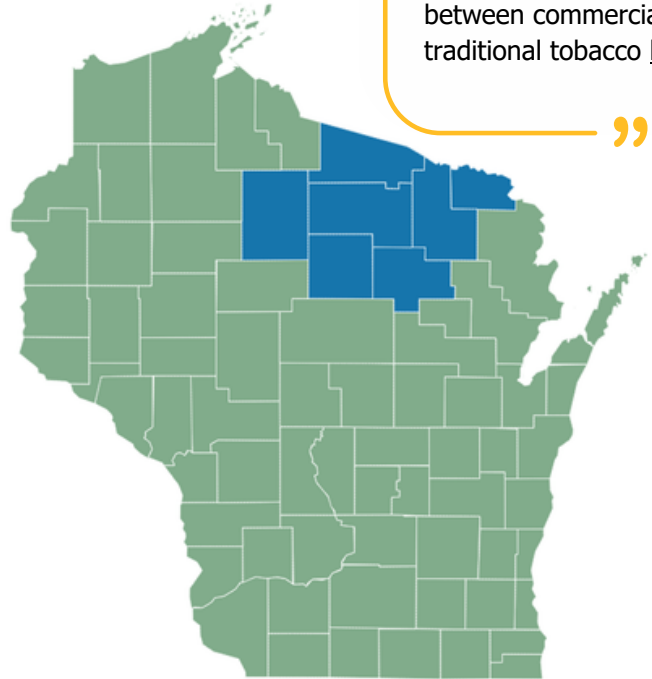
## TOBACCO USE IS THE LEADING CAUSE OF PREVENTABLE DEATH IN OUR STATE

### 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:

- Eliminate exposure to secondhand smoke and aerosol
- Promote quitting among adults and youth
- Prevent initiation among youth and young adults



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

### Why is tobacco prevention important?



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."**

In Oneida County, we take care of each other. [Click here](#) to join us in making sure everyone has an opportunity to live a healthy life, free from the harms of commercial tobacco.

#### Tobacco Targeting

**Most young people (58%) agree that tobacco companies target them.** They notice big tobacco marketing in their communities and online.



# Substance Use Coalition

## Mission Statement

Our mission is to bring people and organizations together through teamwork and planning to drive change, reduce substance use, and support a community of wellness for everyone.

## Health Priority

The Substance Use Coalition aims to address the Community Health Improvement Plan - Substance Use 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

## Coalition Structure

In 2025, the coalition developed a team structure to support coordinated work across the full continuum of care, including prevention, intervention, harm reduction, treatment, and support. To address prior gaps, the structure emphasized youth substance use prevention.



Coalition staff are housed within the Health Department, which serves as the fiscal agent and provides leadership and technical assistance.

The multisector leadership team composed of coalition members provides strategic direction and oversight for the coalition's work.

The action-oriented teams translate coalition priorities into practice by planning, implementing, and coordinating targeted strategies.

9  
Community Sectors Engaged

2  
Outreach Campaigns

2  
New Action Based Teams

5  
Community Events



The **Substance Abuse and Mental Health Services Administration - Strategic Prevention Framework** guides coalitions in developing targeted and effective strategies to address substance use concerns.

## Building Capacity



### Youth Engagement

Youth engagement is critical to substance use reduction, as young people offer lived experience, insight into emerging trends, and strong peer influence. Over the past year, the coalition has advanced prevention efforts and established a Youth Engagement Committee. Looking ahead to 2026, the coalition will develop a Youth Coalition that positions youth as strategy consultants and peer-to-peer educators to strengthen community impact.

# Northwoods COPE Coalition

## Why is the Northwoods COPE Coalition Important?

The Tri-County COPE Mental Health Coalition is committed to supporting mental health and suicide prevention across Forest, Oneida, and Vilas counties. By collaborating with community partners, we provide resources and information to residents of Forest, Oneida, and Vilas counties to promote well-being and improve access to care. Through education, prevention, and intervention efforts, we aim to foster a safe, supportive, and connected environment for individuals and families across the tri-county region.

### By the numbers:

3

#### Counties

Forest, Vilas, and Oneida are represented on the Coalition

1

#### Staff Member

Represents OCHD

26

#### Local Organizations

Are actively involved in the Coalition

45

#### Individuals

Participate from the Tri-County area

1

#### Campaign

Continued from 2024 into 2025



Through continued collaboration with partners in our COPE Coalition, the men's mental health awareness **coaster campaign** (pictured above) launched in 2024 carried into 2025. For this round of distribution, coasters and posters were distributed to golf courses, VFWs, and American Legion halls across our tri-county region bringing the total number of coasters distributed in this campaign to **48,700**. The goal of this campaign is to reduce stigma surrounding men's mental health while increasing awareness of available resources, including HeadsUpGuys and 988.

COPE's efforts support mental health and well-being **across the lifespan**, reaching individuals and families of all ages.

### Looking Forward to 2026

- Expand mental health education and prevention efforts across the tri-county region.
- Strengthen partnerships to improve access to mental health supports.
- Collaboratively plan the coalition's next prevention initiative based on community needs.
- **Interested in joining the COPE Coalition?** Reach out to [jtienhaara@oneidacountywi.gov](mailto:jtienhaara@oneidacountywi.gov) for more info



# Oneida County Childcare Coalition (OCCC)

## Who is the Oneida County Childcare Coalition?

The Oneida County Childcare Coalition (OCCC), formed in 2022. It brings together local employers, childcare providers, parents, government leaders, and nonprofit organizations. The coalition grew out of Grow North's Oneida County Dream Up! Child Care Supply-Building Grant Program.



To learn more about our coalition visit our website!

[CLICK HERE](#)

## Why is Childcare Important?

Early learning and child care have become a major concern in our community. OCCC was created to raise awareness about the state of child care in our county, connect parents and providers to available services, and advocate for the child care industry.

### Current State of Childcare in Oneida County

**410** BIRTH TO FIVE YEAR OLD CARE  
Current Full Day Care Capacity  
Increasing by 30 capacity spots from 2023!



Nearly **1 in 4** parents face **direct job or income loss** because of child care barriers

**96%**

Concerned about finding/affording quality care  
Increasing by 28% from 2023!

In 2025, OCCC conducted three child care surveys to understand community concerns, collecting input from Oneida County employees and businesses, local providers, and the public.

### Looking Forward to 2026

**SUPPORT**

Supporting Families, Providers, and Employers



Advancing Access to Childcare

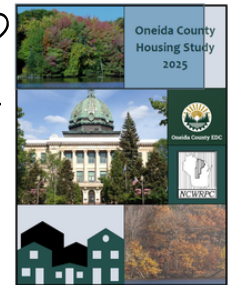
# Oneida County Housing Committee

## Who is the OCEDC Housing Committee?

The Oneida County Economic Development Corporation (OCEDC) Housing Committee united local partners to guide and share the countywide housing assessment. Since the study was completed, OCEDC has continued leading housing efforts across the county.



Click to read the full Oneida County Housing Study 2025



## Why is Housing Important?

Stable, safe, and affordable housing is essential to health because it affects physical safety, mental well-being, exposure to hazards, and access to resources that support overall wellness.

### Goal 1: Reduce the financial burden of housing costs

- Engaged a developer to bring affordable (HUD) single-family housing to Oneida County.
- Worked with a new hotel under construction to included **8** units of workforce housing in building.
- Held discussions to bring **48-unit** affordable housing complex for residents 55+ and a **112-unit** market-rate development in Oneida County, increasing available housing.

### Goal 2: Improve housing standards, accessibility, and affordability to address quality concerns and housing problems

- Met with partners to share CHIP strategies and housing assessment findings.
- Met with **10+** developers to advocate for creating housing in Oneida County.

**160 units**

Under construction in 2026 as a result of 2025 advocacy work!

### Looking Forward to 2026



Continue to advocate for affordable housing with decision makers and potential developers



Explore unique partnerships to advance CHIP housing goals

# Northwoods Immunization Coalition



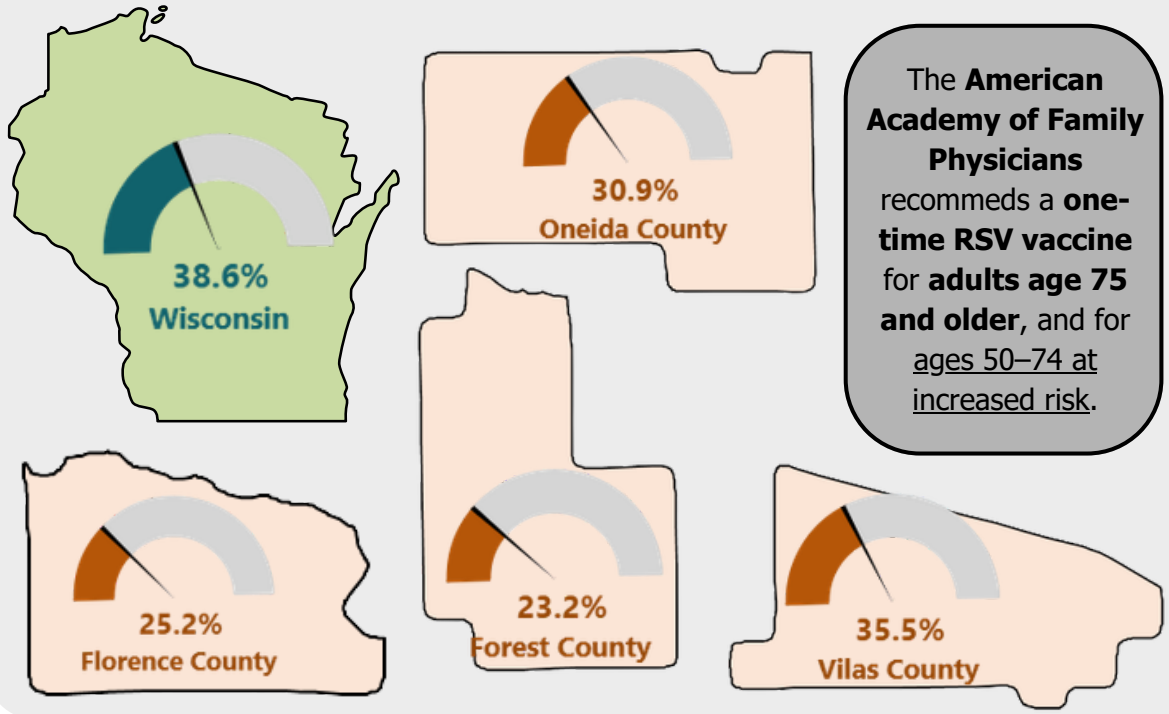
## What is NIC?

The **Northwood's Immunization Coalition (NIC)**, founded in 2005, brings together local health departments, healthcare providers, and school districts to protect community health. NIC **promotes immunization, prevents vaccine-preventable diseases, and provides accurate, evidence-based information** through education, outreach, and collaboration to improve vaccination rates and community confidence.

## 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.

## Percent of Residents Aged 75+ Who Received One Dose of RSV



The **American Academy of Family Physicians** recommends a **one-time RSV vaccine** for **adults age 75 and older**, and for ages 50–74 at increased risk.

## Goals

**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

# 2026

Looking forward to: ➡



Networking and collaborating to enhance the NIC coalition



Providing a positive community impact through education and awareness through outreach



# NCW HERC: Public Health Caucus

## What is NCW HERC?



The **North Central Wisconsin Healthcare Emergency Readiness Coalition (NCW HERC)** is a network of healthcare organizations committed to ensuring a prepared and resilient health system in North Central Wisconsin.

The **Public Health Caucus** consists of **15 county and 3 tribal health departments** in northern Wisconsin and is a **key component of NCW HERC**, connecting **Public Health Emergency Preparedness (PHEP)** with healthcare and emergency response partners, including **hospitals and emergency medical services (EMS)**.

## Collaboration Through:

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



## Key 2025 Activities

- Mutual Aid Planning
- Regional Drilling and Exercise
- Regional Preparedness Planning
- Risk Assessment and Data Elements (RADE) development
- Regional information sharing and warning
- Emergency resource coordination
- Response & event review

**2026** Looking forward to →



Updating the regional mutual aid agreement



Exercising a multi-jurisdiction, multi-sector messaging

# Community Outreach Information Network (COIN)

## What is COIN?

A grassroots network of trusted community leaders and partners aimed at facilitating emergency planning and information sharing for groups most vulnerable during a disaster.

## 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.



## Effort Highlight:

*“Word to the Wise”*



During **preparedness month (September)** OCHD partnered with several **community organizations and businesses** to host a **“Word to the Wise” preparedness event**. It focused on **AFN preparedness considerations** that would impact **people with dementia and alzheimers, autism, electrical dependencies, and more!**

**2026** Looking forward to →



Addressing the needs of solo agers

# Social Connections Coalition

## What is the Social Connections Coalition?

The **Social Connections Coalition (SCC)** is committed to reducing social isolation and loneliness among Oneida County residents age 65 and older and individuals with disabilities. We work to create inclusive, welcoming spaces where people feel connected, valued, and supported. Through meaningful programming, community partnerships, and volunteer engagement, SCC strengthens relationships and builds a sense of belonging across our community.



### Why it Matters

Social connection is essential to overall health and well-being. By bringing people together, SCC helps reduce feelings of loneliness, improves emotional health, and strengthens community ties.

### Community Impact

Social isolation and loneliness are prevalent issues in the U.S., presenting a significant risk to both our mental and physical well-being.

**42%**

of Oneida County residents indicated experiencing a great degree of loneliness

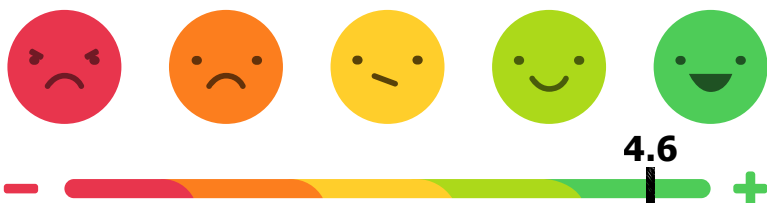
To combat isolation and loneliness in our community SCC hosted many of the events.

