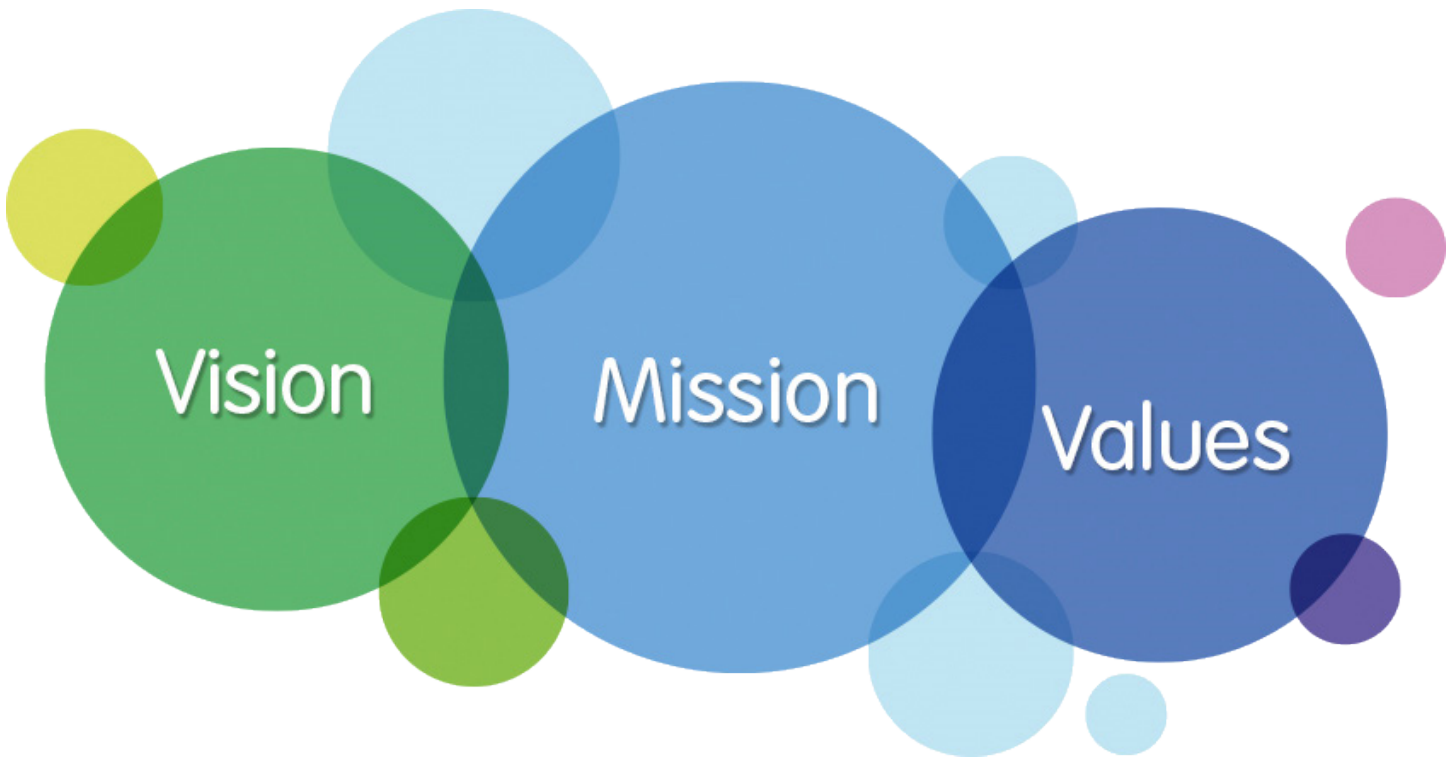




Public Health

ROCK COUNTY
PUBLIC HEALTH DEPARTMENT

ANNUAL
REPORT
2019



Vision:

Rock County Wisconsin...a healthy, thriving community.

Mission:

The Rock County Public Health Department is the catalyst that cultivates a spirit of wellness and improves the quality of life by promoting healthier lifestyles and environments through collaborative community partnerships.

Values:

- Leadership
- Diversity and health equity
- Collaboration
- Integrity
- A spirit of wellness
- Accountability and fiscal responsibility
- Adaptation and continuous improvement



2019 Rock County Public Health Department staff retreat

Message from the Health Officer

It is with great pleasure that I present the 2019 Annual Report of the Rock County Public Health Department. This report is a glimpse of the important work our department continues to do as we take a proactive and collaborative approach to improving the health of Rock County and addressing complex public health challenges.

