



ROCK COUNTY BOARD OF HEALTH
WEDNESDAY, JUNE 24, 2020
6:00 P.M.
CALL: 1-312-626-6799
MEETING ID: 366 937 9659

AGENDA

NOTE: THIS IS A TELECONFERENCE

Join Zoom Meeting

<https://us02web.zoom.us/j/3669379659>

Meeting ID: 366 937 9659

One tap mobile

+13017158592,,3669379659# US (Germantown)

+13126266799,,3669379659# US (Chicago)

Dial by your location

+1 301 715 8592 US (Germantown)

+1 312 626 6799 US (Chicago)

+1 929 205 6099 US (New York)

+1 253 215 8782 US (Tacoma)

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

Meeting ID: 366 937 9659

Find your local number: <https://us02web.zoom.us/j/3669379659>

Join by Skype for Business

<https://us02web.zoom.us/skype/3669379659>

Board Members who are unable to attend the meeting, **please** contact Lou Peer (295-5210) or Jessica Turner (247-1755). Thank you.

The County of Rock will provide reasonable accommodations to people with disabilities. Please contact us at 608-757-5510 or e-mail countyadmin@co.rock.wi.us at least 48 hours prior to a public meeting to discuss any accommodations that may be necessary.



ROCK COUNTY BOARD OF HEALTH
WEDNESDAY, JUNE 24, 2020
6:00 P.M.

JOIN FROM A TELEPHONE:

- ON YOUR PHONE, DIAL THE PHONE NUMBER PROVIDED ABOVE
- ENTER THE MEETING ID NUMBER WHEN PROMPTED, USING YOUR DIAL-PAD.
- PLEASE NOTE THAT LONG-DISTANCE CHARGES MAY APPLY. THIS IS NOT A TOLL-FREE NUMBER.
- BOARD MEMBERS: PLEASE IDENTIFY YOURSELF BY NAME
- PLEASE MUTE YOUR PHONE WHEN YOU ARE NOT SPEAKING TO MINIMIZE BACKGROUND NOISES
- WE ARE NEW AT HOLDING MEETINGS THIS WAY, SO PLEASE BE PATIENT

INSTRUCTIONS FOR THE HEARING IMPAIRED -

HTTPS ://SUPPORT.ZOOM.US/HE/ EN-US/ ARTICLES/2072 7973 6-GETTING-STARTED-WITH-CLOSED-CAPTIONING

1. Call to Order
2. Adopt Agenda
3. Approval of Minutes – (6/3/2020)
4. Citizen Participation
5. New Business
 - A. Administrative Division
 - (1) Health Department Report
 - a. In the News
 - b. Surveillance
 - c. Community Events/Outreach
 - d. Budget
 - e. Personnel
 - B. Resolution: Accepting Additional Public Health Consolidated Contract Grant Funds and Amending the 2020 Rock County Public Health Department Budget
 - C. Resolution: Accepting Public Health Emergency Preparedness COVID19 Funds and Amending the 2020 Rock County Public Health Department Budget
 - D. Resolution: Resolution to Create the Position of Public Health Communications Specialist, Create a Class Description, Establish a Pay Range, and Amend the 2020 Budget
 - E. Resolution: Declaring Racism a Public Health Crisis
 - F. Resolution: Waiver of Rock County Public Health License Renewal Fees for 2020
6. Communications and Announcements
7. Adjournment

Board Members who are unable to attend the meeting, **please** contact Lou Peer (295-5210) or Jessica Turner (247-1755). Thank you.

The County of Rock will provide reasonable accommodations to people with disabilities. Please contact us at 608-757-5510 or e-mail countyadmin@co.rock.wi.us at least 48 hours prior to a public meeting to discuss any accommodations that may be necessary.



MINUTES OF BOARD OF HEALTH MEETING

June 3, 2020

Call to Order: Meeting was called to order by Chair Peer at 6:00 p.m.

Board of Health Members Present: Chair Peer, Supervisor Rynes, Supervisor Williams, Supervisor Wilde, Dr. Meyers, Dr. Winter, Mr. Gresens, and Ms. Kolste.

Board of Health Members Absent: Dr. Somaraju.

Staff Members Present: Marie-Noel Sandoval – Health Officer; Michelle Bailey – Assistant Director; Rick Wietersen – Environmental Health Director; Matt Wesson – Environmental Health Supervisor; Kelsey Cordova – Community Health Education Coordinator; Alison Chouinard – Health Educator and Emergency Preparedness Coordinator; Jessica Turner – Administrative Services Supervisor; Randy Terronez – Assistant to County Administrator; Marilyn Bondehagen – Office Coordinator for County Administrator; and Terri Carlson – Risk Manager.

Others Present: Supervisor Purviance

Adopt Agenda

Dr. Winter made a motion to adopt the agenda. Mr. Gresens seconded the motion. MOTION APPROVED.

Approval of Minutes – 5/6/2020

Supervisor Rynes made a motion to approve the minutes of the 5/6/2020 Board of Health meeting. Supervisor Wilde seconded the motion. MOTION APPROVED.

Citizen Participation

None at this time.

New Business

Administrative Division

Election of Vice Chair

Supervisor Rynes made a motion to nominate Dr. Winter for vice chair. Ms. Kolste seconded the motion. No other nominations. MOTION APPROVED.

Set Meeting Day and Time

Supervisor Williams made a motion to keep the meeting on the first Wednesday at 6:00 pm. Supervisor Rynes seconded the motion. MOTION APPROVED.

Dr. Winter asked for an introduction of new Board members. Supervisor Wilde and Supervisor Williams introduced themselves.

Review of Payments

The Board reviewed the Health Department's May payments in the amount of \$190.59.

Transfer of Funds over \$5,000

None at this time.