**14+**

Hosted or Collaborated Events

**400+**

Event Attendance (Community Members)



### 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



### Looking Forward to 2026

- Continue collaborating with local non profits and businesses
- Hosting combined events with the ADRC Social Committee and other entities
- Continuing to educate on the importance of social connections



# 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
- **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.**



**\$37,388.56**  
Invested back into the community!

## 2025 ACCOMPLISHMENTS

### Infrastructure & Access Improvements

Improving the built environment and access to safe biking and walking



- **Advocated** for continued sidewalk and path improvements
- Donated **\$300** toward a trailhead sign at Lake Tomahawk to increase visibility and awareness
- Purchased a **bike fix-it-station** for installation at the YMCA of the Northwoods

### Organizational Strength & Outreach

Building a strong, effective organization to support long-term impact

- Updated the organization's bylaws
- Raised **\$5,620** from **41** individual donors
- Distributed **1,200+** biking and walking maps to **27** organizations & businesses

### Community Investment & Safety

Supporting local organizations, youth, and safety initiatives

- Funded **bike helmets** for third graders attending the Rhinelander Recreation Rodeo
- Donated to **Lights of the Northwoods**



## Looking forward to 2026



Update and distribute the interactive trail map available on the Council's website (current version): <https://bikeoneida.com/2022Map.pdf>

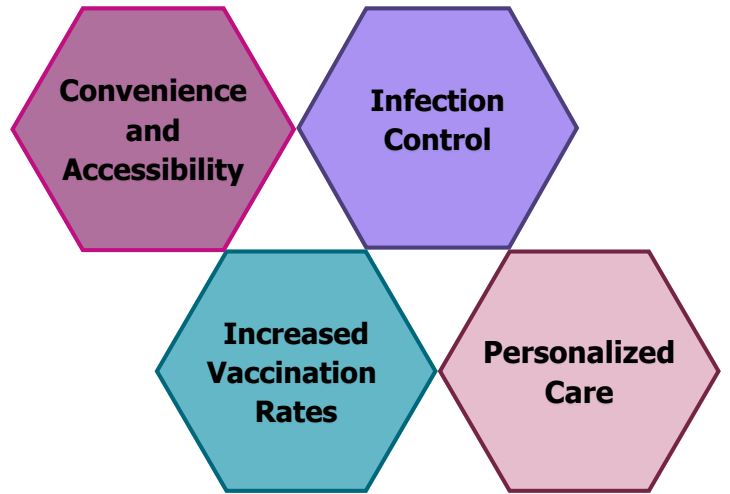


Continue advocacy, education, and implementation around signage, accessible sidewalks, and well-connected pathways.

# Home Visits

## What Is A Home Visit?

Home vaccination services delivered by OCHD nurses offer a valuable opportunity to reach individuals in the comfort of their own homes. This personalized approach is especially beneficial for those with mobility limitations or individuals in vulnerable populations, providing a convenient and supportive way to remain up to date with immunizations.



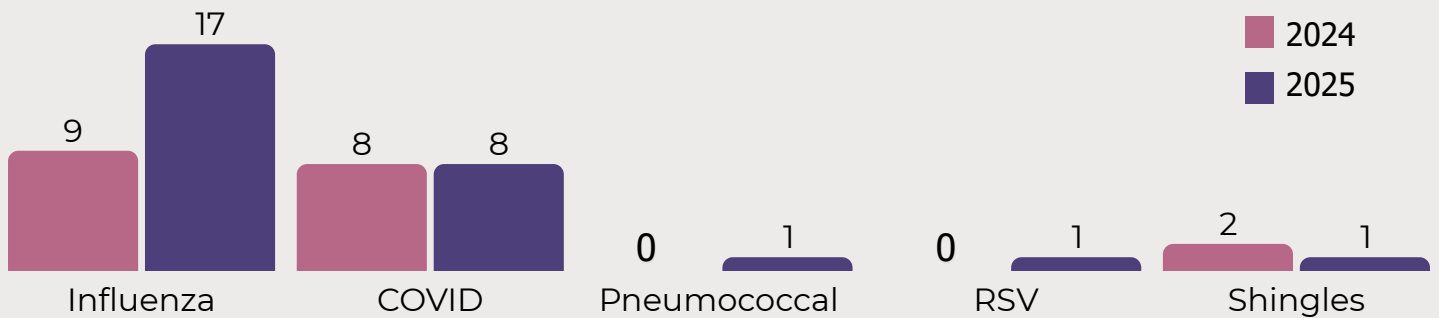
## Why are Home Visits Important?

The immunization program continues to provide home-based vaccination services, removing travel barriers for vulnerable individuals. This approach increases vaccination uptake, supports continuity of care, enhances comfort, and minimizes exposure to illness in healthcare environments.

19

Total Home Visits Provided by OCHD in 2025

## Vaccines Provided at Home Visits by OCHD - 2024 vs 2025



## Continuing Work into 2026



Prioritizing vulnerable groups



Extending outreach efforts



Strengthening collaborative relationships



Building a sustainable foundation



Improving operational efficiency



# Public Health Outreach Events

## Why are Public Health Outreach Events Important?

Public Health Outreach Events are important because they help health departments connect with the community. These events share useful health information and resources and help people learn about careers in public health, which supports a healthier community.



### Outreach Events

- Car Seat Events
- Pink Out Events
- Opioid Academy
- 4K Registration
- Vaccine Clinics
- Career Fair
- YMCA Healthy Kids Day
- Bike Recreation Rodeo
- Baby Formula Drive
- Oneida County Fair
- Light Up the Night
- Word to the Wise
- STI Education
- Community Baby Shower & Family Day
- Vaccine Community Conversation
- Human Growth & Development
- FACT Cigarette Butt Clean-up
- FACT Y-Teen Night Hang Out
- Tiny Shots Big Protection
- Rhinelander Food Pantry



### Rhineland Food Pantry Baby Formula Drive

OCHD partnered with Oneida County Human Services and local food pantries to coordinate a **baby formula drive** and connect families to food assistance during FoodShare delays, helping maintain essential nutrition amid increased food insecurity.

### Vaccines & Our Community:

A Conversation with Local Healthcare Providers



October 8, 2025

OCHD, in collaboration with **local health professionals**, hosted a **community vaccine education event at Nicolet College**.

#### Presentation covered:

- Vaccine safety & effectiveness
- Pediatric & adult immunizations
- Annual flu & COVID-19 vaccinations

**Dr. Furda, Dr. Koepl, and Sara Baldwin, NP**, addressed community questions, and **flu and COVID-19 vaccines were available on-site** following the event to increase timely access to immunization.



### Rhineland High School Career Fair

OCHD participated in the Rhineland High School **Career Fair**, offering students the chance to explore public health career pathways and connect with professionals, supporting career awareness and future workforce development.

April 30, 2025

# 2026

Looking forward to:

Strengthen OCHD visibility through community events

Increase awareness of public health's role and OCHD staff

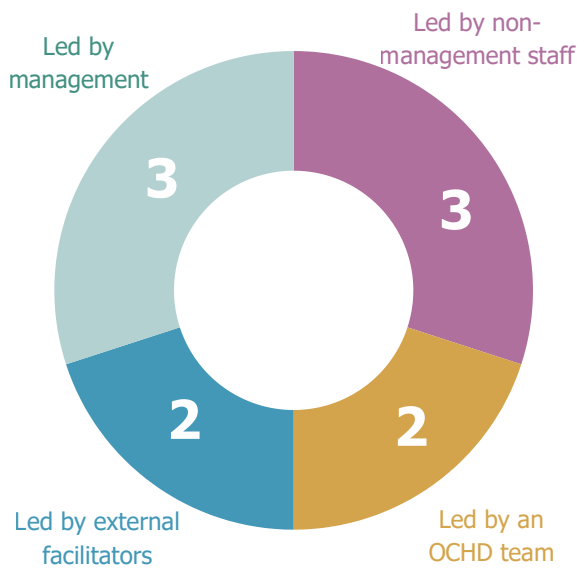
Celebrate shared community successes

# Workforce Development

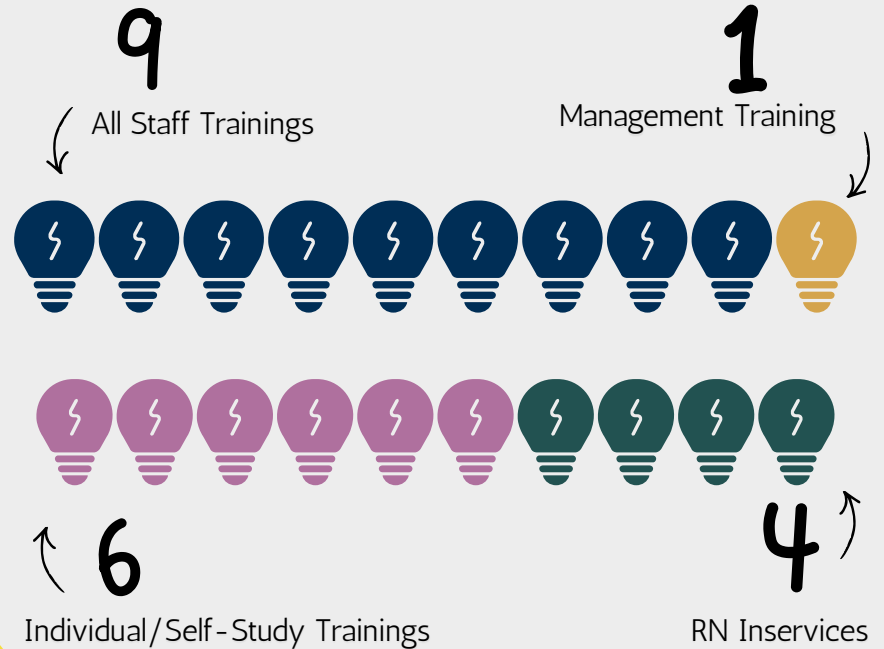
## Why is workforce development important?

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. In 2025, OCHD continued **leveraging the expertise of staff** to assist in facilitating development opportunities.

### All Staff Trainings



### Types of Training Hosted by OCHD



**33**  
PUBLIC HEALTH CORE  
COMPETENCIES ADDRESSED  
IN TRAININGS

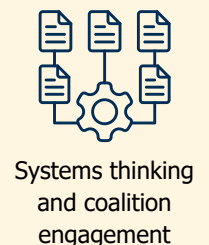
### Training topics included:

- Budgeting
- Narratives
- Preparedness
- Quality Improvement
- Communications
- And more!



### Looking Forward to 2026

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



# Accreditation

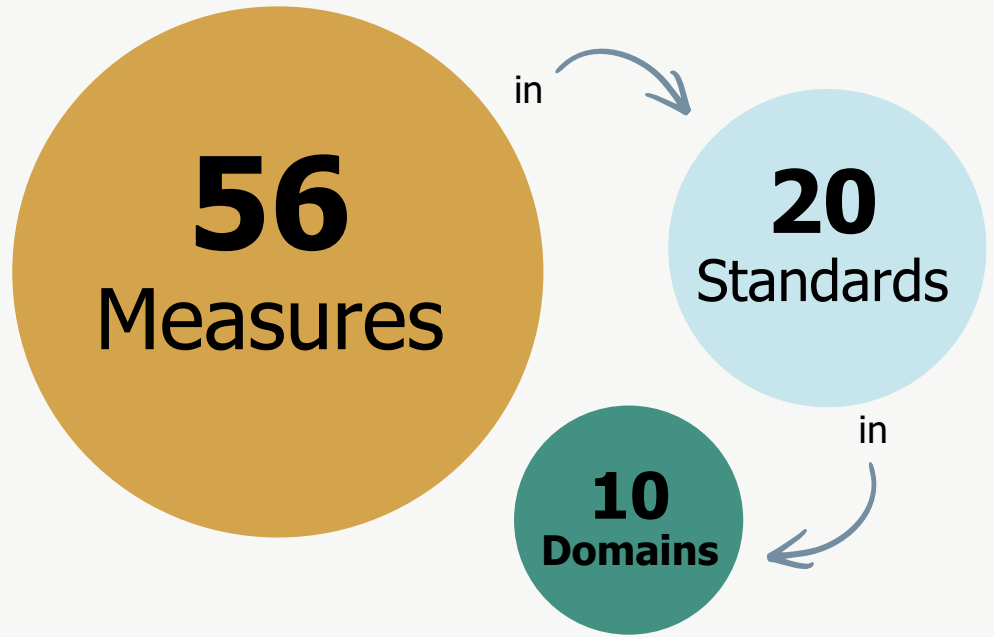
## Why is Public Health Accreditation Important?



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. In 2025, OCHD began the process of reaccreditation.

The process of reaccreditation includes providing documentation that demonstrates a health department **satisfies requirements** in...



8



Domain meetings held April - August to brainstorm documentation

15



Staff directly involved in PHAB evidence and narrative identification and writing

Sept 10



All documentation submitted to PHAB for initial review

5



Number of reopened measures that required OCHD to submit clarification/additional documentation.

## Looking Forward to 2026



**Late Q1 or early Q2:** Complete virtual site visit by PHAB staff and peer site reviewers



**Q3:** Anticipated announcement of reaccreditation status



# Strategic Planning

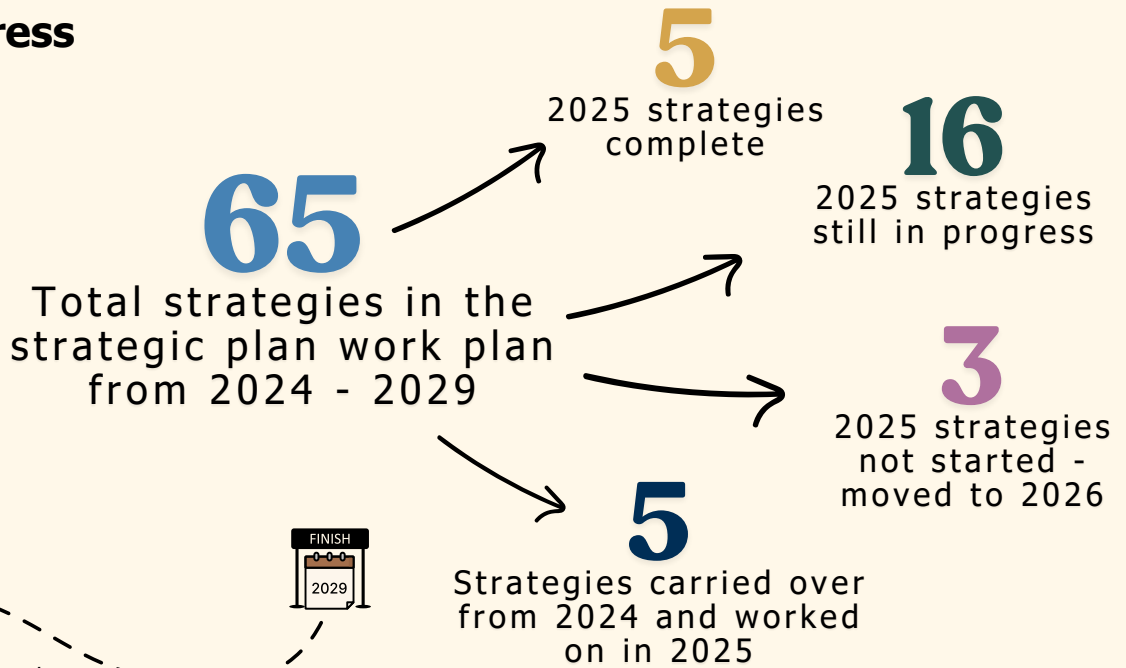
## Why is strategic planning important?

