

2016 -  
2020



Public Health

# Strategic Plan Report

COLLABORATING WITH COMMUNITY PARTNERS TO  
ENHANCE A HEALTHY THRIVING ROCK COUNTY

ROCK COUNTY PUBLIC HEALTH DEPARTMENT

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Message from the Director/Health Officer

January 2017

To the citizens of Rock County, the Rock County Board of Supervisors, and the staff of the Rock County Public Health Department:

This report represents the efforts of our public health agency's workforce and a highly dedicated Board of Health. Working together and in collaboration with community partners, the Rock County Public Health Department is resolutely committed to and focused on seeing the best possible health outcomes and a safe and healthy environment for those who live, work and play in Rock County, Wisconsin.

Over the past couple of years, the Rock County Public Health Department has adapted to significant changes in the community and to its internal workforce. These changes have provided an evolving mixture of challenges and opportunities. Through all of these changes, the public health department staff members remain dedicated to working with community partners and to promoting healthier lifestyles and environments. Most of all, the public health department sees itself as a catalyst that cultivates a spirit of wellness in our community. We welcome and encourage everyone in the community to join us on this journey.



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## Executive Summary

During late 2015 and throughout 2016, the Rock County Public Health Department and members of the Rock County Board of Health participated in a strategic planning process. The process, facilitated by colleagues at the Wisconsin Division of Public Health's Southern Regional Office, defined the public health department's values and its vision and mission statements. The group also identified a set of goals and objectives to guide the public health agency through the five-year period from 2016 through 2020.

Those values, vision, mission, goals and objectives are detailed in this report. In addition, RCPHD staff members developed 14 project logic models that served as the substance of the enclosed action plan. Using this plan, the public health agency is setting out on a well-defined path that will be measured, evaluated and used as the core of a performance management plan. All of these activities and accompanying quality improvement efforts will result in a higher functioning public health department that will create a healthy and thriving community with improved health outcomes.

The Rock County Public Health Department encourages and welcomes the collaboration of community partners as it seeks to cultivate a spirit of wellness and improve Rock County's quality of life by promoting healthier lifestyles and environments.

## Acknowledgements

The Rock County Public Health Department (RCPHD) wishes to acknowledge the people who supported, participated in, and contributed to the strategic planning process. Their knowledge, experience and commitment to ensuring and improving the health of those who live, work and play in Rock County was greatly valued. The input of these individuals and the staff members of the public health department created this roadmap for a healthier Rock County and a higher functioning public health agency.

### Sponsor:

Josh Smith  
Rock County Administrator

### Supporters:

Sandra Kraft  
Chairperson, Rock County Board of Health  
Louis Peer  
Vice Chairperson, Rock County Board of Health

### Contributors:

Rock County Public Health Department Staff Members

### Consultants/Facilitators

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## Governmental Public Health's Role, Core Functions and Essential Services

Members of the community – including many community leaders – are often not familiar with the purpose or role of governmental public health in their lives. Public health agencies routinely prevent disease outbreaks, control the spread of illness, and ensure safe living environments. When practiced well, most people are not aware of the public health agencies quietly working in the background. The Centers for Disease Control and Prevention (CDC), the United States' federal public health agency, identifies the role and purpose of the governmental public health system as:

- Prevent epidemics and the spread of disease,
- Protect against environmental hazards,
- Prevent injuries,
- Promote and encourage healthy behaviors,
- Respond to disasters and assist communities in recovery, and
- Assure the quality and accessibility of health services.

For decades, the practice of public health has been organized around a set of core functions and essential services. In 1988, the Institute of Medicine (IOM) described the three core functions of public health practice as:

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

These core functions form the high-level framework for the delivery of public health services.

The IOM also defined the essential services of public health as:

- 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 essential services provide a foundation for any and all public health activities.

The relationship of the public health core functions and essential services are best summarized in the following graphic:



## Introduction and Background

The Rock County Public Health Department is the county governmental agency responsible for monitoring, protecting, and promoting the health of those who work, live and play in Rock County, Wisconsin. In 2016, approximately 160,000 individuals lived in Rock County. The county spans 726 square miles and contains six cities, 18 townships, three villages, and eight school districts. When fully staffed, the public health department is comprised of 37 individuals. That group includes 14 Public Health Nurses, 11 Environmental Public Health professionals, three Public Health Educators, six office support staff, and two administrators.

Most high-functioning organizations operate according to a strategic plan. Through strategic planning, an organization identifies its desired outcomes and how it will achieve those outcomes. The strategic plan serves as a roadmap to success that guides and focuses future-oriented thinking and decision making. For the Rock County Public Health Department, success equals improved community health outcomes.