Health Department Report

In the News

Ms. Sandoval extended a welcome to new board members. She gave a recap of COVID-19-related events since the last meeting. The Wisconsin Stay at Home order was overturned on May 13th and Rock County promptly implemented a Stay at Home order to buy time for additional planning. That order terminated on May 24th and replaced with metrics and guidance to meet to move forward. According to Ms. Sandoval, Rock County is now in a harm reduction phase. Ms. Sandoval provided the Board with the current COVID-19 statistics.

Mr. Wietersen reported that the Environmental Health Specialists have stepped up to help the nurses with contact tracing. He also told the Board that he has been meeting weekly with school superintendents to provide guidance for the summer and the upcoming school year.

Ms. Bailey told the Board that Rock County is utilizing the State contact tracing staff as well as the Rock County Public Health Department nurses, environmental, and support staff, redeployed County staff members, and nurses from the community to conduct contact tracing. She reported that there have been challenges with the State's software. She said it is not user friendly and is more labor intensive than it needs to be. She has been providing constructive feedback to the State in an effort to improve the system. Ms. Bailey said that more contact tracers are needed to keep up with the amount of testing, so a contact tracing position has been posted and interviews will take place next week. Ms. Bailey also added that an offer has been made for the Public Health Supervisor position.

Ms. Sandoval added that the Public Health Department Staff still has normal duties in addition to the current COVID-19 response.

Surveillance

Nothing to report.

Community Events/Outreach

Nothing to report.

Budget

Ms. Sandoval reported that the 2021 budget process will still take place on schedule with regular deadlines. According to Ms. Sandoval, this year’s process will be more challenging for Public Health because it is usually based on the current year’s spending. Ms. Sandoval stated that she plans to base it on last year’s budget. Ms. Sandoval also announced that there are three COVID-19 funding opportunities from the State. She will be evaluating the parameters and commitments.

Personnel

Ms. Bailey reported on personnel above.

Resolution: Accepting Public Health Emergency Preparedness Funds and Amending the 2020 Rock County Public Health Department Budget

NOW, THEREFORE BE IT RESOLVED that the Rock County Board of Supervisors duly assembled on this _____ day of _____, 2020 does hereby authorize the Rock County Public Health Department to accept these additional grant funds in the amount of \$9,250, and amend the 2020 Rock County Public Health Department Budget as follows:

<u>Account/Description</u>	<u>Budget</u> <u>1/1/20</u>	<u>Increase</u> <u>(Decrease)</u>	<u>Amended</u> <u>Budget</u>
<u>Source of Funds</u>			
31-3026-0000 -42100 Federal Aid	\$95,007	\$9,250	\$104,257
<u>Use of Funds</u>			
31-3026-0000 -64200 Training	\$ - 0 -	\$9,250	\$ 9,250

Ms. Kolste made a motion to accept the resolution. Supervisor Wilde seconded the motion. MOTION APPROVED.

Ms. Sandoval briefly explained that the funding is Emergency Preparedness scholarships to attend conferences. Some conferences were scheduled for the spring so there will be an extension for the use of funds.

Rock County Reopening Phased Plan

Ms. Sandoval asked for questions about the Rock County Reopening phased plan. Supervisor Rynes asked if it is within the power of the Board or Public Health to mandate face masks for essential businesses. Ms. Sandoval said she would pose that question to Corporation Counsel. She added that individual business owners can mandate this within their businesses.

Ms. Kolste asked if the rate of cases in Rock County is comparable to the state rate. Ms. Sandoval explained that there are a lot more tests being conducted. She said that Rock County is not seeing as many positives percentage-wise. Ms. Kolste asked if there is on-demand testing in Rock County. Ms. Sandoval responded that there is mass testing being done. She added that providers are prioritizing the symptomatic patients because there are still issues with supply shortages. Ms. Bailey added that there is an advisory team of Health Officers to give advice to the Department of Public Health regarding ongoing mass testing in communities. She said there is a shortage of test collection and reagent supplies. She said the State is encouraging communities to prioritize testing based on need and areas of concern.

Supervisor Wilde asked Ms. Bailey to talk more about the slow system for contact tracing. Ms. Bailey explained in more detail the state surveillance database and its drawbacks.

Supervisor Wilde asked about tests for asymptomatic people. Ms. Bailey responded that at some points we have enough tests for asymptomatic people, but providers are struggling to get enough supplies. She said that the State lab has supplies available but only to test certain criteria. She also told the Board that asymptomatic people may be targeted for testing in certain circumstances like long term care facilities.

Supervisor Wilde also asked if contact tracing is done in person or over the phone. Ms. Sandoval replied that this is conducted over the phone.

The Board also discussed some misconceptions surrounding testing and some of the causes for hesitation to get tested.

Communications and Announcements

Chair Peer announced that Information Technology is conducting an orientation for County Supervisors tomorrow at 6:00.

Dr. Winter offered to answer any questions that the new board members may have. Ms. Sandoval said she plans on conducting a new member orientation in the near future that will include an overview of public health and duties of the Board. Chair Peer requested a presentation about the roles and power of the Board of Health.

Supervisor Williams asked if there are any non-COVID-19 concerns in Rock County that are not being focused on, but might be spiking, because of the coronavirus pandemic. Ms. Sandoval stated that other communicable diseases are still being reported and followed up on. Supervisor Williams asked specifically about STI/STD rates in senior and teen populations. She wanted to know if that has changed since people have been staying at home. Ms. Bailey responded that less people are accessing healthcare because of COVID-19 concerns. She is expecting numbers to increase again once people start to see providers again.

Adjournment

Mr. Gresens made a motion to adjourn the meeting. Dr. Winter seconded the motion. MOTION APPROVED. Meeting adjourned at 7:10 p.m.