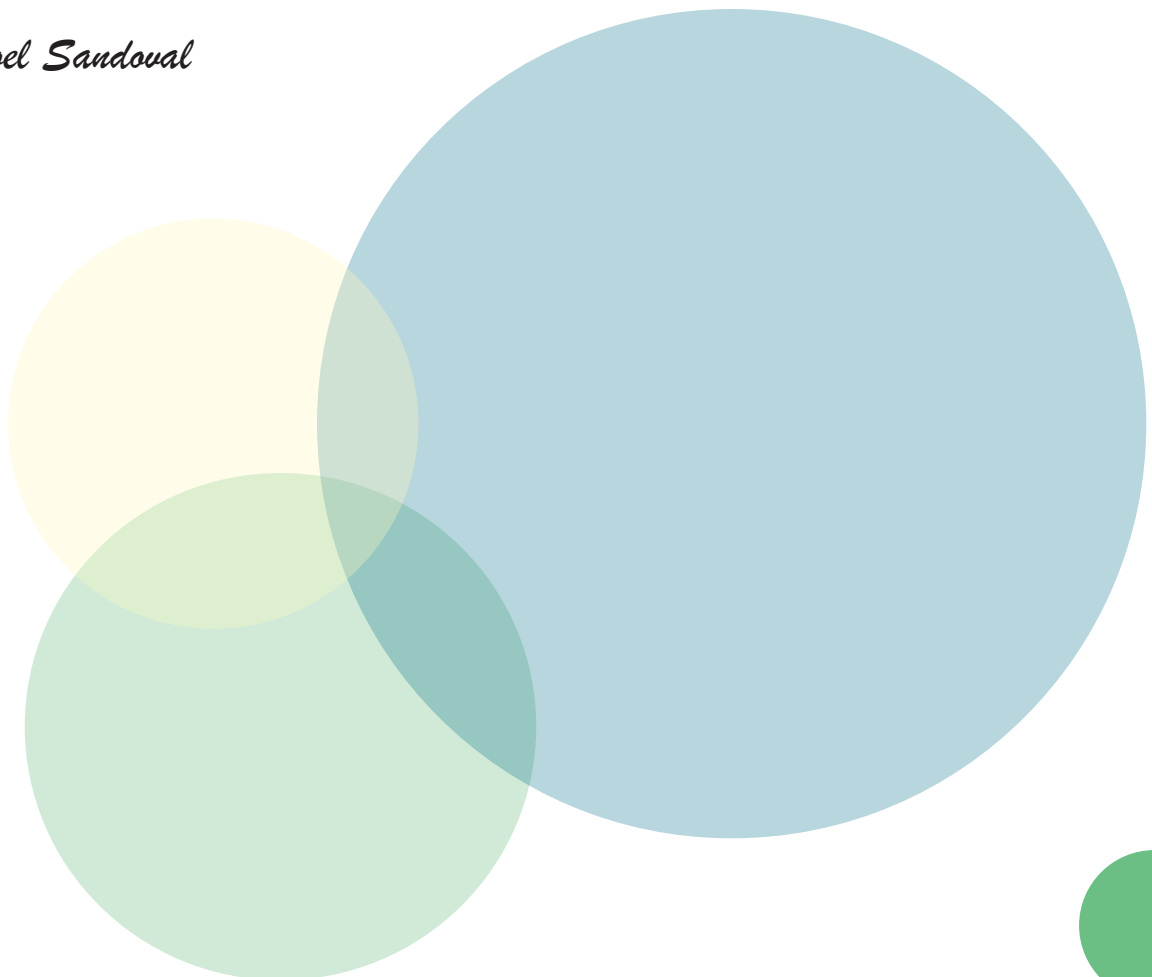
Improving the health of the public requires creative solutions and partnerships that work across different sectors, leverage an array of expertise and resources, and develop synergistic solutions that are more powerful than what is possible by working alone.

Our community members are our greatest resource and I'm proud to say we have a community committed to working together for the success of our initiatives. Because of this and the commitment of our dedicated staff and Board of Health, the Rock County Public Health Department will continuously endeavor to maximize the utilization of every resource to promote, protect and improve the health and wellness of Rock County.

Thank you for allowing us to serve you!

Yours In Health,

Marie-Noel Sandoval



What is Public Health?

Public health promotes and protects the health of people and the communities where they live, learn, work, and play. The Rock County Public Health Department (RCPHD), with a staff of 35, focuses on the three main priority areas of Healthy and Safe Behaviors, Healthy and Safe Homes, and Healthy and Safe Communities. Serving over 160,000 people in cities, villages, towns, and unincorporated communities, the RCPHD's role is to protect, promote, and enrich population health and collaborate with community partners to ensure a healthy and thriving Rock County.