In 2024, the Oneida County Health Department completed a strategic plan to provide direction, use resources wisely, and make the greatest impact for the community. This year, OCHD actively worked to implement strategies designed to enhance collaboration, optimize resources, and promote a healthier, more resilient future.

The three priority areas for the strategic plan include **effective communication**, **operational efficiency**, and **sustainable impact**.



## Strategic Plan Progress by the Numbers



### Strategic Plan Timeline



## Looking forward to 2026

- ★ Continue work initiated in 2025.
- ★ Assess current community engagement efforts and explore new, meaningful opportunities.
- ★ Advance the work being done on the community health improvement plan priorities.
- ★ And more! Check out the OCHD Strategic Plan [here](#).

### 2025 Highlights

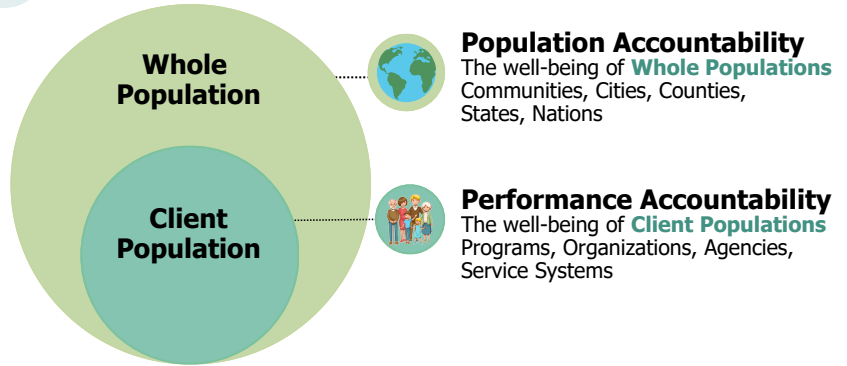
- Updated Communications Plan and communications analytics
- Development of an evaluation framework for coalitions and programs
- Begin website update to improve readability, access, and engagement

# Performance Management

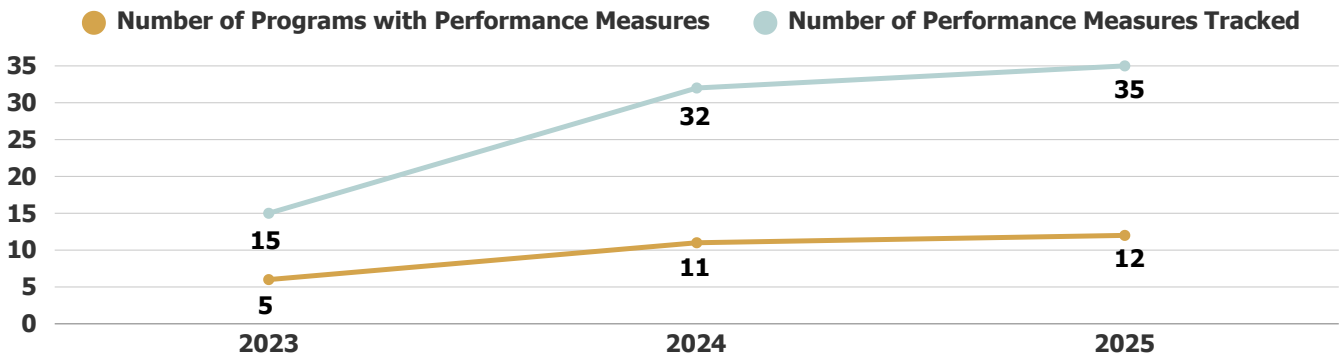
## What is Performance Management?

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.

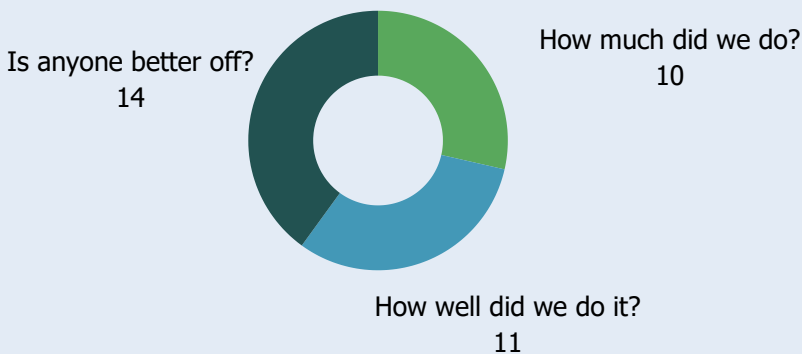


## Year-to-Year Performance Management System Advancement



Following the pandemic response, OCHD took a fresh look at its performance management approach and rebuilt a system that better fits the agency's needs. Using the RBA framework, the team began piloting new measures. The system continues to grow as staff receive training and programs refine meaningful measures.

## Types of Performance Measures



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.

## 2026

### Looking forward to:



Increase staff confidence in data collection and performance dashboard entry.



Monitor data to identify trends and potential quality improvement projects.



# Quality Improvement

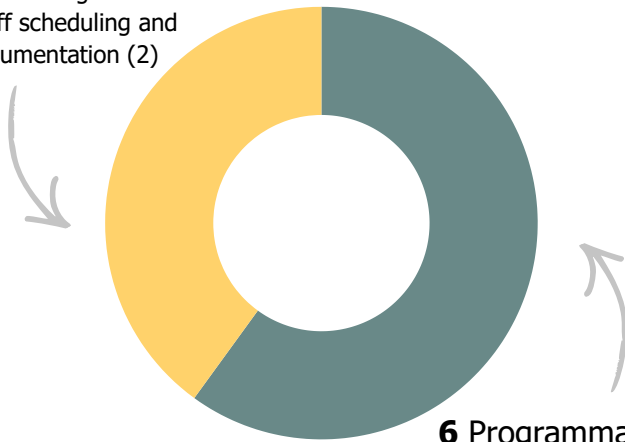
## What is Quality Improvement?

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.

### Types of Quality Improvement Projects Implemented in 2025

#### 4 Administrative

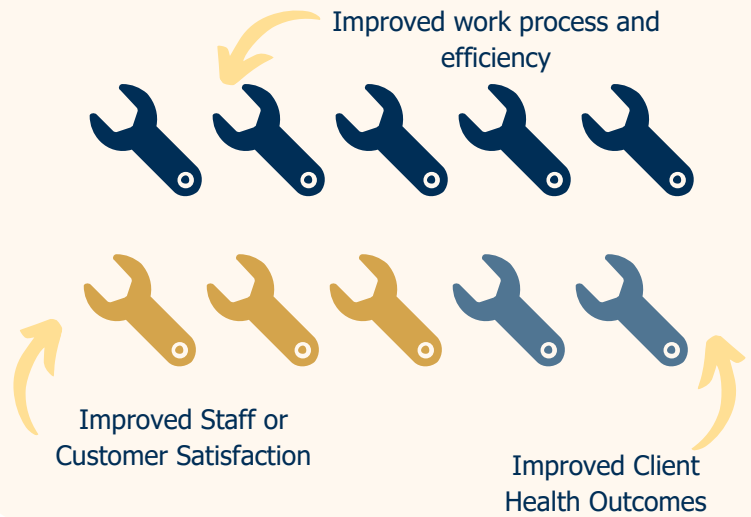
- Customer satisfaction
- Space reorganization
- Staff scheduling and documentation (2)



#### 6 Programmatic

- Respiratory illness (3)
- Environmental health (2)
- WI Well Woman Program

While most quality improvement projects have overlapping outcomes, primary outcomes of the **ten** QI projects completed or in-progress in 2025 fell into the following three categories:



1



QI all staff training held August 2025

50%



Increase in staff confidence to initiate and document a QI project after the staff training

316.25



Staff hours spent involved in quality improvement work

5



QI projects that resulted in a policy change

## Success Story Highlight: Culture of Quality Advancement

**Objective:** To strengthen the department’s culture of quality by assessing how quality improvement (QI) is integrated into daily work to guide improvement efforts.

**Plan:** In 2025, OCHD completed the **NACCHO Organizational Culture of Quality Self-Assessment** to measure progress since 2023 and identify strengths and opportunities across six foundational areas.

**Outcomes:** Results showed continued progress in staff access to learning, teamwork and collaboration, leadership support for QI, use of customer feedback, and application of standardized work and formal QI methods.

### HIGHLIGHTS



We saw improvement in **most of the areas we reviewed**. Out of 27 specific measures, 19 showed progress.



The biggest improvements were in **building better systems to support quality work** and **giving staff more confidence and authority to make improvements**.



One of our strongest gains was making sure our **long-term goals are reflected in everyday work**. Our score in this area increased from **2 in 2023 to 5 out of 6 in 2025** — showing major progress in turning plans into action.



# Public Health Emergency Preparedness

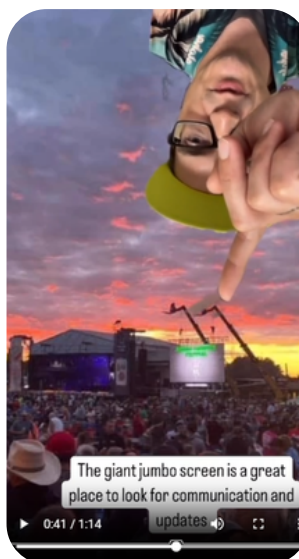
The **Public Health Emergency Preparedness (PHEP)** program plays a vital role in enhancing their capacity to effectively address various public health threats, such as infectious diseases, natural disasters, and events involving biological, chemical, nuclear, and radiological hazards.



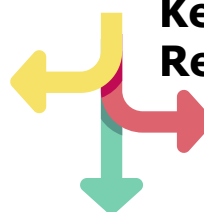
“ **Over 70% of Americans believe they will be harmed by a disaster in the next five years, yet half are not financially prepared to cover potential losses.** ”  
 -Community Resilience Insights and Survey Project

## Key Preparedness Activities in 2025:

- Reviewed **PHEP** Plan and aligned with PHAB measures
- Added to Oneida County **MABAS system**
- Conducted a nine-week, **full-scale medical countermeasure (MCM) exercise**
- Maintained a comprehensive **respiratory protection program**
- Aided in development of **Human Services Crisis Plan**
- Held an innovative staff training for **media interviewing and risk communication**
- Distributed **906 Pedro the Preparedness Penguin activity books** to Oneida County 1<sup>st</sup> graders
- Created a **“Red Folder”** protocol for after hour response
- Piloted **innovative reels** to teach preparedness on social media
- Maintained pre-identified volunteers through the **Wisconsin Emergency Assistance Volunteer Registry (WEAVR)**
- Drilled internal and external response through **RAVE Alert System**
- Updated identified medical **“Points of Dispensing”** in the county



## Key 2025 Responses Redirecting Workload:



- Government funding insecurity
- April ice storm
- Suspect measles case
- Food insecurity

**15** ✓  
 Health departments responding within one hour through the RAVE system

**6** ✓  
 Faith-based agencies actively supporting PHEP planning and actions

**8** ✓  
 LTE Nurses pre-identified in the LTE nursing pool supported MCM exercise

**178** ✓  
 Volunteers pre-identified in WEAVR for Oneida County



## 2026 Preparedness

- Develop leadership playbook algorithm
- Finalize data systems priorities
- Begin PHEP plan revisions
- Pilot a Tactical Liaison Report (TLR)



# Community Engagement

## Communication Efforts

OCHD strives to **inform and educate the community about health and how to improve it** through **timely communication using multiple platforms.**



## CONNECT WITH US

- [www.oneidacountypublichealth.org](http://www.oneidacountypublichealth.org)
- [www.facebook.com/OneidaCountyHealthDepartment](https://www.facebook.com/OneidaCountyHealthDepartment)
- [www.instagram.com/oneidacountyhealthdept](https://www.instagram.com/oneidacountyhealthdept)

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

## SOCIAL MEDIA



**559,912**  
TOTAL SOCIAL MEDIA VIEWS

### Most Views: PFAS Advisories

**22,720**  
VIEWS

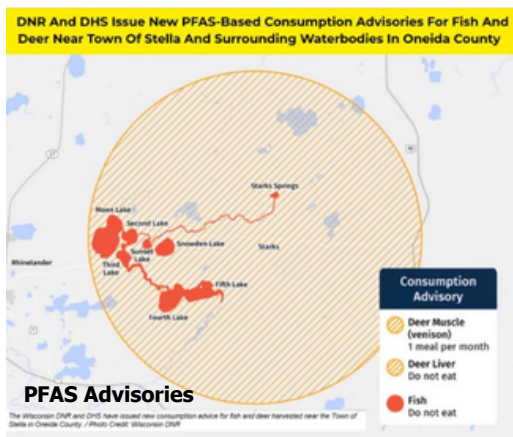
**Views:**  
The number of times your content was played or displayed.

### Most Interactions: Vaccines & Our Community



**287**  
LIKES, SHARES, COMMENTS

**Interactions:**  
The number of post likes or reactions, saves, comments and shares minus the number of deleted or removed interactions.