Respectfully Submitted,

Jessica Turner, Recorder
Not Official Until Approved by the Board of Health

**RESOLUTION
ROCK COUNTY BOARD OF SUPERVISORS**

Board of Health
INITIATED BY



Marie-Noel Sandoval
DRAFTED BY

Board of Health
SUBMITTED BY

June 8, 2020
DATE DRAFTED

**Accepting Additional Public Health Consolidated Contract Grant Funds and
Amending the 2020 Rock County Public Health Department Budget**

1 **WHEREAS**, the Coronavirus Aid, Relief, and Economic Security Act or the CARES Act of 2020, the
2 Epidemiology and Laboratory Capacity for Infectious Diseases (ELC) program has awarded funds to
3 Wisconsin for COVID-19 response activities; and,
4

5 **WHEREAS**, the intention of this funding is to rapidly establish and monitor key activities related to
6 COVID-19 in the areas of epidemiology, laboratory, and informatics; and,
7

8 **WHEREAS**, monitoring the indicators associated with these activities are intended to assist State, local,
9 and territorial governments in making data-driven policy decisions regarding testing, mitigation, and
10 prevention efforts; and,
11

12 **WHEREAS**, the Rock County Public Health Department will utilize the funding to enhance ability to
13 identify cases, conduct contact tracing and follow up and implement recommended containment
14 measures. Along with improving morbidity and mortality surveillance, enhance reporting capacity, work
15 with healthcare systems to manage and monitor system capacity and work to improve understanding of
16 jurisdictional communities with respect to COVID-19 risk.
17

18 **NOW, THEREFORE, BE IT RESOLVED** that the Rock County Board of Supervisors duly assembled
19 this _____ day of _____, 2020 does hereby authorize the Rock County Public Health
20 Department to accept this funding in the amount of \$1,671,484 and amend the 2020 Rock County Public
21 Health Department Budget as follows:

<u>Account/Description</u>	<u>Budget</u> <u>1/1/20</u>	<u>Increase</u> <u>(Decrease)</u>	<u>Amended</u> <u>Budget</u>
<u>Source of Funds</u>			
31-3205-0000-42100 Federal Aid	\$-0-	\$38,400	\$38,400
31-3201-0000-42100 Federal Aid	\$-0-	\$225,500	\$225,500
31-3202-0000-42100 Federal Aid	\$-0-	\$30,000	\$30,000
31-3203-0000-42100 Federal Aid	\$-0-	\$1,377,584	\$1,377,584
<u>Use of Funds</u>			
31-3205-0000-63110 Administration Expense	\$-0-	\$38,400	\$38,400
31-3201-0000-63110 Administration Expense	\$-0-	\$225,500	\$225,500
31-3202-0000-63110 Administration Expense	\$-0-	\$30,000	\$30,000
31-3203-0000-63110 Administration Expense	\$-0-	\$1,377,584	\$1,377,584

Accepting Additional Public Health Consolidated Contract Grant Funds and Amending the 2020 Rock County Public Health Department Budget
Page 2

Respectfully submitted,

Board of Health

Supervisor Louis Peer, Chair

Supervisor Doug Wilde

Dr. Connie Winter, DDS, Vice Chair

Supervisor Danette Rynes

Dr. Kaitlyn Meyers, DVM, MPH

Debra Kolste

Dr. Vijaya Somaraju, MD, MPH, FACP

Supervisor Shirley Williams

Eric Gresens, R.PH

FINANCE COMMITTEE ENDORSEMENT:
Reviewed and approved on a vote of _____

Mary Mawhinney, Chair

FISCAL NOTE:

This resolution accepts and authorizes \$1,671,484 in federal CARES funding for COVID response expenditures.

/s/ Sherry Oja

Sherry Oja
Finance Director

LEGAL NOTE:

The County Board is authorized to accept grant funds pursuant to sec. 59.52(19), Wis. Stats. As an amendment to the adopted 2020 County Budget, this Resolution requires a 2/3 vote of the entire membership of the County Board pursuant to sec. 65.90(5)(a), Wis. Stats.

s/ Richard Greenlee

Richard Greenlee
Corporation Counsel

ADMINISTRATIVE NOTE:

Recommended.

/s/Josh Smith

Josh Smith
County Administrator

Executive Summary

The State of Wisconsin is providing additional funding through the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) to enhance local COVID-19 activities. This funding is to be used in the areas of planning, local testing coordination, and contact tracing. The specific activities to be completed include updating existing Public Health Preparedness Pandemic Plans for the current pandemic, working with local stakeholders to ensure that adequate testing is being done and access to testing is available for those who need it, and conducting disease investigation, contact tracing, and monitoring.

RESOLUTION

ROCK COUNTY BOARD OF SUPERVISORS

Board of Health
INITIATED BY



Marie-Noel Sandoval
DRAFTED BY

Board of Health
SUBMITTED BY

May 27, 2020
DATE DRAFTED

Accepting Public Health Emergency Preparedness COVID19 Funds and Amending the 2020 Rock County Public Health Department Budget

1 **WHEREAS**, the Office of Preparedness and Emergency Health Care (OPEHC), is providing CDC
2 COVID-19 funding to support Local Public Health Agency activities that align with any prioritized
3 COVID-19 activities; and,
4

5 **WHEREAS**, Rock County Public Health Department may use discretion to allocate this funding to address
6 its highest priority response needs which may include Incident Management for Early Crisis Response,
7 Jurisdictional Recovery, Information Management, Countermeasures and Mitigation, Surge Management,
8 and Biosurveillance; and,
9

10 **WHEREAS**, additional funds of \$95,382 were made available through a contract increase to our 2020
11 DPH PHEP COVID19 contract; and,
12