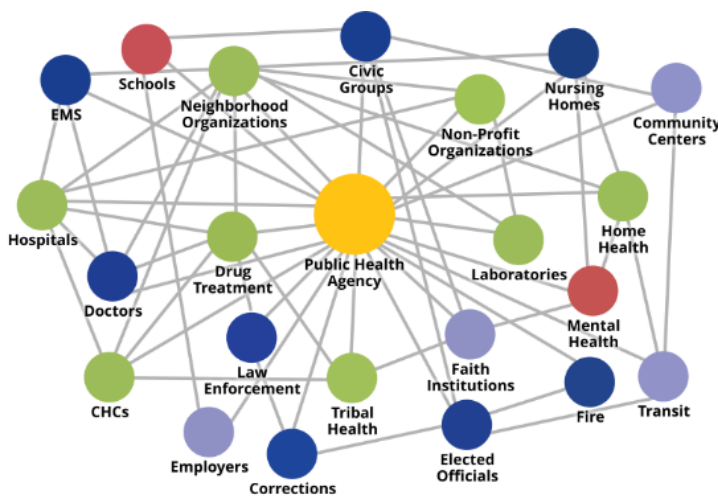
For decades, the practice of public health has been organized around a set of core functions and essential services which form the framework of the interdisciplinary practice of public health.

- Assessment of health status and health needs
- Policy development
- Assurance that necessary services are provided

The essential services of public health represent the key activities that public health agencies carry out each day.

- Monitor health status to identify and solve community health problems.
- Diagnose and investigate health problems and health hazards in the community.
- Inform, educate, and empower people about health issues.
- Mobilize community partnerships to identify and solve health problems.
- Develop policies and plans that support individual and community health efforts.
- Enforce laws and regulations that protect health and ensure safety.
- Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
- Assure a competent public and personal healthcare workforce.
- Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
- Research for new insights and innovative solutions to health problems.

The Ten Essential Services of Public Health Wheel illustrates the relationship of the core functions and essential services that guide the interdisciplinary practice of public health.



Healthy and Safe Behaviors

Breastfeeding

Breastfeeding has many important health and financial benefits for mother, baby, families and the community. Benefits include reducing the incidence of certain types of cancers for mom, reducing obesity and diabetes for mom and baby, decreasing illness in baby, and reducing costs for families because breastmilk is free. The RCPHD continued efforts working with child care facilities and local businesses to certify them as breastfeeding friendly sites. Throughout 2019 the RCPHD breastfeeding team certified four childcare centers in Rock County as breastfeeding friendly while continuing to support the previously certified childcare centers. The team assisted with establishing a private breastfeeding area at the Southern Wisconsin Regional Airport for mothers attending events in the conference rooms. Active participation throughout the year in community events allowed the team to target their educational outreach to populations with low breastfeeding rates.

598

Businesses were approached by RCPHD staff about becoming breastfeeding friendly

40

Businesses were actively engaged in becoming breastfeeding friendly

Safe Sleep

Every year there are approximately 3,500 sleep-related infant deaths in the United States. The safe sleep efforts by the RCPHD aim to decrease infant mortality in Rock County and provide accurate information to our community members. There is often conflicting messaging about what safe sleep for babies looks like, so in 2019 RCPHD continued to increase awareness on proper safe sleep practice and provide education to health systems and the community. The Child Death Review Team revised their process in order to better understand how to prevent child deaths. Additionally, Rock County's safe sleep efforts served as an example to other Wisconsin counties when RCPHD staff presented at the statewide Department of Health Services (DHS) Division of Public Health Maternal and Child Health Summit.



The RCPHD staff participates in Wear Red Day to promote awareness of heart disease