### Most Shares: PFAS Advisories

**81**  
SHARES

**Shares:**  
The number of shares of your post.



**Facebook Live:**  
Live lets you livestream events, performances and gatherings on Facebook

**2**  
FACEBOOK LIVE

**2026** Looking Forward

to **Creating a YouTube Account**

**Short form social media reels**

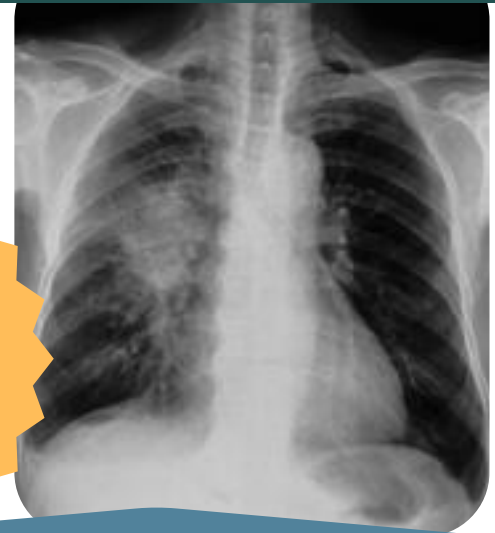
**Increase engagement through social media content**



# TB Care Management

## What is Tuberculosis (TB)?

**Tuberculosis (TB)** is a contagious disease caused by *Mycobacterium tuberculosis* and is a reportable condition to the health department. TB is classified as either active TB disease or latent TB infection (LTBI). In Wisconsin, the overall risk of TB remains relatively low, and most reported cases are acquired outside the state.



**69**  
cases of  
tuberculosis were  
reported in  
Wisconsin in  
2024

## Why TB Care Management Matters?

Nurse care management, guided by the Wisconsin State TB Program, ensures timely and effective TB treatment. At OCHD, public health nurses coordinate care, connect patients to services, and support them from diagnosis through treatment completion. This care promotes medication adherence, monitors side effects, and provides education, helping prevent transmission, drug resistance, and protecting both individual and community health.

Wisconsin has had an average of 53 people with TB per year during the past 10 years.

## Active TB Cases vs Latent TB Cases in Oneida County

● 2024 ● 2025

1

0



5

4

**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** 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's rate of multi-drug resistant TB is one of the highest in the United States.

**11**  
WI patients with  
MDR-TB over the  
past decade

## Plans for Increasing Knowledge in 2026

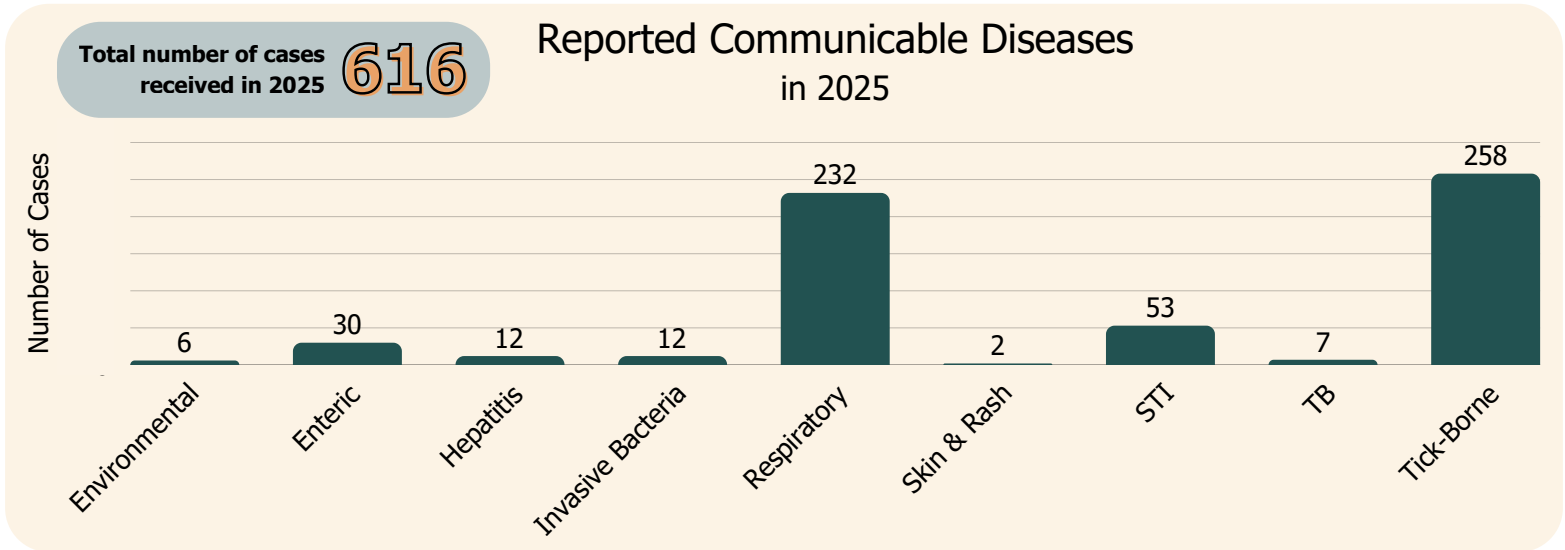
- Participate in ongoing TB trainings and education
- Stay current with TB guidelines and best practices
- Improve patient education and communication
- Reinforce infection control and prevention practices



# 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.



## Tick-Borne Diseases

Tick-borne diseases spread through infected tick bites, with symptoms from mild to severe. Prevention, like repellent and tick checks, reduces risk.

Number of tick-borne cases in Oneida County in 2025



**163** Lyme Disease Cases

**38** Lyme EM Rash Cases

**49** Anaplasmosis Cases

**7** Babesiosis Cases

**1** Other Tick-Borne Disease Cases



## 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 2025



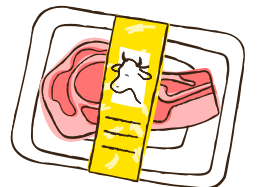
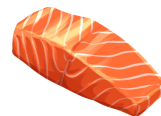
**9** Campylobacter Cases

**7** Cryptosporidium Cases

**2** E-Coli Cases

**8** Giardia Cases

**4** Salmonella Cases

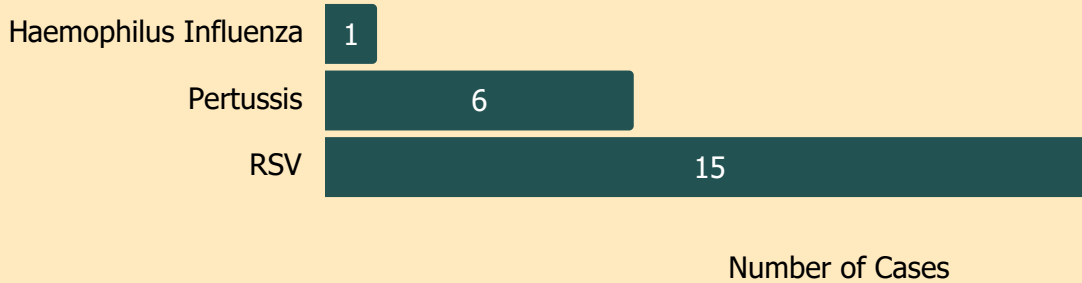


**8** Number of social media posts about recalls in Wisconsin in 2025

## 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.

### Reported Respiratory Diseases in 2025



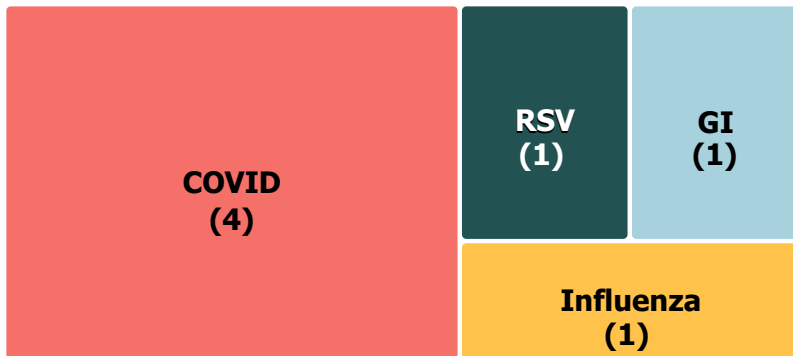
Prevention through vaccination, early detection, and public awareness is key. We monitor, respond to, and educate the community to reduce their impact.



## Outbreaks

The Oneida County Health Department investigates outbreaks in schools, long-term care and assisted living facilities, businesses, and other community settings to identify causes, mitigate the spread of disease, and provide guidance and resources to protect public health.

### 2025 Outbreaks



#### What determines an outbreak?

OCHD follows specific guidelines to decide when a communicable disease situation becomes an outbreak. An outbreak is identified when more people than expected get sick in the same place or setting.

Potential outbreak investigations that OCHD followed up with but didn't meet outbreak criteria.



### 2026 Looking Ahead to:

#### Strengthening Early Detection

Enhance early disease outbreak detection to enable faster responses protect the community.

#### Expanding Education and Partnerships

Share clear prevention guidance and strengthen community collaborations.

#### Exploring New Prevention Tools

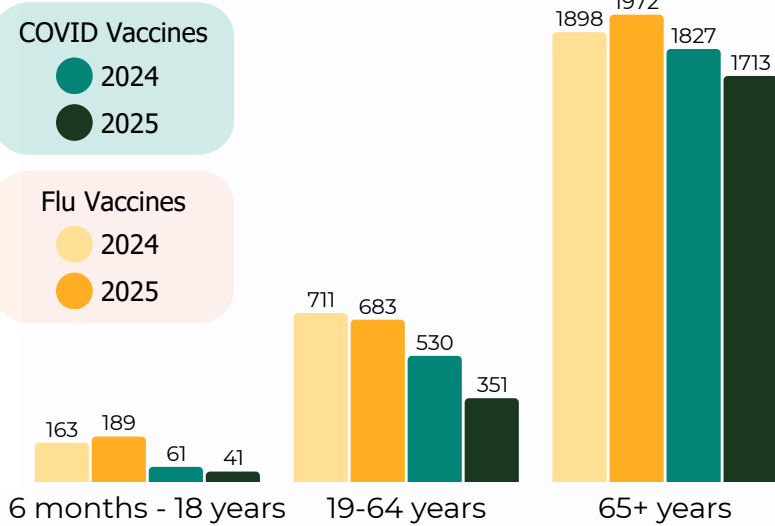
Use new health tools, technology, and community projects to prevent disease before it happens.

# Immunizations

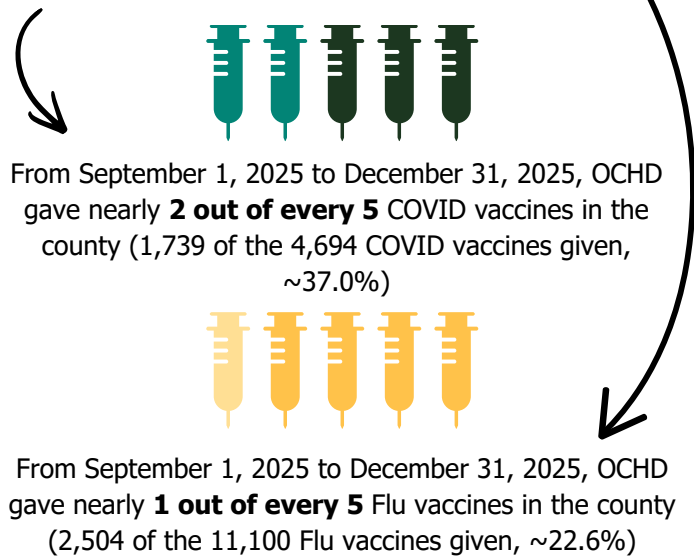
## What is the Immunization Program?

The **Immunization Program** is dedicated to **increasing vaccination rates**, **preventing the spread of vaccine-preventable diseases**, and **safeguarding vulnerable populations**, including infants, older adults, and individuals with compromised immune systems. The department provides private-pay vaccines, accepts a variety of insurance plans, and participates in the Vaccines for Children and Vaccines for Adults programs to ensure eligible individuals with access to vaccinations at no cost or reduced cost.

### Flu & COVID Vaccines Provided by OCHD



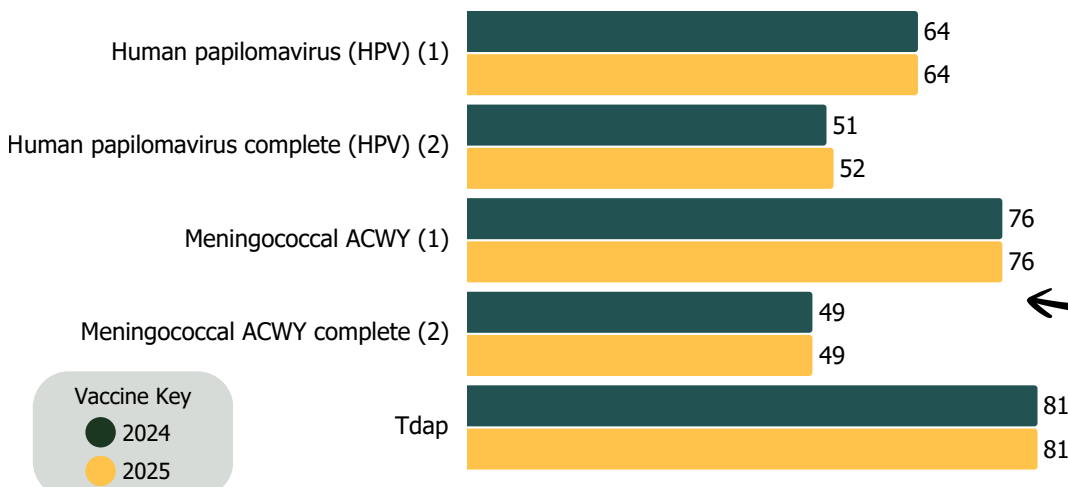
### Local Impact, Countywide Comparison



## Why is this important?

The OCHD Immunization Program aims to **reduce vaccine-preventable diseases** by **increasing vaccination rates** and **achieving herd immunity**, which helps protect individuals who cannot be vaccinated by limiting disease spread and exposure.

### Adolescent Benchmark Percent Rates



### Community Outreach

1

School catch up clinic held in Oneida County.