13 **WHEREAS**, this is additional funding to a twelve month grant beginning April 1, 2020 and ending
14 March 31, 2021.
15

16 **NOW, THEREFORE BE IT RESOLVED** that the Rock County Board of Supervisors duly
17 assembled on this _____ day of _____, 2020 does hereby authorize the Rock
18 County Public Health Department to accept these additional grant funds in the amount of \$95,382, and
19 amend the 2020 Rock County Public Health Department Budget as follows:
20

<u>Account/Description</u>	<u>Budget</u>	<u>Increase</u>	<u>Amended</u>
<u>Source of Funds</u>	<u>1/1/20</u>	<u>(Decrease)</u>	<u>Budget</u>
31-3204-0000-42100			
Federal Aid	\$ - 0 -	\$95,382	\$95,382
<u>Use of Funds</u>			
31-3204-0000-63110			
Administration Expense	\$ - 0 -	\$95,382	\$95,382

Respectfully submitted,

Board of Health

Supervisor Louis Peer, Chair

Supervisor Doug Wilde

Dr. Connie Winter, DDS, Vice Chair

Supervisor Danette Rynes

Dr. Kaitlyn Meyers, DVM, MPH

Debra Kolste

Dr. Vijaya Somaraju, MD, MPH, FACP

Supervisor Shirley Williams

Eric Gresens, R.PH

FINANCE COMMITTEE ENDORSEMENT:

Reviewed and approved on a vote of _____

Mary Mawhinney, Chair

FISCAL NOTE:

This resolution accepts and authorizes \$95,382 in federal CDC funds for COVID response expenditures.

/s/ Sherry Oja

Sherry Oja
Finance Director

LEGAL NOTE:

The County Board is authorized to accept grant funds pursuant to sec. 59.52(19), Wis. Stats. As an amendment to the adopted 2020 County Budget, this Resolution requires a 2/3 vote of the entire membership of the County Board pursuant to sec. 65.90(5)(a), Wis. Stats.

s/ Richard Greenlee

Richard Greenlee
Corporation Counsel

ADMINISTRATIVE NOTE:

Recommended.

/s/ Josh Smith

Josh Smith
County Administrator

Executive Summary

The Office of Preparedness and Emergency Health Care (OPEHC), is providing CDC COVID-19 funding to support local activities in any of the following priority areas: Incident Management for Early Crisis Response, Jurisdictional Recovery, Information Management, Countermeasures and Mitigation, Surge Management, and Biosurveillance. This funding can be used to address highest priority response needs in the identified priority areas.

RESOLUTION: 20-6B-030

AGENDA: 12.A.1.(1)

Board of Health
INITIATED BY



Marie-Noel Sandoval, Health Officer
DRAFTED BY

County Board Staff Committee
SUBMITTED BY

6/16/2020
DATE DRAFTED

CREATE THE POSITION OF PUBLIC HEALTH COMMUNICATIONS SPECIALIST, CREATE A CLASS DESCRIPTION, ESTABLISH A PAY RANGE, AND AMEND THE 2020 BUDGET

- 1 **WHEREAS**, the COVID-19 pandemic has shown that promoting health and protecting the public
- 2 requires both sound science and effective public health communication; and,
- 3
- 4 **WHEREAS**, public health communication plays a key role in the health and well-being of Rock
- 5 County's population; and,
- 6
- 7 **WHEREAS**, the reach and impact of public health communication has never been greater; and,
- 8
- 9 **WHEREAS**, over the past 3 months, the task of providing continuous, timely, and accurate public health
- 10 information to our partners, the public, and the media has fallen on the shoulders of public health staff
- 11 who have other job responsibilities; and,
- 12
- 13 **WHEREAS**, these public health staff need to get back to conducting their regular duties and no longer
- 14 have capacity to continue fulfilling both roles; and,
- 15
- 16 **WHEREAS**, the Rock County Public Health Department requests that a 1.0 FTE Public Health
- 17 Communications Specialist position be created; and,
- 18
- 19 **WHEREAS**, this position will be grant funded for a minimum of 12 months; and,
- 20
- 21 **WHEREAS**, this will allow us the capacity to develop, coordinate, and disseminate timely information,
- 22 alerts, warnings, notifications to community partners and the public; and,
- 23
- 24 **WHEREAS**, this will allow us the capacity to develop new systems or utilize existing systems to rapidly
- 25 report public health data; and,
- 26
- 27 **WHEREAS**, this will ensure platforms are in place for pushing out messages and information regarding
- 28 risk of disease transmission and protective measures; and,
- 29
- 30 **WHEREAS**, this will enable us to monitor local news stories and social media postings to determine if
- 31 information is accurate, identify messaging gaps, and make adjustments to communications as needed;
- 32 and,
- 33
- 34 **WHEREAS**, this will allow us to have a dedicated Public Information Officer (PIO) to communicate
- 35 directly with the media; and,
- 36
- 37 **WHEREAS**, this will also align with strategic planning goals and objectives and enable the Rock County
- 38 Public Health Department to effectively conduct information sharing with community partners and the
- 39 public; and,
- 40
- 41 **WHEREAS**, by promoting these initiatives, the Rock County Public Health Department can improve the
- 42 level of health knowledge and health behaviors of the community, thereby improving the health status of
- 43 Rock County residents, thereby making Rock County a healthier place in which to live, play, work, and
- 44 learn; and,
- 45
- 46 **WHEREAS**, it is fair, just, and timely to create this very much needed and important public health
- 47 position.
- 48

49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71

NOW, THEREFORE, BE IT RESOLVED that the Rock County Board of Supervisors duly assembled this _____ day of _____, 2020 moves to create the position of a 1.0 Public Health Communications Specialist, create the class description, and establish Pay Range 19 (\$55,311.12 - \$67,150.08) effective June 25, 2020.