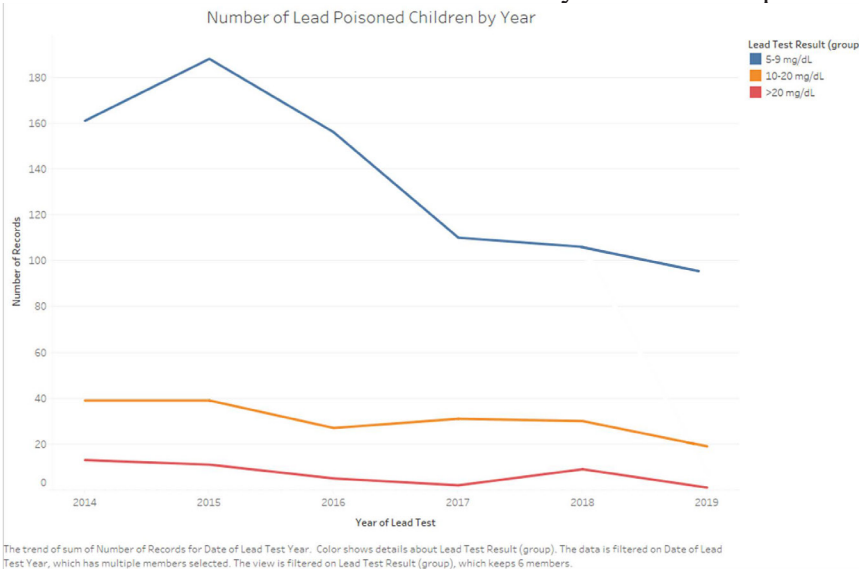
Chronic Disease

Rock County citizens have higher obesity rates than the state of Wisconsin, overall. Many chronic diseases are linked to weight and lifestyle choices. In 2019, through funding received from the Wisconsin DHS Chronic Disease Prevention Program, RCPHD worked towards increasing health literacy and accessibility of chronic disease prevention-related community resources. The RCPHD completed a baseline assessment of Rock County assets related to chronic disease and investigated who in the community may be most affected by them. The RCPHD's consistent, and active social media campaign around a variety of chronic disease topics helped to spread awareness and knowledge.

Healthy and Safe Homes

Lead

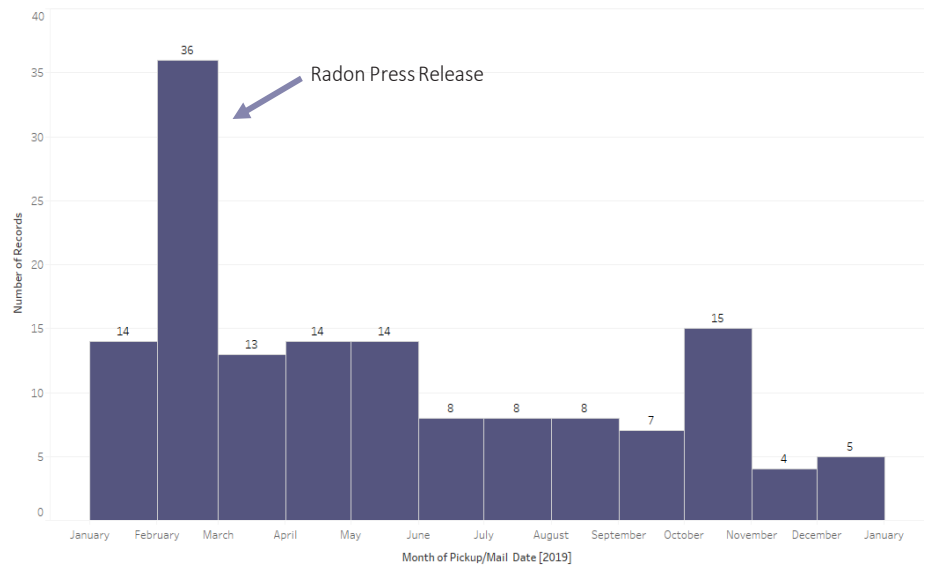
Lead is a toxic substance that, even at low levels, has been shown to affect IQ, ability to pay attention, and academic achievement. Over half of Rock County homes were constructed before 1960 and could contain lead based paint. In 2019, Rock County continued to see significant reductions in the number of children with high blood lead levels. The RCPHD conducted several home visits, investigated cases of lead exposure, educated more than 70 occupants, owners, and families on lead reduction methods, and issued orders for abatement of lead hazards when necessary. The RCPHD partnered with the City of Janesville to conduct Lead



Risk Assessments in properties enrolled in housing rehabilitation programs. New grant funds from Wisconsin DHS became available, and in 2019, the first Rock County home had lead hazards abated through this program. Additionally, RCPHD initiated a policy to reduce the threshold necessary to order interim controls and abatement of lead hazards in rental homes occupied by children with high lead levels. This resulted in the reduction of lead hazards in homes that may not otherwise have been completed.