Vaccines administered:

- 9 Meningococcal ACWY
- 7 Tdap



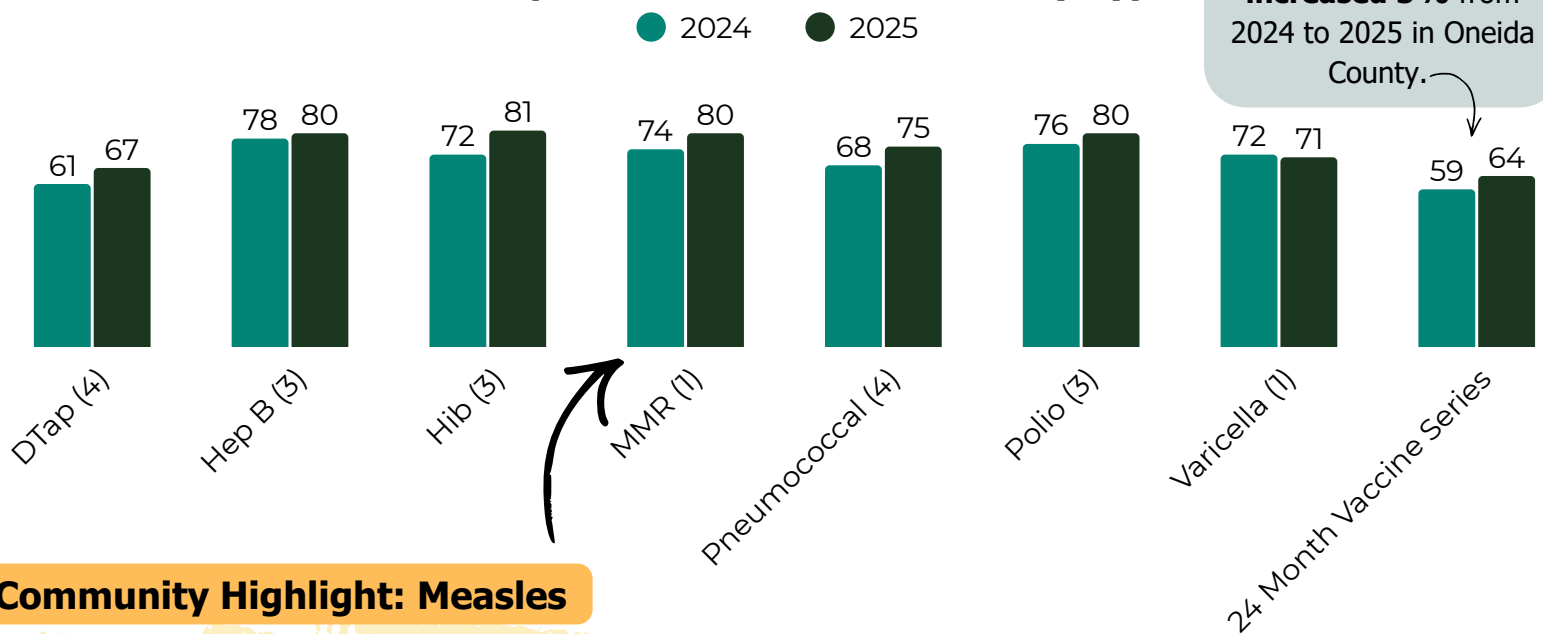
The **Adolescent Benchmark** chart shows percentage of how many children in Oneida County are up to date on general vaccines recommended or required for school.



# Children's Vaccination Rates

Vaccinations are recommended throughout the lifespan. In addition to the Adolescent Benchmark shown above, several immunizations are recommended during early childhood to protect children from preventable diseases. The following vaccines are recommended for children by age 2 by the Wisconsin Department of Health Services (DHS) and the American Academy of Pediatrics (AAP).

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



24-month old up-to-date vaccination rates increased 5% from 2024 to 2025 in Oneida County.

### Community Highlight: Measles

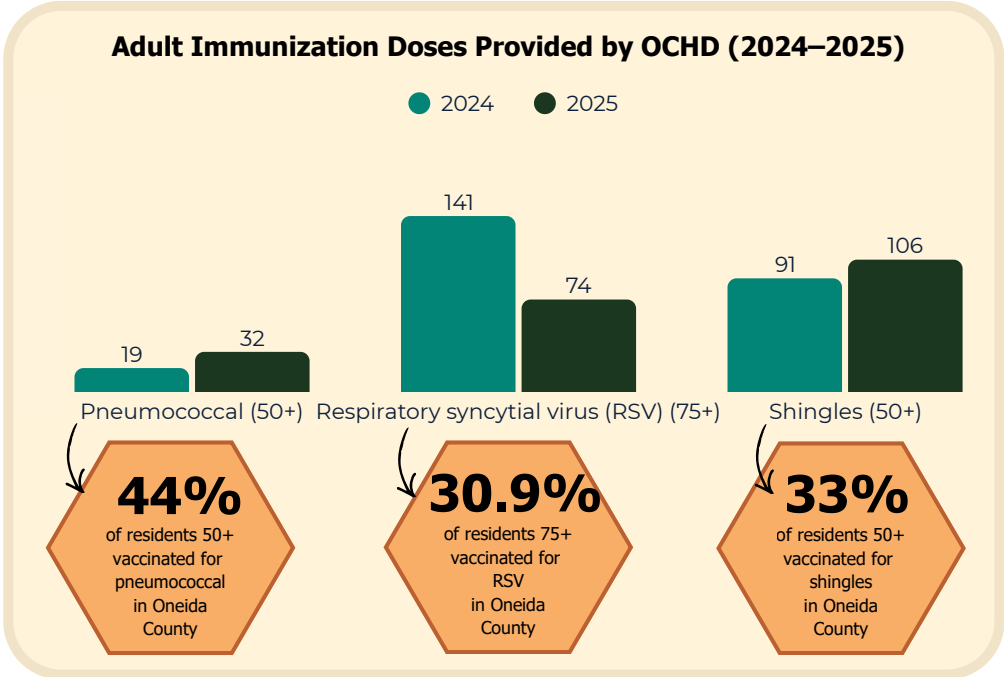
**36** Number of Cases of Measles in Wisconsin (2025)

In 2025, Oneida County continues to be **12% below herd immunity threshold** for measles which is 92%-94%. The MMR vaccine protects against measles, mumps, and rubella. **Two doses** of the vaccine are about **97% effective at preventing measles**.

## Adult Vaccine Recommendations

**Adult vaccines help keep our community healthy.** By providing access to vaccines like flu, COVID-19, shingles, pneumonia, RSV, and Tdap, we protect people most at risk and help stop the spread of disease—supporting healthier families, workplaces, and neighborhoods.

For full adult vaccine recommendations, visit the [U.S. Centers for Disease Control and Prevention Vaccines & Immunizations](#).



# Animal Bites

## The What and Why Behind Animal Bite Investigation:

A **public health animal bite investigation** assesses **rabies** risk after a bite or scratch. The **Oneida County Health Department** works with law enforcement and veterinarians to evaluate the animal and decide if **rabies post-exposure prophylaxis (PEP)** is needed. Because rabies is almost always fatal once symptoms begin, prompt investigation is critical to protect residents and avoid unnecessary treatment.



1 Raccoon Bite



1 Rat Bite



91 Dog Bites



7 Bat Bites



15 Cat Bites

## Post-Exposure Prophylaxis (After Exposure)



If a person is bitten by an animal that may have rabies, medical care includes:

1. **Wound care:** Washing the bite thoroughly with soap and water and applying an antiseptic.
2. **Immediate antibodies:** Injecting Human Rabies Immune Globulin (HRIG) into and around the wound.
3. **Rabies vaccination:**
  - a. Unvaccinated person: 4 doses on days 0, 3, 7, and 14
  - b. Previously vaccinated person: 2 doses on days 0 and 3

# WHY?

## is keeping up with pet vaccines important?

A vaccinated dog in Chicago tested positive for rabies and was euthanized. Officials said there is no immediate public risk, but the case underscores the importance of keeping pets' vaccinations up to date.




### Why it matters:

- Rabies is fatal but preventable.
- Spread through infected saliva, usually by bites.
- Can enter through wounds or mucous membranes.
- Not spread by petting or touching objects.
- Symptoms may take weeks or months to appear.



### What to do:




- Check your pet's rabies vaccine status.
- Contact your veterinarian if overdue.

**Looking to:**  Improve and maintain high vaccination compliance for our pets.

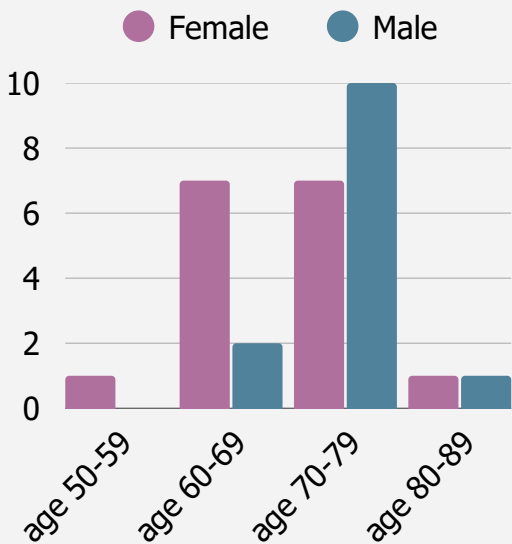


# Heart Health

## Heart Health with Dr. Furda: Trusted Care Close to Home

- 
**Dr. Furda is a retired cardiovascular internist with more than 50 years of experience.** At OCHD, he provides **free** patient education, helping individuals understand heart conditions, symptoms, and medications in clear, easy-to-understand terms.
- 
 He also collaborates with patients' primary care providers to help guide care and support appropriate referrals when needed.
- 
 Dr. Furda's role is to empower patients to better understand their heart health, communicate confidently with their doctors, and take an active role in their care —**No referral needed and at no cost.**

### Who's Coming In? Consultations by Age Group

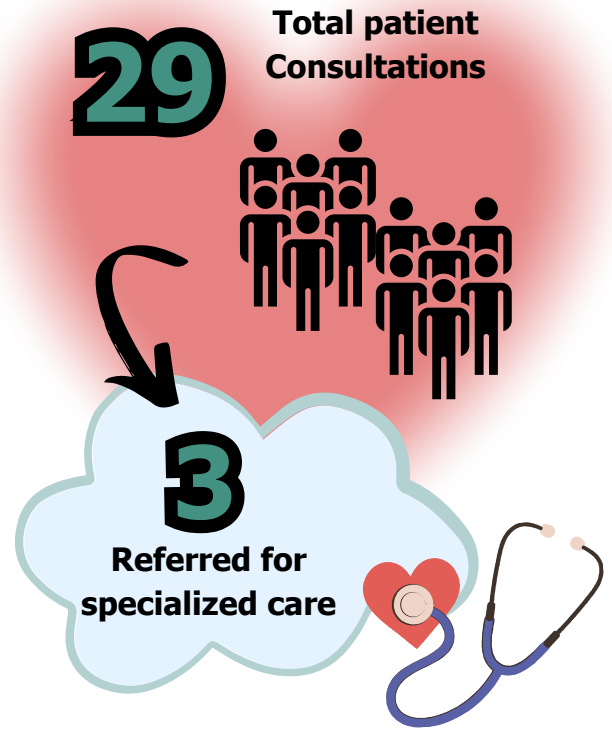


## Looking Forward to 2026



OCHD and Dr. Furda look forward to continuing to grow this program, reaching more community members with trusted care and expanding access to high-quality health education close to home.

## A Year of Consultations in Review



## Why is Heart Health Education Important?

- Teaches healthy choices for everyday life
- Helps people understand their heart and body
- Helps spot heart problems early
- Informs of the signs of heart disease
- Supports longer, healthier lives
- Helps patients feel informed, confident and supported locally

### Education Topics

- Heart disease
- Stroke & warning signs
- Cholesterol
- Hypertension (High Blood Pressure)
- Pacemaker education
- Atrial fibrillation (A-Fib)
- Heart surgery and recovery
- Other general cardiovascular concerns

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

This Bureau of Justice Assistance 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. The grant supports two main initiatives in Oneida County: (1) Oneida County Community Response Team and (2) Advancing Transitional Recovery Housing.

## Oneida County Community Response Team

### 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.



**100%**  
Clients reported that Peer Support Services help them maintain sobriety.

Working Towards

### SUSTAINABILITY

Throughout 2025, the Community Response Team navigated federal funding shifts by diversifying funding sources, expanding service capacity, and advancing long-term sustainability through the institutionalization of Peer Support Service resources. This work informed strategic engagement, creating opportunities to educate and build alignment among local leaders for evidence-based referral pathways within the criminal justice system.

**16**  
Successful Completions

### 2025 REFERRALS

Peer Recovery Support Services



**123**

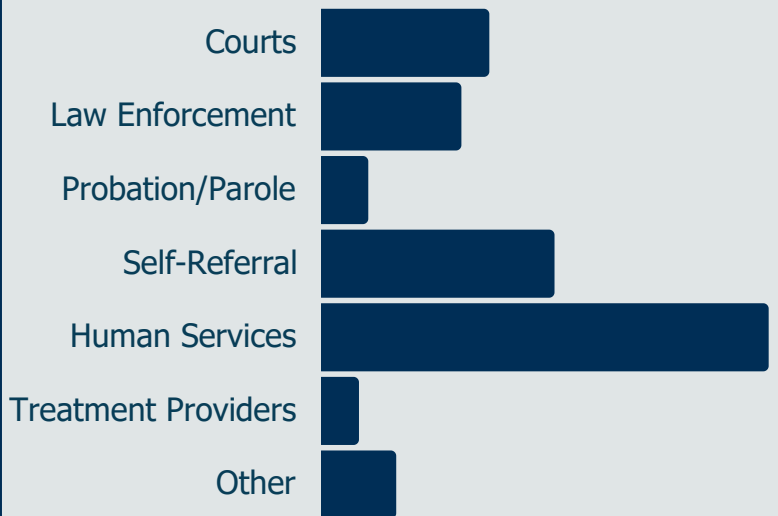
New Referrals



**72**

New Clients

### Referrals by Organization



**5**  
Funding Sources

**2**  
Coordinator Staff

**5**  
Peer Workers

# 2025 PROGRAM HIGHLIGHTS

## Sober Recovery Events

The Peer Support Services Team developed and hosted **15 sober recovery events** that served **261 participants**.

Relationships with friends and community strongly influence health and well-being. Creating safe, substance-free spaces where people can build positive connections supports recovery and helps prevent relapse.



The introduction of peer recovery coaches has most notably led to reduced justice-system involvement and improved client confidence.

Response Team Annual Evaluation 2025

## Recovery Housing Initiative

### Community Needs Assessment

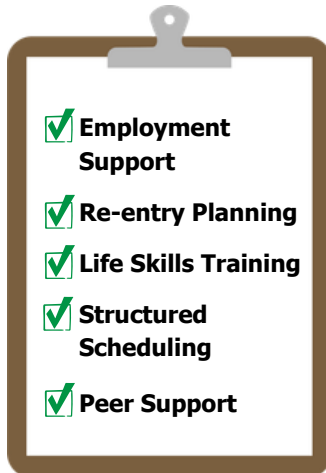
The Oneida County Substance Use Coalition - Intervention and Response Team completed a comprehensive community needs assessment to identify gaps in recovery support services in Oneida County. Findings were shared with diverse partners to raise awareness and inform action.