BE IT FURTHER RESOLVED, that the 2020 Rock County Public Health Department budget be amended as follows:

<u>Account/Description</u>	<u>Budget</u>	<u>Increase</u>	<u>Amended</u>
<u>Source of Funds</u>	<u>1/1/20</u>	<u>(Decrease)</u>	<u>Budget</u>
31-3000-0000-68000			
Federal Aid	\$ 319,760	\$ 84,075	\$404,035
<u>Use of Funds</u>			
31-3000-61100 Wages	\$ 2,068,069	\$58,088	\$2,126,157
31-3000-61400 FICA	\$ 159,531	\$ 4,444	\$ 163,975
31-3000-61510 Retirement	\$ 138,710	\$ 3,921	\$ 142,631
31-3000-61610 Health Insurance	\$ 686,266	\$16,975	\$ 703,241
31-3000-61620 Dental	\$ 19,639	\$ 647	\$ 20,286

Respectfully submitted,

BOARD OF HEALTH

Lou Peer, Chair

Connie Winter, DDS, Vice Chair

Doug Wilde

Shirley Williams

Danette Rynes

Dr. Kaitlyn Meyers, DVM, MPH

Dr. Vijaya Somaraju, MD, MPH, FACP

Debra Kolste

Eric Gresens, R.Ph

FINANCE COMMITTEE ENDORSEMENT:
Reviewed and Approved on a vote of _____

Mary Mawhinney, Chair

COUNTY BOARD STAFF COMMITTEE

Kara Purviance, Chair

Rich Bostwick, Vice Chair

Tom Brien

Kevin Leavy

Louis Peer

J. Russell Podzilni

Alan Sweeney

Jeremy Zajac

Bob Yeomans

TO CREATE THE POSITION OF PUBLIC HEALTH COMMUNICATIONS SPECIALIST
Page 4

FISCAL NOTE:

This resolution authorizes the creation of a grant funded position. No County matching funds are required.

/s/Sherry Oja

Sherry Oja
Finance Director

LEGAL NOTE:

The County Board is authorized to take this action pursuant to § 59.22(2), Wis. Stats.

s/ Richard Greenlee

Richard Greenlee
Corporate Counsel

ADMINISTRATIVE NOTE:

Recommended.

/s/Josh Smith

Josh Smith
County Administrator

Executive Summary

Years from now, we may remember 2020 as not only one of the most traumatic periods in our country's history, but also when public health became visible throughout society. As the country grapples with fears of COVID-19, the American public is learning that the health and security of our nation depend heavily on a robust public health system. An additional revelation from this turbulent time is the critical role of strategic, timely, and effective communication in public health. Both science and communication are essential to promoting and protecting the health of the public. The discipline of communication has until recently operated at the periphery of public health. Perceived as more skill than science, communication has been equated only with dissemination of findings and it was assumed that public health information could "speak for itself." The COVID-19 situation has shown that promoting health and protecting the public requires both sound science and effective public health communication.

Public Health communications specialists create and disseminate messages that help both individuals and groups understand health and illness. They are charged with representing an organization as its public face. Communications specialists build relationships with the media and the public. They are mediators in the world of communications and media and play a big role in shaping how the public hears and speaks about health issues. The reach and impact of public health communication has never been greater. Over the coming months and years, public health will be changed and improved to its very core and the discipline of public health communication will continue to grow, develop, and play a major role in public health.

Public health communication plays a key role in the health and well-being of Rock County's population. The Rock County Public Health Department has advocated for the creation of such a position over the past several years. Due to budget and other constraints, this role has not been fulfilled. Over the past 3 months, the task of providing continuous, timely, and accurate public health information to our partners, the public and the media has fallen on the shoulders of public health staff who have other job responsibilities. During this very turbulent time, the staff have stepped up and filled that communication need. Our current staff do not have the capacity to continue fulfilling both roles. It is fair, just, and timely to create this very much needed and important public health position. We have identified grant monies to fund this position for a minimum of 12 months and will continue to seek grant funding until this position can be incorporated into the annual budget.

We intend to utilize funds from the PHEP-COVID-19 grant 31-3204-0000 and the PHEP grant 31-3026-0000 to fund salary and benefits for a full time Public Health Communications Specialist position for 12 months at a cost of \$84,075. We are proposing a minimum appointment of 12 months for this position to enable us to successfully recruit for this position. The Public Health communications Specialist position will be placed in Range 19 of the Unilateral Pay Grid.