Radon

Radon is an odorless, tasteless gas that seeps into homes from the ground under and around the foundation. Long-term exposure to radon is the leading cause of lung cancer in non-smokers. Over half of the homes in Rock County have radon levels that test above the health advisory levels. The RCPHD provides low-cost radon detection kits and education for homeowners in efforts to reduce exposure. In 2019, 108 radon test kits were distributed to community members. Additionally, a radon press release was published and promoted on radio and social media resulting in an increase in the number of Rock County citizens requesting test kits. The RCPHD's educational efforts have raised awareness of radon and its potential health impacts.



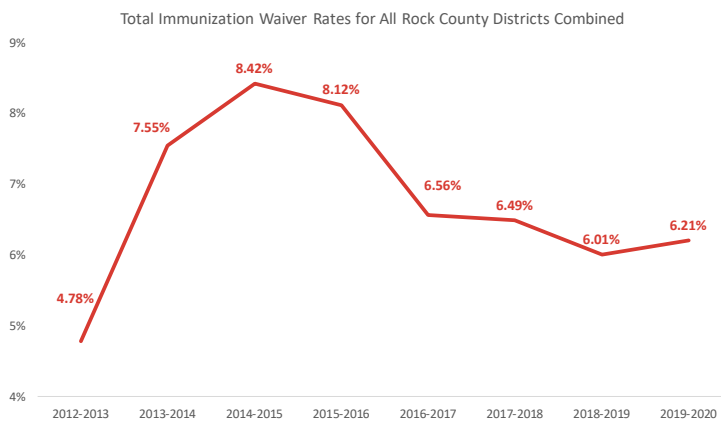
Groundwater

Nitrates in drinking water have

aims to reduce STI and HIV infection rates through the promotion of vaccination and safe sex practices. The RCPHD nurses conducted disease investigations for reported STIs to provide education, ensure proper treatment, and minimize the transmission of infections. In 2019, RCPHD conducted a survey of college students asking for their input on STI health promotion and what actions they see as impactful for others in their age demographic. Continuing to coordinate with community partners and health care providers to prevent and reduce the number of STIs in Rock County remained the focus of RCPHD’s 2019 program activities.

Immunizations

Immunizations are an important tool in preventing disease. In order to reduce the prevalence of vaccine preventable diseases and prevent disease outbreaks in the community, RCPHD pursued a variety of activities aimed at increasing the immunization rates of Rock County citizens. In 2019, the Board of Health passed a resolution requesting the Wisconsin State Legislature to end the use of personal conviction waivers. Rock County had a 100% submission of school immunization reports, which allowed for data analysis and subsequent interventions to help school administrators decrease the availability of waivers. Rock County

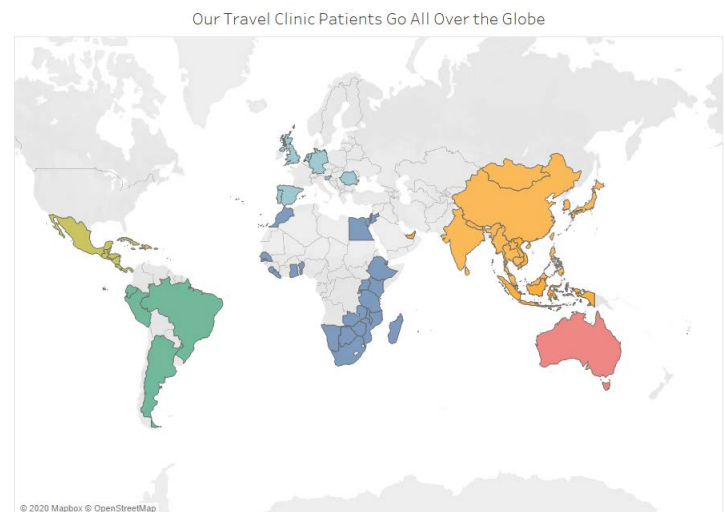


achieved a 66% vaccination rate for 24 month old children with the recommended vaccination schedule. To collaborate and increase the collective impact around improving vaccination rates, RCPHD helped to establish the Rock County Immunization Coalition with key partners and streamlined the immunization reporting process for local daycares.

Travel Vaccines

When traveling to other countries, people can encounter diseases that they aren’t normally exposed to. It is important to receive the

appropriate vaccinations and medications before traveling to prevent contracting communicable disease. It also prevents travelers from bringing communicable disease back to their community. The RCPHD provides travel immunizations and health education at a reasonable cost for community members who are traveling abroad. Many local travelers cannot afford to get travel vaccines and thus travel unprotected. The majority of travelers that we served in 2019 had insurance that did not cover vaccines or had no insurance at all. In 2019, RCPHD staff attended monthly meetings for regional travel health, adapted a clinic schedule to better meet the needs of clients, and incorporated local nursing students into the travel program to help them learn more about the role of public health in action. In addition to providing vaccinations, health and safety information, including education regarding food and water safety to prevent food and water borne communicable disease while traveling, is also provided to



clients through this program.