**Top Priority**

**High Need, Low Accessibility:** **Recovery Housing** was identified as having the largest gap between need and accessibility.

### Level of Support

Respondents made it clear- our community needs **structured, supportive housing** for people seeking sustained recovery from substance use disorder. Establishing a certified National Alliance for Recovery Residences that provided access to recovery support services was suggested.



## Looking forward to 2026

### 2026 Priorities – Community Response Team

- Strengthen sustainability, accountability, and cross-initiative collaboration
- Implement a sustainability plan for Peer Support Services
- Complete a comprehensive program evaluation with performance management support
- Expand law enforcement engagement through deflection training
- Increase community outreach promoting evidence-based substance use recovery in the criminal justice system and broader recovery-oriented system of care

### 2026 Priorities – Advisory Committee

- Guide development of recovery housing standards and long-term strategies
- Contract a Recovery Housing Consultant to support program development and implementation
- Recruit key stakeholders and launch an outreach campaign
- Develop operational procedures
- Assess feasibility and long-term sustainability

# Drug-Free Communities Support Program (DFC)

## What is the Drug-Free Communities Support Program?

The **Drug-Free Communities (DFC)** Support Program provides funding to local coalitions to prevent youth substance use by:



**Establishing and strengthening collaboration** among communities, public and private non-profit agencies, and federal, state, local and tribal governments.



**Reducing substance use among youth** by addressing community factors that impact the risk of substance use.

## Why is Substance Use Prevention Important?



Essential brain development occurs in adolescence, and youth who do not use alcohol, THC, and other substances during this time are much less likely to develop a substance use disorder later in life.



## Building from the Ground Up

The Oneida County Substance Use Coalition established the **Youth Substance Use Prevention Team (YSUP)** in October 2024 following the award of DFC funding. YSUP focuses on alcohol, marijuana/THC, and nicotine prevention.

2025 was a year of capacity building and planning for the YSUP Team. The team prioritized strengthening partnerships, data collection, and identifying ways to connect with the community, especially youth and parents.

## 2025 HIGHLIGHTS



**Oneida County Fair**  
July 31<sup>st</sup> - August 3<sup>rd</sup>

## Light Up the Night for Recovery September 17<sup>th</sup>



**Parent and Youth Perception Surveys**  
on Underage Substance Use  
August - November



**Back to School Nights**  
August 26<sup>th</sup> - 27<sup>th</sup> & Sept 3<sup>rd</sup>



## Looking Forward to 2026

1. **Develop Youth-Driven Coalition** to support a space for youth to create their own activities to promote substance use prevention among their peers.
2. **Strengthen Coalition Cohesion** by promoting collaboration among partners.
3. **Coordinate Youth Event** to engage students and support being substance-free.
4. **Prevent Underage THC Access** through collaboration with THC retailers.
5. **Collaborate with Community Event Organizers** to reduce underage access to alcohol.



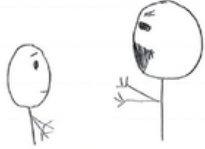
# Tobacco Prevention

## Youth Voices Lifted in the Community

NWTFC participated in the statewide Youth Voice Project and created a regional report, highlighting feedback from local youth. The Youth Voice Project engaged over 100 youth in asking **“How has nicotine impacted your life?”**

**HOW HAVE VAPING AND NICOTINE IMPACTED YOUR LIFE?**

Vaping can start arguments. Someone I know started to and we fight alot  
I feel like vaping can make you lose your temper easier. Then they tell you ~~per~~ that they are miserable.



MY AGE: 10

1

**HOW HAVE VAPING AND NICOTINE IMPACTED YOUR LIFE?**

A couple of my friends would used to vape but I don't hang out with them any more

MY AGE: 13

2

**HOW HAVE VAPING AND NICOTINE IMPACTED YOUR LIFE?**



MY AGE: 10

3

### Some key themes:

- 1. Family and Friend Health Concerns
- 2. Social Isolation
- 3. Marketing Impact

Full report that has call to actions and resources!

SCAN ME!



## Third Spaces for Youth

To combat social isolation caused by nicotine use, the Youth Substance Use Prevention Team collaborated with the local FACT group in hosting the Smoke Free and Spooky Adventure night.

The event had over 20 youth enjoy a nicotine-free evening where they learned how to play D&D, build supportive friendships and access cessation resources while strengthening healthy lifestyle choices.



14+ pounds of vapes collected from Oneida County schools for proper disposal

Geek Bar is the most popular vape collected from schools in Oneida County



# Rhinelanders FACT Group

Youth Driven Tobacco Advocacy Program

## 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.



## Youth as Partners



### Why Youth?

#### Because they are the experts

Young people are the experts of their own health experience. Involving them within processes and decision-making that impacts their health improves overall health outcomes.

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

## Leadership Opportunities



Participation in FACT offers meaningful leadership opportunities, allowing youth to **develop advocacy skills** while serving as consultants and educators.

In 2025, FACT members learned about the Strategic Prevention Framework through **hands-on, action-based activities**. Youth shared their ideas during a brainstorming session and helped plan, create, and launch a **positive anti-vaping poster campaign** in school bathrooms. Turning youth voices into meaningful action!



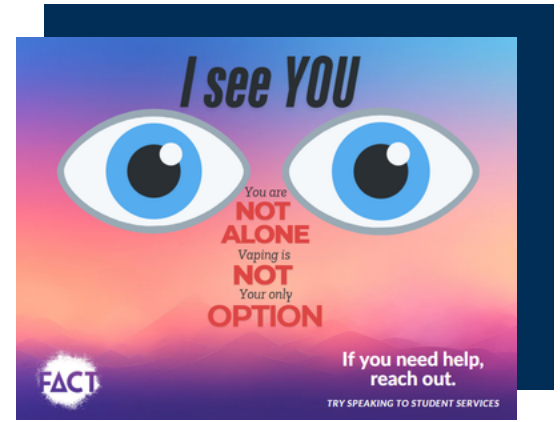


Youth as Educators

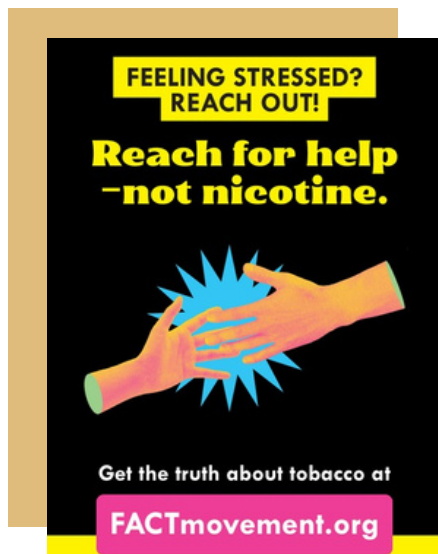
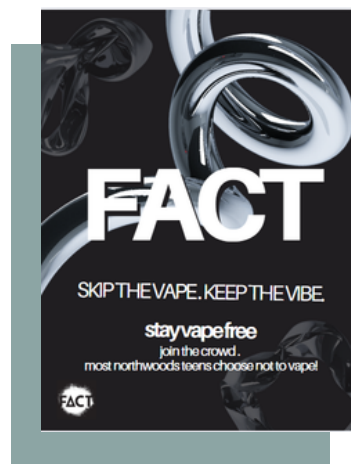
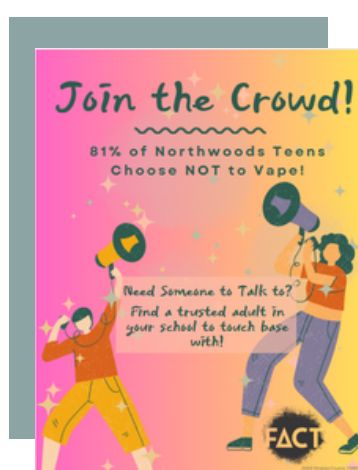
#1

The most commonly reported **risk factor** is **social acceptability and peer pressure**, as vaping is often seen as normal or “cool” within certain friend groups.

(Oneida County Middle School Student Focus Group 2024)



Rates of risky behaviors are often overestimated. FACT members **learned** about and **gathered data** on social norms related to youth vaping. Using this information, they created a **positive social norms campaign** aimed at **clarify misperceptions** and **promoting positive social norms** by highlighting that most youth make healthy behavior choices. School bathrooms were selected as the campaign poster location because they are spaces where youth are often exposed to vaping.



FACT hosted **Lunch Events at JWMS** in 2025. On May 15th, **Mental Health Action Day**, the FACT lunch event focused on encouraging and empowering their peers while showing support for positive mental health! They promoted FACT's mental health campaign, **REACH OUT**, to encourage young people to ask for help and support instead of turning to nicotine.

31%

Young people report using nicotine and vaping as coping strategies for stress, anxiety, and other mental health concerns.

(Oneida County Middle School Student Focus Group 2024)



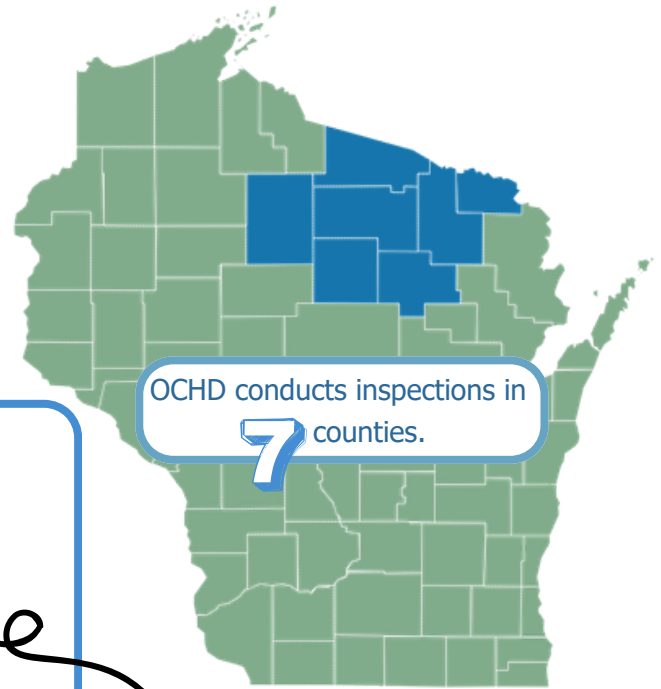
# Wisconsin Wins



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

## Why is Wisconsin Wins Important?

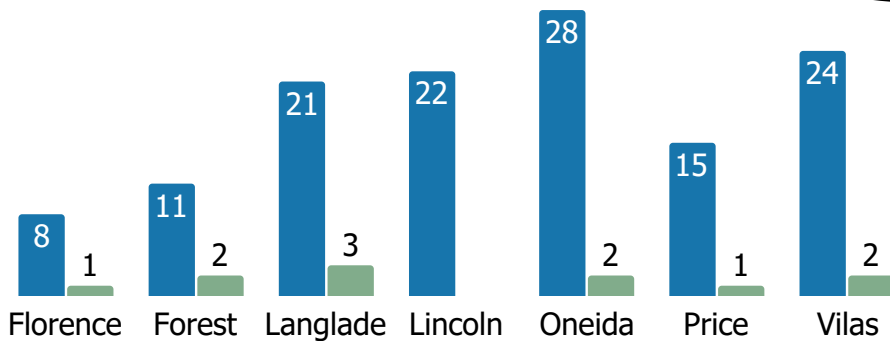
By preventing underage sales, WI Wins helps curb early tobacco use, reducing the risk of addiction and long-term health issues among young people.



### Tobacco Inspection Results

July 1, 2024 - June 30, 2025

● Inspections ● Underage Sales



OCHD conducts inspections in 7 counties.

# 91%

**No Sale Rate**

Inspections are conducted from July 1<sup>st</sup> to June 30<sup>th</sup> each year, with the majority occurring in the summer months.

## Looking Forward 2026

Work with retailers to ensure employees are accurately reading IDs and identifying underage purchase attempts before a sale occurs.

Continue reducing the amount of underage tobacco sales in the Northwoods Tobacco-Free Coalition region.

Conduct youth recruitment for inspections as participants age out of program.

**2024**

**4**

Youth Participants



**2025**

**6**

Youth Participants



Youth participants must be 16 or 17 years old to participate in the Wins Program.



# 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 WI state statute 254.59 and county ordinance 11.13.

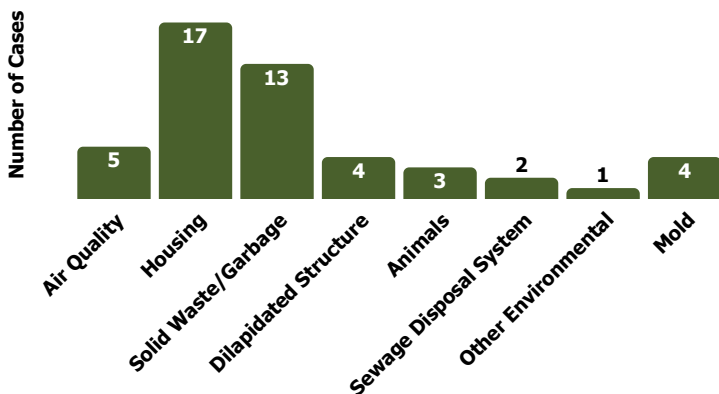
**Housing remains the leading health hazard** concern in Oneida County, with **unsafe or unsuitable living conditions** posing significant risks to health and contributing to chronic disease. These risks **disproportionately affect, "solo agers\*"/ "elder orphans", older adults** with limited or no family support. As informal caregiving capacity declines, demand for community and professional supports to ensure safe housing and healthy aging continues to grow.