POSITION DESCRIPTION	1. Position Control #	2. Department, Division and Unit (if applicable) Public Health
3. Name of Employee	4. Unit, Work Address	
5. Classification Title of Position Public Health Communications Specialist	7. Name and Class of Former Incumbent	
6. Class Title Option (to be filled out by Human Resources)	na	
8. Department Working Title of Position	9. Name and Class of Employees Performing Similar Duties na	
10. Name and Class of First-Line Supervisor Kelsey Cordova, CHEC	11. From Approximately What Date Has The Employee Performed the Work Described Below? new	
12. Does This Position Supervise Subordinate Employees in Permanent Positions? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
<p>13. Position Summary - Please Describe Below the Major Goals of This Position</p> <p>The Public Health Communications Specialist performs activities within the framework of the Rock County Public Health Department's provision of the core functions and ten essential services of public health to create and maintain conditions that promote health, improve health outcomes, reduce disparities and foster health equity for populations. The focus of the agency is on promoting environmental, system and policy changes, and population-based interventions which:</p> <ul style="list-style-type: none"> -focus on entire populations possessing similar characteristics, -are guided by an assessment of the population health status, -consider the broad determinants of health, and -consider all levels of prevention, with an emphasis on primary prevention. <p>The Public Health Communication Specialist promotes public health communications related to the foundational areas of communicable disease prevention and control, environmental health, injury and premature death prevention, maternal and child health, and access/linkage to clinical care. In addition, the Comm Specialist will be expected to develop their personal knowledge, skills and abilities related to the foundational capabilities; assessment/surveillance, emergency preparedness and response, policy development and support, communications, community partnership development, organizational administrative competencies, and accountability/performance management.</p> <p>Work also includes the formulation, review and revision of policies and procedures relating to communications and compliance with local public health statutes and administrative rules.</p> <p>Additionally, their work should strive to meet or be in alignment with "National PH Performance Standards":</p> <p>Standard 3.1: Provide Health Education and Health Promotion Policies, Programs, Processes, and Interventions to Support Prevention and Wellness</p> <p>Standard 3.2: Provide Information on Public Health Issues and Public Health Functions Through Multiple Methods to a Variety of Audiences</p> <p>This position is responsible for creating, maintaining and executing comprehensive communications & marketing strategies that advance the Rock County Public Health Department's community visibility. Strategies includes: media relationships, social media, and direct relationships with community partners, advocates and residents, and marketing initiatives development, including graphic design content. This position supports staff and department programs to enhance efforts of health promotion and disease prevention. This position will also represent the department as Public Information Officer (PIO) as requested in public health crisis, emergency response, or routine programming and creates messaging and plans for such events.</p>		

14. Describe the Goals and Worker Activities of this Position

- Goals: Describe the major achievements, outputs or results of this position. Prioritize and list them in descending order of importance (A, B, C, D, etc.) Estimate the percentage of time spent on each goal.
- Worker Activities: Under each goal, list the worker activities performed to meet that goal (1., 2., 3., etc.)

Time %	Priority	Goals / Worker Activities
60%	A	<p>Develops, maintains and updates communications content of the public health department, not limited to: program promotional materials, websites, social media accounts, online messaging and presence, intranet and file tree.</p> <ol style="list-style-type: none"> 1. Builds relationships with local media, community agencies and members who are committed to improving the health of the community; serves as a member and possible facilitator of local collaborative groups; participates as a member of local and state public health committees. 2. Use of the internet and other forms of mass media to educate the public about various health issues to encourage civic participation and feedback on policy. 3. Presents public health information to local, state, and national public health officials and groups; communicates public health stories to the media as assigned. 4. Collects, analyzes, summarizes, and develops written reports and visual presentations of health data and trends relevant to RCHD. Contributes to the development and preparation of proposals for funding from external sources for health promotion and disease prevention initiatives and programs.
35%	B	<p>Coordinates with staff on the marketing and communications aspects of department planning and project development to promote community participation and feedback. Work closely with leadership to refine messages and presentations.</p> <ol style="list-style-type: none"> 1. Develop and implement marketing plan to promote public health 2. Coordinates a consistent organizational brand for all communication materials. Train RCHD staff on brand standards and make templates available for department consistency. 3. Coordinates in service training and continuing education for departmental staff; coordinates student experiences within the department. 3. Confer with staff regarding pamphlets, posters, and other educational materials. 4. Develop and/or modify existing media presentations.
	C	<p>Monitors the media for issues relevant to health department activity, concern or influence and develops a plan of reaction.</p> <ol style="list-style-type: none"> 1. Issues press releases about emergencies or about crisis related issues within the community. 2. Participates in public health emergency response training and drills and serves as a

Time %	Priority	Goals / Worker Activities
		reserve Public Information Officer (PIO) in cases of need for Rock County.
5%	D	Perform related work as required. <ol style="list-style-type: none"> 1. Participates in improving agency performance, processes, programs, and interventions through continuous quality improvement. 2. Reports to work as called in 24/7 in a public health crisis or emergency and performs public health emergency response duties as assigned and consistent with training provided. 3. Assumes responsibility for own professional growth and development by pursuing education, participating in professional committees and workgroups and contributing to a work environment where continual improvements in practice are pursued. 4. Performs other duties as assigned.

15. Knowledge, Skills and Abilities (KSAs)

4. KNOWLEDGE, SKILLS, AND ABILITIES:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Strong understanding of targeted, culturally appropriate information to help individuals and groups understand health promotion and disease prevention information, policies, regulations, and local code.
2. Strong understanding of marketing theory, social media tools and optimizing exposure.
3. Website management experience, including basic knowledge of html code and content management systems highly preferred.
4. Possess strong writing skills with understanding of content strategy. Strong understanding of scientific/technical information.
5. Translate scientific content into information for the public through talking points and/or FAQs.
6. Demonstrate a high level of creativity and be able to adjust tactics to achieve desired results.
7. Knowledge of community health assessment and planning models, methods, tools, and techniques.
8. Knowledge of authorship and publication policies and requirements.
9. Knowledge of teaching methods and techniques for presenting material and engaging a wide variety of audiences in learning experiences including but not limited to group process and facilitation; print and electronic educational materials; and formal presentations using a wide range of audio visual equipment.
10. Knowledge of: population health, public health programs and functions, basic biology and microbiology, basic chemistry, behavioral change, civics, advocacy, and public policy.
11. Demonstrates ability to effectively present data to address scientific, political, ethical, and social public health issues.
12. Advanced computer skills: demonstrates ability to use office software, graphic design software (Photoshop, Illustrator, etc.), social media software, and internet searches.

13. Ability to research new communication tools and advise RCHD staff on best practices.
14. Ability to work independently in a variety of situations; work on several major projects simultaneously and under pressure to meet deadlines; follow through on tasks with minimal supervision.
15. Knowledge of public health theory, human psychology, social sciences, behavior change theory, social marketing theory, and principals of health education
16. Ability to apply time-management skills, exercise independent judgment, and prioritize workload.
17. Ability to accommodate flexible scheduling to address program needs.
18. Ability to effectively collaborate with community partners, co-workers, and representatives of other government agencies.
19. Knowledge and ability to coordinate and facilitate community meetings.
20. Possess a strong interest in improving human health, especially interested in working with diverse populations and broad categories of health concerns
21. Ability to work under limited supervision.