The Rock County Public Health Department's strategic planning process began in late 2015 with three half-day meetings of all RCPHD staff, Board of Health members, and others. Meetings in October, November and December were facilitated by the staff of the Wisconsin Division of Public Health's Southern Regional Office. Collectively the group revised a set of organizational values and updated the department's vision and mission statements. Discussions followed in which the group identified the department's goals and objectives and began developing program logic models.

A subset of staff members continued the strategic planning process into 2016 as they further developed and reviewed logic models and collected the values, vision, mission, goals and objectives into a cohesive document. That input and those products compose the structure and substance of this strategic plan. It is the Rock County Public Health Department's intention that this plan will guide the department's activities through 2020. The department and board of health will review and evaluate the plan on an annual basis.

When appropriate, the plan will be modified in response to emerging public health issues, needs in the community, and/or new knowledge.

Recent years have brought many staffing changes and new positions to the Rock County Public Health Department. The strategic planning process identified the need to evaluate the public health department's programs and staffing with a focus on how to best meet changing needs in the community. This evaluation led to restructuring portions of the department's workforce to include the creation of Community Health Education Coordinator, Assistant Director, Health Educator, and Environmental Health Supervisor positions.

Marie-Noel Sandoval became the department's new Director and Health Officer in April 2015. Kelly Klingensmith joined the Rock County Public Health Department in the new Community Health Education Coordinator role in June 2016. She has and continues to lead Rock County's community health assessment and community health improvement processes. Abigail Diehl was hired into the new Public Health Educator position in September 2016. David Pluymers, the former Southern Region Director for the Wisconsin Division of Public Health, joined the public health department in a new Assistant Director capacity in October 2016.

After almost 30 years of service, Tim Banwell, the department's former Environmental Health Director, retired in December 2016 and Rick Wietersen – a 16-year veteran of the public health department – stepped into the Environmental Health Director role. Matt Wesson – another multi-year veteran of the department – assumed the new Environmental Health Supervisor position in January 2017. The department's January 2017 organizational chart is included in this report as Appendix B.

### Values, Vision, Mission

The Rock County Public Health Department's organizational values are:

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

The Rock County Public Health Department's vision statement is:

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

The Rock County Public Health Department's mission statement is:

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.

## Goals and Objectives

### Organizational/Administrative Goals and Objectives:

- I. **Financial Sustainability.** Assure a financially sustainable public health department by quickly identifying and responding to additional and novel funding opportunities.
  - a. Form a grants committee
  - b. Expand knowledge and capabilities for exploring grants by attending workshops and training.
  - c. Provide grant writing training opportunities.
- II. **Community Outreach and Engagement.** Identify, engage with, and actively communicate with partners to achieve community-based public health solutions.
  - a. Actively seek and create partnership opportunities.
  - b. Collaborate with partners to leverage resources and more fully impact health outcomes.
- III. **Public Health Modernization.** Promote public health modernization by focusing on and prioritizing population-based solutions.
  - a. Demonstrate and encourage population-based approaches and help staff update their skill sets and competencies.
  - b. Update public health department practices to focus on population-based strategies and models.
- IV. **Quality Improvement.** Improve public health department operations by creating a culture of continuous quality improvement and encourage a state of public health accreditation readiness in the department.
  - a. Develop a Strategic Plan.
  - b. Develop a Quality Improvement Plan.
  - c. Develop a Workforce Development Plan.
  - d. Develop an integrated Public Health Emergency Plan (PHEP).
  - e. Update and/or develop standard operating procedures (SOPs).
  - f. Update and/or develop policies.
- V. **Public Health Promotion.** Develop communication systems and standards for marketing the public health department and the value of public health services.
  - a. Develop a public health department Branding Plan.
  - b. Establish and utilize the role of a Public Information Officer.
  - c. Develop and utilize standard operating procedures for communicating and providing public health information.
  - d. Train the public health department workforce on the roles and standards for communication and branding.
- VI. **Evidence-Informed Decision Making.** Ensure that decision making within the public health department is substantiated by research and is evidence informed – using current resources and methodologies.
  - a. Use evaluation methods to determine if public health interventions are appropriately and sufficiently influencing public health outcomes.
  - b. Use data effectively to drive public health department decisions.
  - c. Develop a systematic decision making process to align with public health department values, goals and objectives.



## Operational Goals and Objectives:

During the strategic planning process, the Rock County Public Health Department defined and grouped its operational goals and objectives according to three priority areas: Healthy and safe behaviors, healthy and safe homes, and healthy and safe communities. These areas were intended to capture and categorize the full breadth of the department's activities.