Better Birth Outcomes

Rock County has racial disparities in birth weights, breastfeeding rates, and infant mortality rates. In efforts to achieve better and more equitable birth outcomes, RCPHD participated in a Learning Lab experience with five other health departments across the US which concluded in 2019. The RCPHD team worked with community partners to transition perinatal services, to avoid duplication of these services, and to ensure these services were provided in an efficient and equitable manner. The Better Birth Outcomes team successfully recruited 339 mothers to complete a Rock County perinatal health survey to determine health needs for mothers and infants in the community. Additionally, the RCPHD team participated in local outreach events to raise awareness and provide education about these issues.

Injury Prevention- Opioids

Due to the increasing severity and magnitude of opioid-related overdose death rates and hospitalization in Rock County, RCPHD continues to participate in and lead initiatives focused on reducing the morbidity and mortality rates due to opioid misuse. In 2019, RCPHD staff continued participating in the Heroin Task Force of Rock County and wrote a press release regarding opioid overdose and misuse that was shared and published widely by our local media partners. The RCPHD received a grant from Wisconsin Division of Public Health Office of Emergency Preparedness. Through that funding, the RCPHD developed an opioid website and data dashboard to improve public and partner awareness of trends,



resources, and other basic information related to the opioid epidemic.

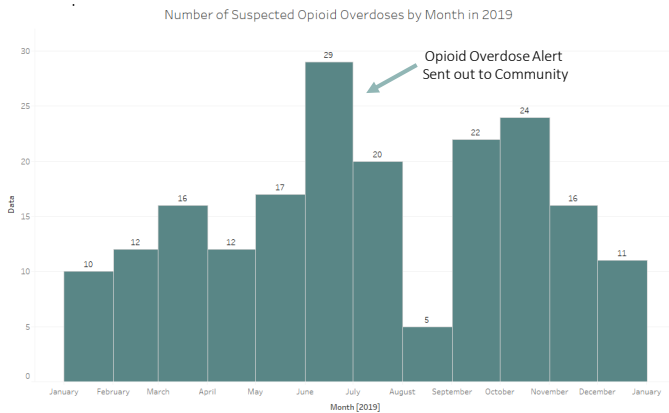
Injury Prevention- Falls

Wisconsin has the highest rate of falls in the country. Reducing morbidity and mortality in the aging population through fall prevention strategies is important in Rock County, as Rock County faces higher rates of falls compared to many other Wisconsin counties. In 2019, RCPHD's fall prevention program led two

workshops for community members, and strengthened our partnerships with local health systems who now promote fall prevention strategies.

Injury Prevention- Vaping

Vaping products have rapidly gained in popularity, especially among youth. In 2019, vaping products resulted in a spike in severe lung injuries nationwide. The RCPHD responded to potential cases of E-cigarette or Vaping Associated Lung Injury and worked to prevent injury and chronic illness associated with vaping and vaping products through education. Through this response, RCPHD expanded its program capacities



to include vaping and related health outcomes. The RCPHD continues to stay up to date on the latest information to best inform the public and community partners on this emerging public health issue.

Licensed Facilities

1 out of 5 students use e-cigarettes/vaping products
2018-2019 Youth Risk Behavior Survey



The RCPHD’s Environmental Health Specialists are responsible for ensuring licensed facilities (i.e. restaurants, pools, hotels, etc.) are a safe and healthy place for customers and employees. In Rock County’s more than 800 licensed facilities, RCPHD aims to reduce the occurrence of illness and injury. In 2019, inspection and violation abatement activities were conducted for all licensed facilities in the

county. There was also significant advancement towards conforming to the Food and Drug Administration standards for regulatory food programs, increasing focus on prevention of foodborne outbreaks. Additionally, RCPHD conducted a baseline Foodborne Illness Risk Factor Study which identified risk factors in need of priority attention. This will be used to drive targeted interventions.

Animal Bites

Rabies is a deadly disease transferred to humans through bites or scratches from infected animals. To reduce the incidence of rabies, RCPHD provides education during follow-up calls to victims of animal bites and promotes the vaccination of pets. In 2019, RCPHD identified one confirmed case of rabies in a bat. In partnership with local law enforcement, veterinarians, and state officials, RCPHD also updated the Animal Bite Order form to increase efficiency and ensure timely response.