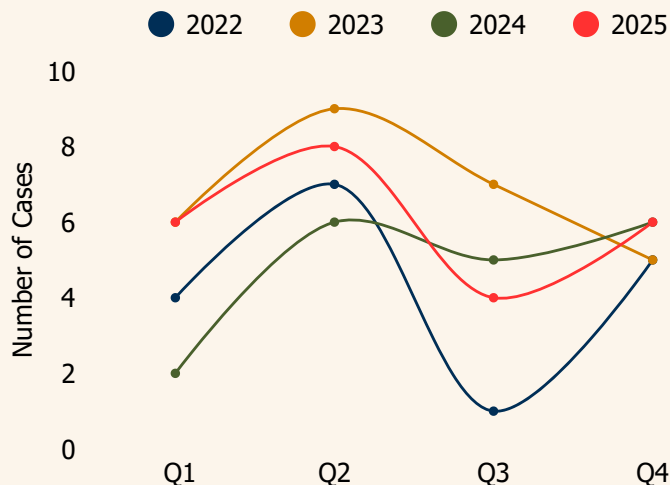
## By the numbers in 2025

- 23 existing cases
- 7 existing posted properties unfit for habitation
- 24 new cases investigated
- 2 new properties posted unfit for habitation
- 24 cases closed
- 23 open cases at the end of 2025
- 278.25 hours spent on cases

### Types of Hazards in 2025



## Case Intake by Quarter 2022-2025



## Quality Improvement

2025 efforts saved 60 hours of investigation time, even with added cases. **Lead-investigator support improved workflow**, but varying case complexity shows the **need for continued review**.

## Health hazards in a aging community



18 investigations in 2025 involved an **aging adult with a housing or living condition** concern



6% of adults 70 and older are **affected by hoarding**. (Triple the general population rate.) -US Senate Special Committee on Aging



10% of adults **over 50 are "solo agers\*" without traditional support** -American Association of Retired Persons (AARP)

\*older adult navigating later life without traditional family support networks like a spouse or adult children



# Licensing & Inspections

## 2025 Licensing and Inspections

**1105**

Businesses licensed by the end of 2025

**1018**

Inspections completed in 2025

**175**

New establishments licensed in 2025

## What is this program?

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

## Number of Licenses & Types in Oneida County



**Lodging ----- 633**



**Food ----- 376**



**Pools ----- 38**



**Campgrounds – 28**



**Recreational Campgrounds – 16**



**Body Art ----- 14**



### TOP 3 Lodging Violations in 2024 & 2025

#### Smoke/CO detectors/Fire Prevention



2024 ----- **68**  
2025 ----- **60**

#### Utensil Sanitizing



2024 ---- **Not in TOP 3**  
2025 ----- **4**

#### Mattress/Beds



2024 ----- **10**  
2025 ---- **Not in TOP 3**

#### General Facilities/Garbage



2024 ----- **14**  
2025 ----- **24**

### TOP 3 Food Violations in 2024 & 2025

#### Warewashing & Sanitizing



2024 ----- **180**  
2025 ----- **118**

#### General facilities & Cleanliness



2024 ----- **142**  
2025 ----- **120**

#### Temperatures



2024 ----- **110**  
2025 ----- **87**



# Water Testing

## What is Water Testing?

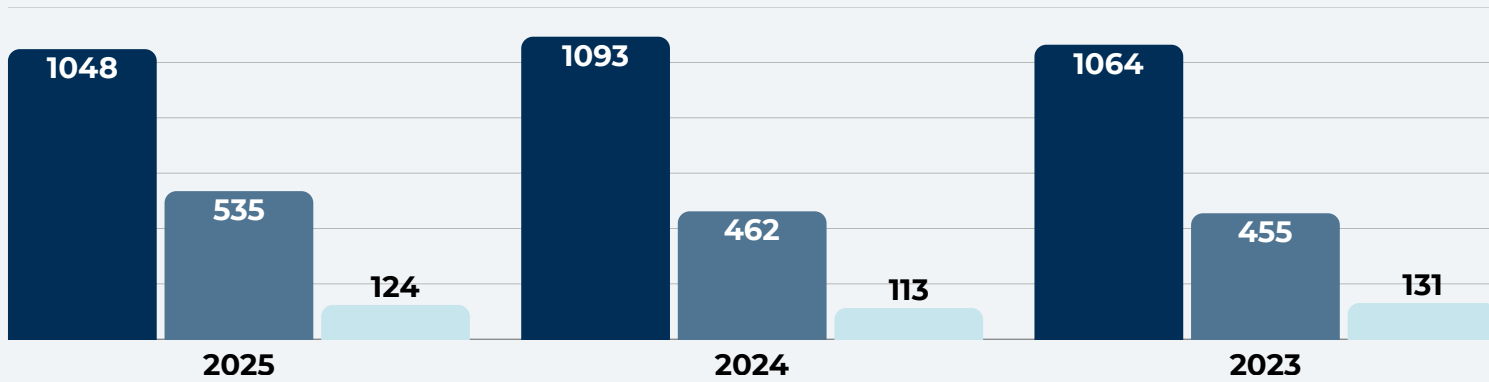
**Water testing** checks if well water is safe to drink. Unlike city water, private wells aren't regularly tested, so they can be contaminated by bacteria, chemicals, and metals. Testing helps ensure the water is clean and safe for health and the environment. The Health Department offers affordable tests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

## DNR TNC Program

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

● Bacteria ● Nitrate ● Arsenic



**DONT FORGET** 

### Wells should be tested for:

#### Bacteria & Nitrates

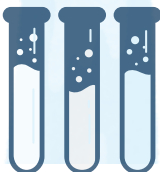


Annually

#### Arsenic



Every 5 years!



## DID YOU KNOW?



**Nitrate levels are not safe to drink at or above 10 milligrams per liter (mg/L).** High levels of nitrates can cause various health issues, and are especially unsafe for infants and pregnant women.



**30% of residents** rely on private wells for drinking water



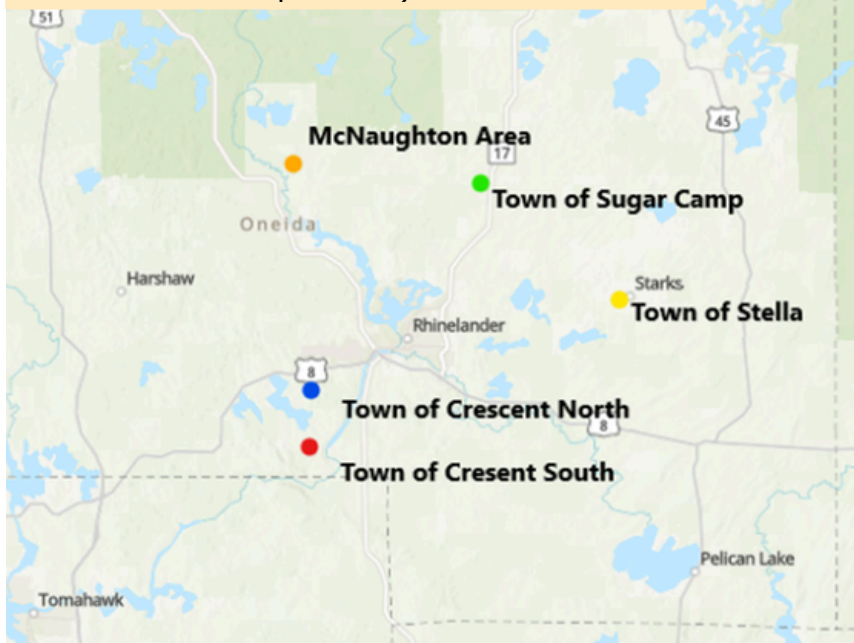
If a water test is positive for bacteria, a common treatment method is **chlorinating** the well to kill existing bacteria. We recommend hiring a professional, like a plumber or septic company to treat bacteria issues.



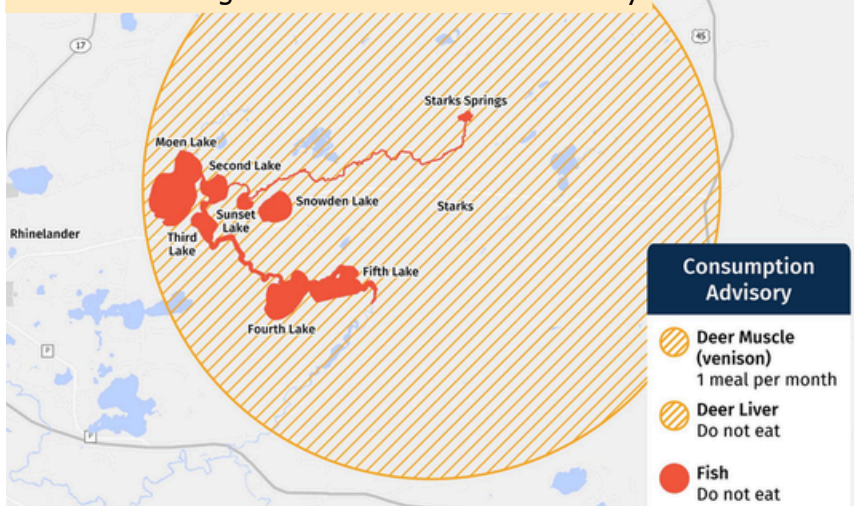
## What is PFAS?

**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 Town of Stella, the city of Rhinelander, and now additional communities surrounding Rhinelander. PFAS testing has been offered to residents in targeted areas of the county with similar land use (spreading of biosolids and municipal waste) and geology to the Town of Stella to help determine possible extent of PFAS contamination. Research is ongoing, and help is available for affected homes, including drinking water support and well replacement or treatment.

PFAS testing offered to residents in targeted areas of the county with similar land use (spreading of biosolids and municipal waste) as the Town of Stella



DNR And DHS Issue New PFAS-Based Consumption Advisories For Fish And Deer Near Town Of Stella And Surrounding Waterbodies In Oneida County



## PFAS Testing



**113 wells**

tested for PFAS in Oneida County in the expanded sampling zone



**15 wells**

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



**31 wells**

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



**67 wells**

contain no detections of PFAS



**1 Town Hall Meeting**

held in Stella on 10/1/25 with representatives from WI DNR, DHS, and EPA regarding PFAS in the town of Stella.

# Lead



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

## Why is the Lead Program important?

**Lead poisoning is completely preventable.**

However, if a child's **lead levels** are too high and the source of **lead exposure** is not removed, it can cause **serious health problems**.

- Damage to the brain and nervous system
- Slows growth and development
- Causes learning and behavior difficulties

**All children should have a lead test at the age of 1 and 2**



## 2025 Oneida County Lead Testing

- **17** lead tests done at OCHD
- **220** lead tests done in Oneida County

# Radon



## Why is Radon important?

**Radon** is a naturally occurring radioactive gas that can enter buildings through foundation openings and build up to unsafe levels. It is the leading environmental cause of lung cancer and the primary cause among non-smokers, contributing to an **estimated 21,000 deaths each year**. Testing is recommended in places where people spend significant time, including homes, schools, child care settings, and workplaces.

### *DID YOU KNOW?*

**Radon Exposure at 10 pCi/L**  
Lifetime Risk of Lung Cancer

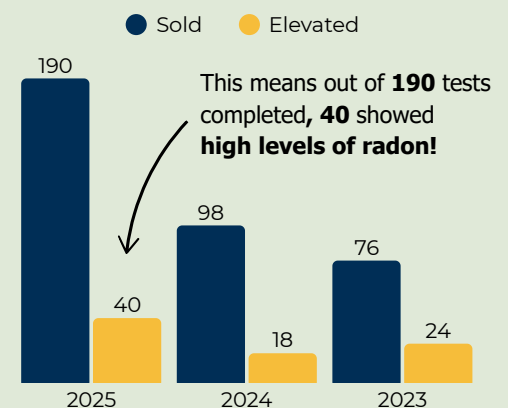
Smoking Status	Risk of Lung Cancer
Never Smokers	18 in 1,000
Current Smokers	150 in 1,000



### Radon Test Kits

**Testing is the only way to detect elevated radon levels,** and OCHD offers affordable test kits to support prevention efforts. While radon is not regulated in Wisconsin, the EPA recommends mitigation when levels exceed 4 pCi/L, which can be completed by certified radon contractors.

### Number of Radon Test Kits Sold by OCHD Between 2023-2025



**100%** of homes which tested over 4 pCi/L were educated on remediation and referred to Northeast Radon Information Center



# Maternal and Child Health (MCH)

The **Wisconsin Maternal Child Health Program** supports the health and well-being of mothers, children, and families, strengthening future generations and addressing public health challenges.

## Creating Impact in Oneida County in 2025

Raising a baby is expensive, so plans were made to hold a **Community Baby Shower & Family Day at The Hodag Dome on 7/26/25!**

### Donations from community members & businesses:

- **6000+** diapers
- **150+** packages of wipes
- **50+** onesies
- Hand-knit sweaters
- Numerous bottles of baby wash
- A variety of diaper creams



### Community partners included:

- Rhinelander Area Food Pantry
- UW-Extension
- Nicolet College
- Children's of WI



Each family received diapers and essential baby supplies, along with helpful information and community resources. Families also prepared a nutritious snack and enjoyed active, quality playtime with their children in the Hodag Dome.

### Personal Hygiene Products

- Good personal hygiene supports youth mental well-being by promoting self-esteem, confidence, and a sense of routine and self-care
- With **MCH Grant dollars**, OCHD supplied personal hygiene products to the **5 middle and high schools** in the county



### Rec Rodeo at the YMCA

- All 3<sup>rd</sup> grade students in the Rhinelander School District
- Kids learn about a variety of outdoor activities
- Every child attending receives a free bike helmet and a t-shirt
- OCHD donated **\$200 from the MCH Grant** for bike helmets in 2025



### Adolescent Well-Being

In 2025, the Oneida County **Youth Mental Health Committee** was formed to address **anxiety and bullying** concerns that were discovered on the Community Health Assessment.

- **22 community partners** to brainstorm ideas
- First project will be to compile and share all **mental health-related community resources** that are currently available for youth

### Looking Forward to 2026

- **Develop new initiatives** to address **adolescent anxiety and bullying** in alignment with the **2024 Community Health Improvement Plan (CHIP)** and **2026 MCH Grant Adolescent Mental Health objective**.
- Host or participate in **community events** like **Rec Rodeo, Diaper Drive, and Community Baby Shower**.
- **Strengthen youth connections** through the **Raise Your Voice club** in Rhinelander.



# Strengthening Families Program (SFP)

## What is the Strengthening Families Program?

The **Strengthening Families Program (SFP)** is an evidence-based family skills program serving families in Oneida County. It brings parents and children together to strengthen family relationships, improve communication, and build effective parenting skills.