### **I. Healthy and Safe Behaviors**

- a. Obesity prevention and reduction. Strategically research and develop programs that will reduce the rate of obesity in Rock County and will prevent future incidences of obesity.
  - i. Breastfeeding education and acceptance.
  - ii. Increase physical activity. Facilitate the improvement and creation of environments where physical activity can take place. Encourage all to become more physically active.
    - a. Fit Families Rock/Latino Fit Families.
    - b. Rock N Wellness.
  - iii. Improved nutrition – Increase access to and consumption of healthy foods.

### **II. Healthy and Safe Homes**

- a. Indoor air quality. Create and sustain conditions that will protect and improve indoor air conditions.
  - i. Asthma control and prevention.
  - ii. Radon education, surveillance and mitigation.
- b. Lead poisoning prevention.
- c. Drinking water education, testing and protection.
- d. General sanitation.

### **III. Healthy and Safe Communities**

- a. Communicable disease control and prevention. Create and sustain conditions and programs for communicable disease surveillance, control and prevention.
  - i. Vaccine preventable diseases/immunizations,
  - ii. Other infectious disease prevention, and
    1. Food and lodging safety.
    2. Recreational water safety.
    3. Body art safety.
  - iii. Sexually transmitted infections.
- b. Injury and premature death prevention. Undertake surveillance, prevention, education and outreach efforts to prevent and reduce injuries and premature deaths.
  - i. Healthy mothers, baby and children.
    1. Healthier birth outcomes.
      - a. Safe sleeping practices.
      - b. Child Death Review/Fetal and Infant Mortality Review.
      - c. Teen parent program.
      - d. First Breath.
      - e. My Baby and Me.
    2. Improving child health.
      - a. Early Head Start and Playgroups.
      - b. Head Start.
      - c. Daycare/School Health.
  - ii. Elderly and home-related injury prevention.
    1. Falls prevention.

- a. Stepping On.
  - iii. Vector control.
    - 1. Education, prevention and response.
      - a. Pet bites.
      - b. Wild animal bites.
      - c. Insects.
      - d. Nuisance and vermin.
  - c. Access to care. Initial policy, systems and environmental changes that will increase access to care for those within Rock County.
    - i. Access to dental health care
    - ii. Access to medical care
    - iii. Access to mental/behavioral health care
  - d. Public Health Emergency Preparedness

Action Plans:

The following 16 action plans were developed from the public health department’s goals and objectives. These action plans represent the high-level road map that the agency will pursue through 2020. In most cases, the action plans will be expanded using project charters and logic models. Annual program evaluation may indicate that some action plans should be modified while others may be ceased and/or new plans added to address gaps or emerging issues

Goal I.a.i Healthy and Safe Behaviors: Obesity prevention and reduction - Breastfeeding					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Reduce obesity among new mothers and infants.	<ul style="list-style-type: none"> <li>• Breastfeeding education and acceptance</li> <li>• Breastfeeding coalition</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• Breastfeeding Coalition</li> <li>• Women, Infants and Children (WIC)</li> <li>• Hospitals/Health Care</li> <li>• Le Leche League</li> <li>• Daycares</li> </ul>	Deb Erickson Valerie Christensen Jennifer Weadge	DPH/MCH Grant	<ul style="list-style-type: none"> <li>• Breastfeeding rate</li> <li>• Breastfeeding “friendly” worksites</li> <li>• Obesity rate</li> </ul>

Goal I.a.ii Healthy and Safe Behaviors: Obesity - Increasing physical activity					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Reduce chronic disease by encouraging more active lifestyles and by improving opportunities for physical activity.	<ul style="list-style-type: none"> <li>• Fit Families Rock/Latino Fit Families</li> <li>• Website/Social Media</li> <li>• Rock N Wellness</li> <li>• Health Fairs</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• UW Extension</li> <li>• Schools, colleges, and universities</li> <li>• Parks and Recreation departments</li> <li>• Sports facilities and leagues</li> <li>• Trails advocates</li> <li>• Athletic clubs/gymnasiums</li> <li>• Hospitals, clinics and health care</li> <li>• St. Mary’s (SSM) Hospital</li> <li>• Planning and zoning agencies</li> </ul>	Alison Chouinard Abby Diehl Hillary Harrie Olga Myers Noel Sandoval	Ongoing	<ul style="list-style-type: none"> <li>• Pre- and post-assessment</li> <li>• Chronic disease rates</li> <li>• Obesity rates</li> </ul>

Goal I.a.iii Healthy and Safe Behaviors: Obesity - Nutrition					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Study and address nutrition among Rock County's population, promote healthier food choices, and address food insecurity.	<ul style="list-style-type: none"> <li>• Early childhood health/Daycares</li> <li>• HeadStart</li> <li>• School Gardens</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• UW Extension</li> <li>• Daycare centers</li> <li>• HeadStart</li> <li>• Women, Infants, and Children (WIC) program</li> <li>• Farmers' Markets</li> <li>• Schools, colleges, and universities</li> <li>• Hospitals, clinics, and health care</li> </ul>	Alison Chouinard Valerie Christensen Deb Erickson Janalyn Eisele Sancee Siebold	Ongoing	<ul style="list-style-type: none"> <li>• Chronic disease rates</li> <li>• Obesity rate</li> </ul>