Surface Water/Beach

Contaminated water can cause a variety of infections when we swim or play in it. These illnesses are called Recreational Water Illnesses and include gastrointestinal, skin, ear, eye neurologic, and wound infections. The RCPHD continually collects samples from and monitors the quality of recreational waters in Rock County to reduce these infections. With grant funding, water monitoring signs were purchased and installed at all four currently licensed beaches and several recreational lakes, streams, and rivers throughout the county. These signs provide information to the public in order to reduce the incidence of illness related to contamination exposure. Promotion included on the signs directs community members to visit the RCPHD’s website. Consequently, website visits increased in the three months following installation of the signs.

Public Health Emergency Preparedness

Public Health Emergency Preparedness (PHEP) efforts support the goal of preparing for, and responding to events that post a substantial risk to the health of Rock County residents. In 2019, the RCPHD PHEP program developed and finalized the RCPHD Continuity of Operations (COOP) Plan. Additionally, an increased number of Open and Closed Point of Dispensing partnerships were formed. The RCPHD increased capacity for inclusive risk planning, updated its Hazard Vulnerability



Water monitoring signs installed at four licensed beaches

Assessment and internal emergency procedures, and increased vaccine communication with local schools and colleges.

Community Outreach and Collaborations

Throughout 2019, RCPHD hosted and participated in numerous community outreach events and health fairs in order to provide education and resources to community members and partners. There are many organizations and individuals working in Rock County to achieve similar goals around improving the health and wellbeing of their communities. Partnership and outreach provides the ability to create greater impact that reaches more people. Other 2019 activities included increasing outreach capacity by partnering and collaborating with new community partners and expanding social media outreach capacity with a presence on Instagram.

Many of the RCPHD outreach efforts wouldn't be possible without the support from community partners. The following are just a few examples of the RCPHD 2019 collaborations:

Rock County Groundwater Nitrate Work Group:

The Rock County Groundwater Nitrate Work Group is a collaborative team that in 2019 implemented a large-scale nitrogen field demonstration project.

Health Equity Alliance of Rock County (HEAR):

Through RCPHD's participation in HEAR, 2019 was full of educational and outreach efforts directed at achieving better health outcomes, specifically in Health Equity, Behavioral Health, Healthy Weights, and Oral Health.

Friends of Noah- WI:

The RCPHD and Friends of Noah-WI hosted a Rabies Clinic in September 2019, where pet owners could come and received low-cost rabies vaccinations for their dogs and cats. More than 300 pets were vaccinated in the span of a few hours. An educational campaign for children helped to provide information on safe ways to interact with animals to reduce the likelihood of being bitten.

School Health Collaborative:

In 2019, the School Health Collaborative worked extensively to reduce the rate of student chronic absenteeism in Rock County. They also continued work on updating school district Human Growth and Development curriculums to reflect current language and lifestyles, ensuring more inclusivity.