16. Job Requirements

EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's Degree in Communications, Journalism, Health Education or closely related field from an accredited college or university, plus two years professional work experience within a public health setting, OR equivalent combination of closely related education and experience that provides equivalent knowledge, skill, and abilities. Masters in Public Health (MPH) a plus.
- Valid driver's license
- Motor vehicle in working order
- Bi-lingual (Spanish) preferred.

17. Essential Job Functions (physical elements, equipment use and working conditions)

The demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this job.

- Work involves walking, sitting, standing, bending, twisting, turning, carrying, pushing, pulling, grasping, reaching, and driving.
- Lifting and carrying up to 25 pounds is not uncommon.
- Work related to public health emergencies may require availability 24 hours a day, seven days a week.
- Work hours may include some evenings and/or weekends to accommodate community events.
- Working conditions may vary in relation to heat, cold, fatigue, etc.
- Maintain prompt and regular attendance.

18. Supervisory Section - To Be Completed By the First-Line Supervisor of this Position

- a. The supervision, direction and review of the work of this position by the supervisor is close general minimal
- b. The statements and time estimates above and on attachments accurately describe the work assigned to the positions.

Signature of First-Line Supervisor _____ Date _____

19. Employee Section - To Be Completed By the Incumbent of this Position

I have read and understand that the statements and time estimates above and on attachments are a description of the functions assigned my position. (Please initial and date attachments.)

Signature of Employee _____ Date _____

20. Signature of Human Resources Manager _____ Date _____

21. Distribute Copies of Signed Form to:

- Human Resources Personnel File Employee Department File

**RESOLUTION
ROCK COUNTY BOARD OF SUPERVISORS**

Supervisor Kara Purviance
INITIATED BY



Marie-Noel Sandoval
DRAFTED BY

Board of Health
SUBMITTED BY

June 16, 2020
DATE DRAFTED

Declaring Racism a Public Health Crisis

1 **WHEREAS**, race is a social construction with no biologic basis¹; and
2
3 **WHEREAS**, racism is a social system with multiple dimensions: individual racism is internalized or
4 interpersonal; and systemic racism is institutional or structural, and is a system of structuring opportunity
5 and assigning value based on the social interpretation of how one looks, that unfairly disadvantages some
6 individuals and communities, unfairly advantages other individuals and communities, and saps the
7 strength of the whole society through the waste of human resources^{2,3}; and
8
9 **WHEREAS**, racism causes persistent racial discrimination in housing, education, employment and
10 criminal justice; and an emerging body of research demonstrates that racism is a social determinant of
11 health^{1,4}; and
12
13 **WHEREAS**, more than 100 studies have linked racism to worse health outcomes⁵; and
14
15 **WHEREAS**, in Wisconsin, the highest excess death rates exist for African American and Native
16 Americans, at every stage in the life course^{6,7}, and our infant mortality rate for infants of non-Hispanic
17 black women is the highest in the nation⁸; and
18
19 **WHEREAS**, in Rock County, several health behaviors and outcomes are worse for African Americans
20 including infant mortality, breastfeeding rates, premature death rates, and children living in poverty; and,
21
22 **WHEREAS**, the American Public Health Association (APHA) launched a National Campaign Against
23 Racism³; and
24
25 **WHEREAS**, Healthiest Wisconsin 2020 states that, “Wisconsin must address persistent disparities in
26 health outcomes, and the social, economic, educational and environmental inequities that contribute to
27 them”⁹; and
28
29 **WHEREAS**, public health’s responsibilities to address racism include reshaping our discourse and
30 agenda so that we all actively engage in racial justice work; and
31
32 **WHEREAS**, while there is no epidemiologic definition of “crisis”, the health impact of racism clearly
33 rises to the definition proposed by Galea: “The problem must affect large numbers of people, it must
34 threaten health over the long-term, and it must require the adoption of largescale solutions”.¹⁰
35
36 **NOW, THEREFORE, BE IT RESOLVED** that the Rock County Board of Supervisors duly assembled
37 this _____ day of _____, 2020 asserts that racism is a public health crisis affecting our
38 entire society.
39
40 **BE IT FURTHER RESOLVED** that the Rock County Board of Supervisors advocates for policies
41 that improve health in communities of color, eliminate health and opportunity gaps along racial lines,
42 and increase the success of all groups by distributing resources justly across all communities.
43
44 **BE IT FURTHER RESOLVED** that the Rock County Board of Supervisors will support local, state,
45 and federal initiatives that advance social justice.
46

47 **BE IT FURTHER RESOLVED** that the Rock County Board of Supervisors encourages individual
48 advocacy to dismantle systemic racism and recognizes that every Rock County employee is responsible
49 for creating and maintaining a culture in which employees respect the diverse values, beliefs, and
50 behaviors in the workforce and the community they serve.

51
52 **BE IT FURTHER RESOLVED** that the Rock County Board of Supervisors works to build alliances
53 and partnerships with other organizations that are confronting racism, commits to engaging
54 municipalities and institutions within the county to prioritize racial equity to address structural racism
55 producing disparate population health outcomes, and encourages other local, state and national entities
56 to recognize racism as a public health crisis.

57

Declaring Racism a Public Health Crisis

Page 3

Respectfully submitted,

Board of Health

Supervisor Louis Peer, Chair

Supervisor Doug Wilde

Dr. Connie Winter, DDS, Vice Chair

Supervisor Danette Rynes

Dr. Kaitlyn Meyers, DVM, MPH

Debra Kolste

Dr. Vijaya Somaraju, MD, MPH, FACP

Supervisor Shirley Williams

Eric Gresens, R.PH

FISCAL NOTE:

No fiscal impact.