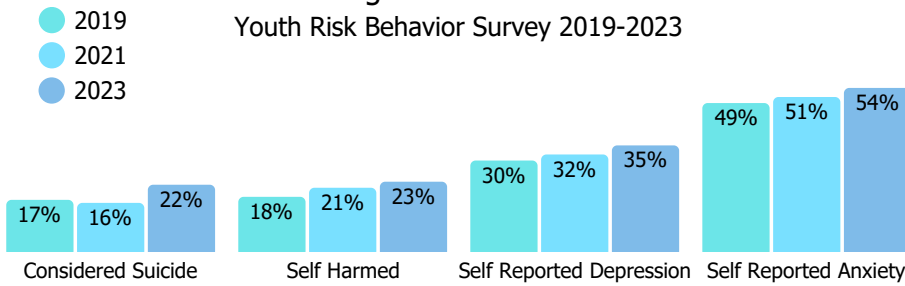
## Why is it Important?

Strong, connected families help prevent mental health challenges and reduce suicide risk. Through the Comprehensive Suicide Prevention Grant, OCHD supports a public health approach focused on prevention and early intervention. By strengthening family relationships, communication, and parenting skills, the Strengthening Families Program helps reduce risk and build protective factors for populations disproportionately affected by suicide, including rural adults and adolescents ages 10–19.

## Our Goal

By 2029, reduce self-harm among adolescents ages 10-19, increase partnership and collaboration related to suicide prevention, and address shared risk and protective factors.

Percent of High School Students Who...  
Youth Risk Behavior Survey 2019-2023



## Looking Forward to 2026

- In March of 2026, OCHD will be hosting our next Strengthening Families Program Session!
- The program developers of SFP will be launching a new online video game of SFP for youth!



## Safe to Sleep Program

### Safe Sleep for Babies:

Placing babies on their backs for every sleep reduces the risk of SIDS and other sleep-related deaths. Through the Safe to Sleep Program, the Oneida County Health Department provides Pack 'n Plays and education to help families create safer sleep environments for their infants.



From 2021 to 2023, 15.9% of all infant deaths were attributed to Sudden Unexpected Infant Death (SUID). Statewide data highlight the importance of supporting families and caregivers across Oneida County with education, resources, and outreach to promote safe sleep practices and ensure that every infant has a safe sleeping environment.

The ABCs of Safe Sleep:  
**A**lone  
**B**ack  
**C**rib



**6 Pack 'n Plays** were distributed to Oneida County families in need in 2025 which assured that 6 Oneida County infants had a safe sleeping environment.



# Reproductive Health

## What is the Reproductive Health Program?

The Oneida County Reproductive Health Program, funded by grants and program-generated revenue, offers comprehensive family planning and preventive health services to individuals of reproductive age. Services include birth control counseling, STI screening, pregnancy testing, annual wellness exams, and other essential care.

## What is the importance of this program?



**Empowers clients to make informed decisions**



**Enhances availability of healthcare**



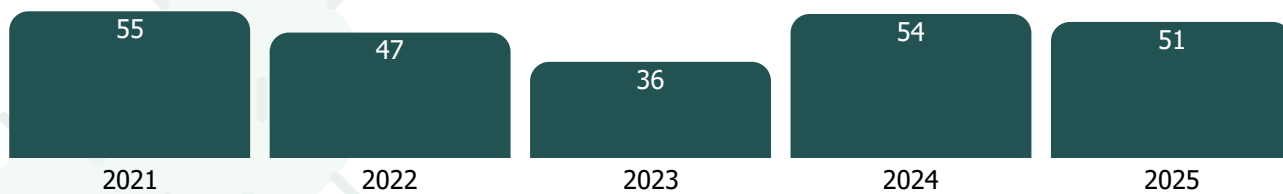
**Delivers confidential, low-cost services**

## Sexually Transmitted Infections (STIs)

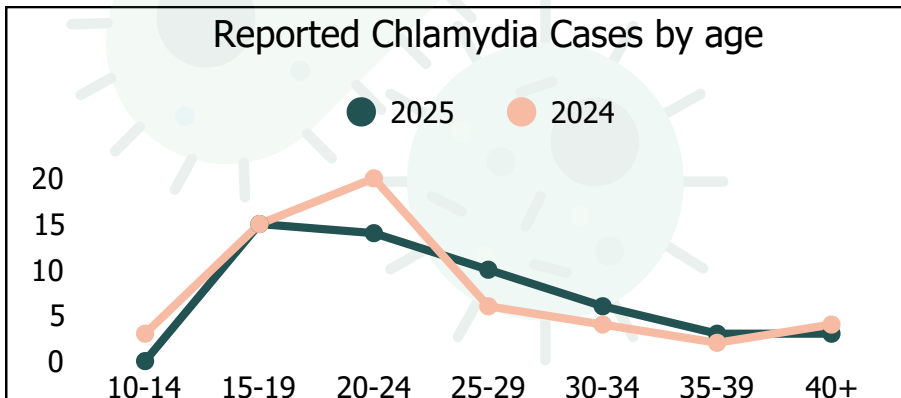
STIs are caused by bacteria, viruses, or parasites. They mainly spread through vaginal, anal, or oral sex but can also be spread through childbirth or shared needles.

The most common reported STI in Oneida County is Chlamydia. As seen below, Chlamydia cases have remained relatively the same in the past 5 years.

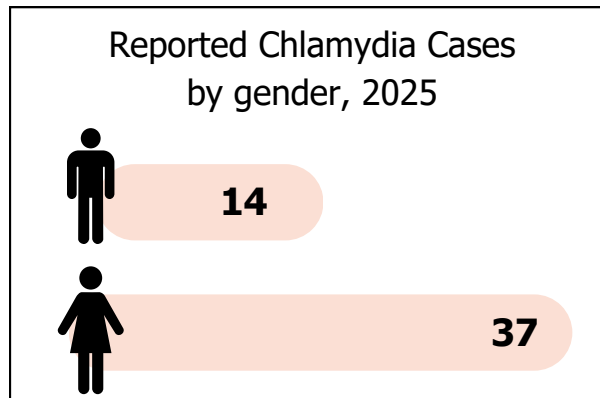
### Reported Chlamydia Cases 2021-2025



### Reported Chlamydia Cases by age



### Reported Chlamydia Cases by gender, 2025



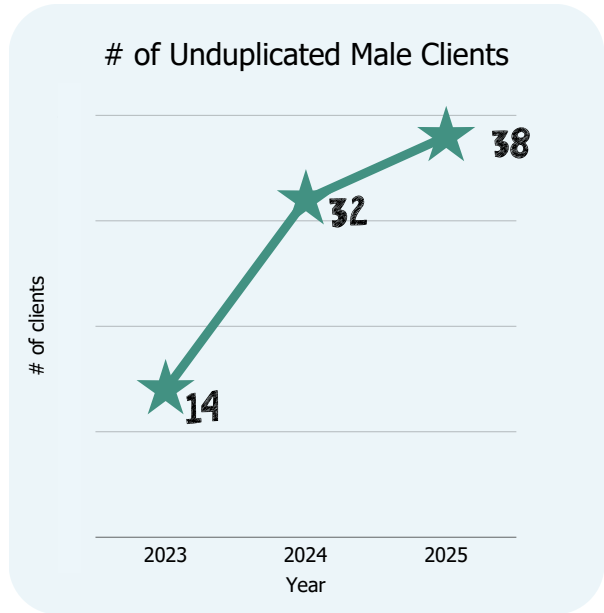
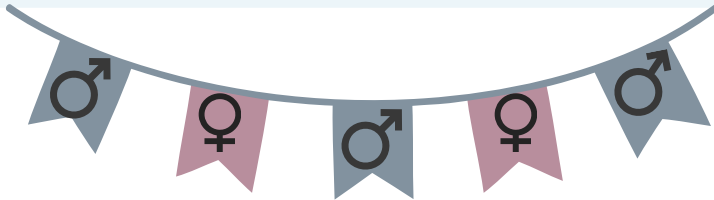
## Increasing client visits



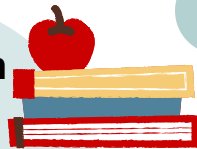
### RHC continues to increase care to male clients

In 2025, RHC continued to increase our male client population. The three most common visit types were:

- 1 **STI Screening**
- 2 **STI Treatment**
- 3 **Annual Wellness Visit**



## 4<sup>th</sup> & 5<sup>th</sup> Grade Human Growth and Development Education



### Reproductive Health (RH) nurses

collaborated with Rhinelander School District (RSD) faculty, including school nurses and counselors, to develop and review a curriculum. The curriculum was presented to RSD 4<sup>th</sup> and 5<sup>th</sup> grade students by the RH nurses. Learning material included:

- Basic human anatomy
- Puberty and bodily changes
- Personal hygiene and self-care
- Building healthy relationships
- Understanding and setting personal boundaries

**3 Lesson Plans**  
**27 Different Class Sessions**



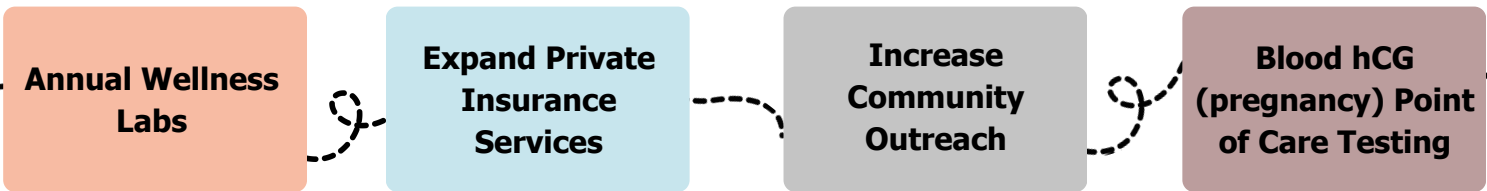
## Accepting new, commercial insurances

By accepting and billing private insurance, RHC serves a broader population within our community and strengthen access to care.

**6 Total billing encounters for private commercial insurance**



## Looking forward to 2026



# Women, Infants & Children (WIC)

## What is WIC?

**WIC** is a government program that helps pregnant women, new mothers, babies, and young children under age 5 get the **healthy food they need**. It also provides **nutrition education, breastfeeding support, and help finding health care**.

**WIC helps families stay healthy during important years of growth and development.**

## 2025 Oneida County WIC Highlights

WIC expanded our service area to cover Vilas County WIC services, becoming Oneida Vilas WIC, increasing our case load by approximately **130 participants**

Expanded offsite clinic locations to Eagle River, providing in-person WIC services twice a month

Updated WIC food packages to increase fruit and veggie benefit amount, reduced juice amounts, and more infant food flexibility

## WI WIC Farmer's Market

The Farmers Market Nutrition Program gives WIC participants checks during the summer/fall months to purchase foods at local markets and increase access to fresh, locally grown fruits and vegetables.

In 2025

**\$1,885**

was spent at local markets with an **87%** redemption rate from participants who were issued checks



## WIC Matters Because:

WIC **supports** healthy pregnancies and positive birth outcomes



**80.3%** of Moms were enrolled in our local WIC program during pregnancy (78.5% in 2024)

WIC **connects** families to healthcare and community resources through referrals



Oneida Vilas WIC provided **182** referrals in 2025 (132 in 2024)

WIC **promotes** breastfeeding and healthy infant feeding



**77.2%** of the babies in our WIC program were breastfed at least once. (68.6% in 2024)



# Car Seats

## What is the Car Seat Program?



The Oneida County Health Department receives Department of Transportation grant funding to provide free car seats to eligible families. Certified Child Passenger Safety Technicians offer free inspections, installation guidance, and safety education, helping caregivers choose and properly use the right seat for a child's age, height, and weight to prevent injuries and improve passenger safety.

### Car Seats Provided by Certified Car Seat Technicians at OCHD

● 2024 ● 2025

41

36

Car Seats Provided

### Car Seat Checks Completed by Certified Car Seat Technicians at OCHD

● 2024 ● 2025

24

15

Car Seats Checked

## Why is the Car Seat Program Important?

### Correct car seat installation is essential for child safety

- Inspections and education with certified technicians.
- Help choose and properly install the right seat.
- Proper use reduces the risk of injury in a crash.



## Community Connection



In collaboration with the Minocqua Fire Department, OCHD Certified Passenger Safety Technicians offered car seat safety checks at the Fire Department's Open House on October 11, 2025. As a result, 7 checks were completed by the technicians.



## Looking Forward to 2026

- Child Passenger Safety Week: September 20th - 26th
- Collaborate with community organizations to hold car seat events
- Partner with local fire departments for safety checks
- Hold a Child Passenger Safety Technician Course in Oneida County, April 20-23 at the Minocqua Fire Department



# WI Well Woman Program (WWWP)

serving Ashland, Bayfield, Florence, Forest, Iron, Oneida, Price, Sawyer, and Vilas counties

## What is WWWP and what are the priorities?

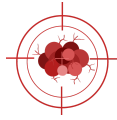
The **Wisconsin Well Woman Program (WWWP)** provides comprehensive health services to:

- 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



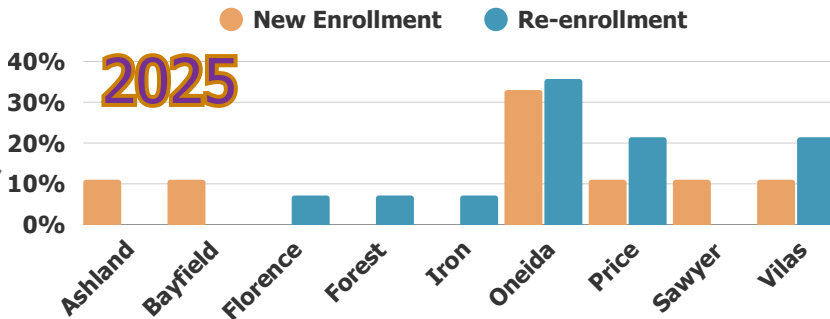
Treat sooner



Improve health outcomes

## Importance of Screenings

The Wisconsin Well Woman Program removes cost and location barriers to lifesaving care. In one case, a participant in a county without a partner provider received essential breast cancer screenings, was connected to Well Woman Medicaid after diagnosis, and gained immediate treatment, ongoing care, and financial support—highlighting the program’s vital role in protecting women’s health statewide.



**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.

### 5 of 9

Counties served rely on mobile mammography for screenings

### 2

Clinics in the process of becoming partner providers in counties relying on Mobile screening services

### 30%

Of all enrollees are new to WWWP

## 2025 Activities



**Community Conversation in Forest County:** access to care and resources for cancer patients in rural communities.

**Two Pink Out school events:** during breast cancer awareness month providing educational materials on breast and cervical cancer



## Looking forward to 2026

- **Strengthen referrals from partner providers** for new enrollments
- **Plan outreach events** in areas that are underserved
- **Increase partnerships with healthcare facilities** in underserved communities to provide access to care in their communities.