RCPHD staff at a community outreach event

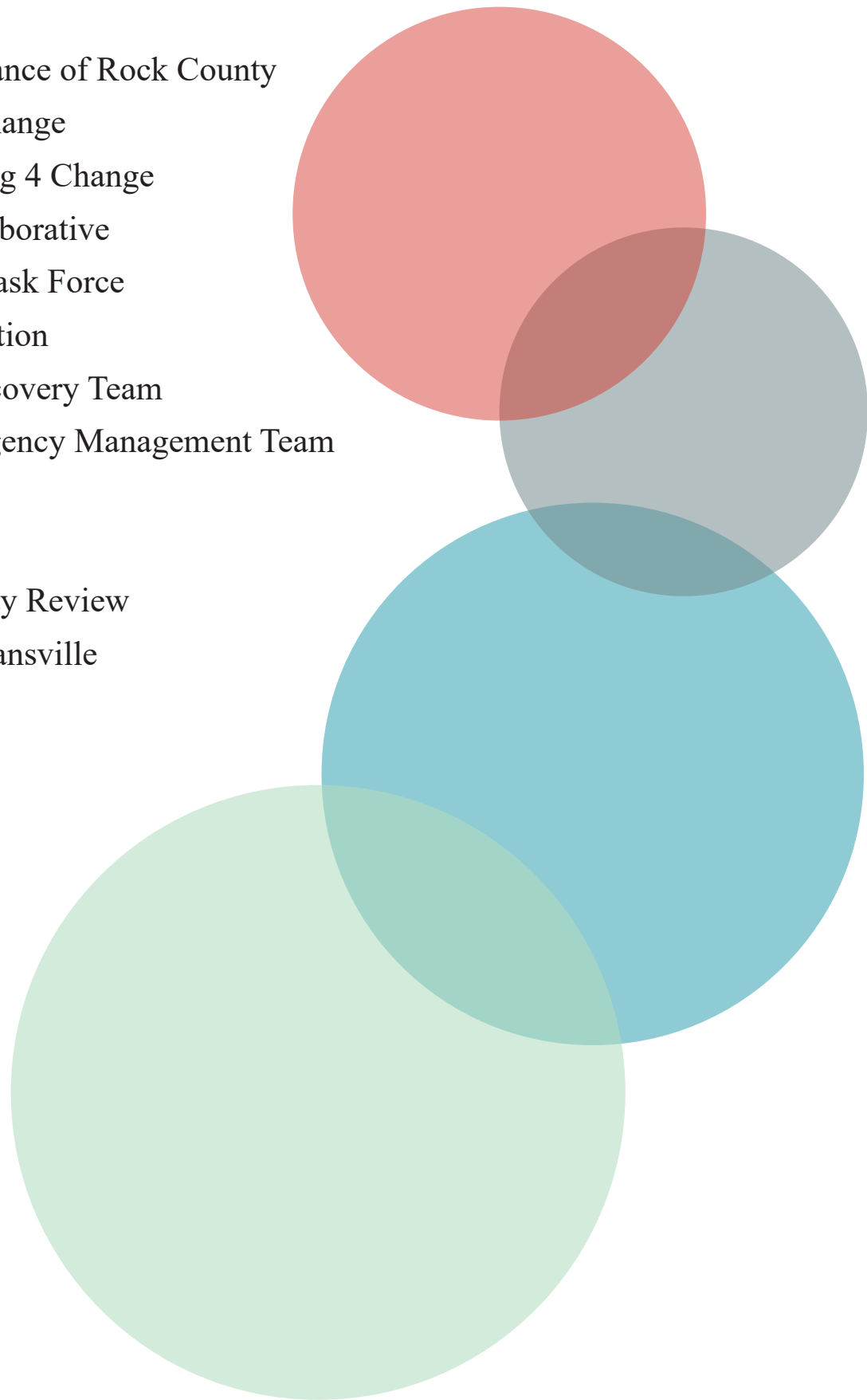
The RCPHD continues to have an active presence in the following community coalitions and work groups:

Rock County Breastfeeding Coalition



2019 Rabies Clinic

Trauma Task Force
COOP/CST
Prenatal-3 Trauma
Healthy Equity Alliance of Rock County
Youth to Youth 4 Change
Janesville Mobilizing 4 Change
School Health Collaborative
Substance Misuse Task Force
Immunization Coalition
VOAD Disaster Recovery Team
Rock County Emergency Management Team
LEPC
Child Death Review
Fetal Infant Mortality Review
Building a Safer Evansville
Rock N Wellness
Nitrate Work Group
SCWIHERC

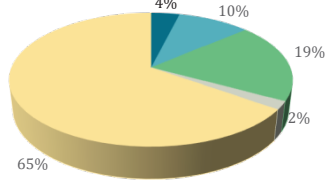


Financial Report

2019 ACTUAL BY FUNDING SOURCE	\$	%
Family and Community Health Fees	\$ 125,704	4%
Family and Community Health Grants & Contracts	\$ 318,358	10%
EH Fees	\$ 624,246	18%
EH Grants & Contracts	\$ 64,521	2%
County Share	\$ 2,111,226	65%
TOTAL	\$ 3,244,055	

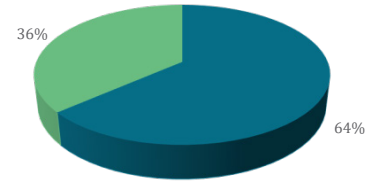
2019 EXPENSES BY PROGRAM	\$	%
Family and Community Health	\$ 2,062,111	64%
Environmental Health	\$ 1,181,944	36%
TOTAL	\$ 3,244,055	

2019 Actual by Funding Source



- Family and Community Health Fees
- Family and Community Health Grants & Contracts
- EH Fees
- EH Grants & Contracts
- County Share

2019 Expenses by Program



- Family and Community Health
- Environmental Health

Budget Summary

	Budget 2019	Actual 2019	DIFFERENCE	% DIFFERENCE
REVENUE	\$1,138,804	\$1,132,829	\$5,975	1%
EXPENSES	\$3,610,822	\$3,244,055	\$366,767	10%
COUNTY SHARE	\$2,472,018	\$2,111,226	\$360,792	15%

Budget to Actual 2019