/s/Sherry Oja

Sherry Oja
Finance Director

LEGAL NOTE:

The County Board is authorized to take this action pursuant to §§ 59.01 and 59.51, Wis. Stats.

s/ Richard Greenlee

Richard Greenlee
Corporation Counsel

ADMINISTRATIVE NOTE:

Recommended.

/s/Josh Smith

Josh Smith
County Administrator

Executive Summary

This resolution acknowledges that racism causes persistent discrimination, is a social determinant of health and is linked to poor health outcomes. The public health community has a responsibility to acknowledge racism, advocate for equitable policies and inform the public discourse. In Rock County, disparities in health outcomes and behaviors for African Americans indicate ongoing racial discrimination. Differences in birth outcomes, death rates due to chronic conditions, and other economic factors are some of the most serious consequences of racism in our society. Therefore it is our responsibility to acknowledge this racism and to work to eliminate and reduce its impacts in Rock County.

References:

1. García JJ, Sharif MZ. Black Lives Matter: A Commentary on Race and Racism. *AmJ Public Health*. 2015;105: e27–e30. doi:10.2105/AJPH.2015.302706)
2. Jones CP. Confronting Institutionalized Racism. *Phylon*. 2002;50(1/2):7---22.
3. American Public Health Association. Racism and Health. Available at: <https://www.apha.org/topics-and-issues/health-equity/racism-and-health>. Accessed February 20, 2018.
4. Flynn, A., Holmberg, S., Warren, D., and Wong, F. REWRITE the Racial Rules: Building an Inclusive American Economy. Roosevelt Institute, 2016.
5. Institute of Medicine. Unequal Treatment. <https://www.nap.edu/read/10260/chapter/2#7>. Accessed 3/2/2018.
6. Hatchell K, Handrick L, Pollock EA and Timberlake K. Health of Wisconsin Report Card-2016. University of Wisconsin Population Health Institute, 2016.
7. Healthiest Wisconsin 2020 Baseline and Health Disparities Report. <http://www.dhs.wisconsin.gov/hw2020/>. Accessed 2/23/2018.
8. Mathews, T.J., Ely, D., and Driscoll, A. State Variations in Infant Mortality by Race and Hispanic Origin of Mother, 2013–2015. NCHS Data Brief. No. 295, January 2018
9. Wisconsin Department of Health Services, Division of Public Health, Office of Policy and Practice Alignment. Healthiest Wisconsin 2020: Everyone Living Better, Longer. A State Health Plan to Improve Health Across the Life Span, and Eliminate Health Disparities and Achieve Health Equity. P-00187. July 2010.

**RESOLUTION
ROCK COUNTY BOARD OF SUPERVISORS**

Supervisor Rick Richard
INITIATED BY



Supervisor Rick Richard
DRAFTED BY

Supervisor Rick Richard
SUBMITTED BY

May 20, 2020
DATE DRAFTED

Waiver of Rock County Public Health License Renewal Fees for 2020

1 **WHEREAS**, Rock County Health Department imposes annual license renewal fees on a variety of
2 Rock County establishments including restaurants, lodging, campgrounds, mobile home parks, and
3 retail food service; and
4

5 **WHEREAS**, these fees range in amounts up to approximately \$1,000; and
6

7 **WHEREAS**, many of these types of businesses were required to close in 2020 due to public health
8 orders related to Covid-19; and
9

10 **WHEREAS** these ordered closings have resulted in severe financial hardship for establishment
11 owners, that number 500+ in Rock County; and
12

13 **WHEREAS** Rock County has recognized the financial hardship of these establishments by passing
14 and implementing an Emergency Small Business Loan program, targeted to restaurant and related
15 industries; and
16

17 **WHEREAS** many Rock County establishments are unable to qualify for a county emergency loan,
18 federal assistance, or unemployment, but still require financial assistance to help alleviate ongoing
19 financial hardships due to loss of revenue as a result of ordered closings.
20

21 Now, Therefore, Be it Resolved, that the Rock County Board of Supervisors, duly assembled this
22 ____ day of _____, 2020, does hereby have the Rock County Public Health Department waive
23 or refund the 2020 license renewal fees for the establishments that would normally be charged, or were
24 charged, a license renewal fee in 2020.

Respectfully submitted,

BOARD OF HEALTH

Lou Peer, Chair

Debra Kolste

Connie Winter, DDS

Eric Gresens, RPh

Danette Rynes

Kaitlyn Meyers, DVM, MPH

Doug Wilde

Vijaya Somaraju, MD, MPH, FACP

Shirley Williams

Respectfully Submitted,

FINANCE COMMITTEE

Mary Mawhinney, Chair

Wes Davis, Vice Chair

Stephanie Aegerter

Brent Fox

Kara Purviance

LEGAL NOTE:

The County Board is authorized to take this action pursuant to Wis. Stat. §§ 59.01 & 97.41(4)(a). Pursuant to Wis. Stat. § 97.41(5), “Agent local health departments shall include the state fees in the license fees established under sub. (4) (a) or (am), collect the state fees, and reimburse the department for the state fees collected.” Accordingly, the County may be required to pay the state fees for any license issued covered by the terms of this resolution.

s/Richard Greenlee

Richard Greenlee
Corporation Counsel

FISCAL NOTE:

The waiving/refunding of these fees would cost approximately \$400,000 in lost revenue.

/s/ Sherry Oja

Sherry Oja
Finance Director

ADMINISTRATIVE NOTE:

Matter of Policy.

/s/ Josh Smith

Josh Smith
County Administrator