Goal II.a.i Healthy and Safe Homes: Improve Indoor Air Quality - Asthma					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Reduce the burden of asthma in Rock County	<ul style="list-style-type: none"> <li>• Asthma coalition</li> <li>• Asthma education and in-home trigger reduction</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• Asthma coalition</li> <li>• Hospitals and health care</li> <li>• Children's Health Alliance of Wisconsin</li> <li>• Rock County schools</li> </ul>	Jo Ames Deb Erickson Hillary Harrie	DPH Grants Ongoing	<ul style="list-style-type: none"> <li>• Asthma hospitalizations</li> <li>• School/work absences due to asthma</li> </ul>

Goal II.a.ii Healthy and Safe Homes: Improve Indoor Air Quality - Radon					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Reduce the incidence of radon exposure.	<ul style="list-style-type: none"> <li>• Radon education</li> <li>• Radon test kits and tests</li> <li>• Building code changes</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• Wisconsin Division of Public Health</li> <li>• Hardware stores</li> <li>• Realtors</li> <li>• Radon mitigation contractors</li> </ul>	Adam Elmer Rick Wietersen	DPH Grants Ongoing	<ul style="list-style-type: none"> <li>• Radon tests</li> <li>• Lung cancer rate</li> <li>• Improved building code</li> </ul>

Goal II.b Healthy and Safe Homes: Decrease Lead Exposure					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Decrease lead exposures and the likelihood of elevated blood lead levels in Rock County.	<ul style="list-style-type: none"> <li>• Public awareness and educational activities</li> <li>• Screenings and screening referrals</li> <li>• Surveillance</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• Governmental housing agencies</li> <li>• Hospitals and health care</li> <li>• Women, Infants and Children (WIC) program</li> <li>• Landlords</li> <li>• Lead remediators</li> </ul>	Adam Elmer Deb Erickson Alanna Gumise Hillary Harrie Matt Wesson Rick Wietersen	Ongoing	<ul style="list-style-type: none"> <li>• Blood lead levels</li> <li>• Lead remediated dwellings</li> <li>• Increase lead poisoning awareness</li> </ul>

Goal II.c Healthy and Safe Homes: Drinking Water Safety					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
<p>Decrease the incidence of bacteria unsafe private wells and transient non-community (TNC) wells.</p> <p>Decrease the likelihood of prescription medications entering groundwater as a source of drinking water.</p>	<ul style="list-style-type: none"> <li>• Community education</li> <li>• Private and TNC well sampling and testing</li> <li>• Well sampling events</li> <li>• Maintain and utilize water testing laboratory</li> <li>• Prescription drug collections</li> <li>• Maintain septic system inspection and compliance program</li> </ul>	<ul style="list-style-type: none"> <li>• Townships and cities</li> <li>• Rock County Planning Department</li> <li>• Rock County Land Conservation Department</li> <li>• Well drillers</li> <li>• Plumbers</li> <li>• Hospitals and health care</li> <li>• Laboratories</li> </ul>	<p>Janis Baumann Adam Elmer Matt Wesson Rick Wietersen</p>	Ongoing	<ul style="list-style-type: none"> <li>• Well tests</li> <li>• Well inspections</li> <li>• Retests</li> <li>• Bacteria unsafe well test results</li> <li>• Pounds of prescription drugs collected.</li> <li>• Number of failing septic systems</li> </ul>

Goal II.d Healthy and Safe Homes: Sanitation and Vector Control					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
<p>Minimize human health hazards and nuisances caused by unsanitary conditions and disease carried or transmitted by animal and/or insect vectors.</p>	<ul style="list-style-type: none"> <li>• Education and outreach</li> <li>• Human health nuisance and hazard response</li> <li>• Vector surveillance</li> <li>• Hazard and incident mapping</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• Townships</li> <li>• Zoning and code enforcement agencies</li> <li>• Rock County Land Conservation Department</li> <li>• Rock County Planning Department</li> <li>• UW Extension</li> <li>• Wisconsin Department of Natural Resources</li> </ul>	<p>Rick Wietersen</p>	Ongoing	<ul style="list-style-type: none"> <li>• Informational Factsheets</li> <li>• Surveillance data</li> <li>• Acute vector-borne illnesses</li> <li>• Responses to human health hazards and/or complaints</li> </ul>

Goal III.a.i Healthy and Safe Communities: Communicable Disease Control – Vaccine preventable diseases					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
<p>Decrease the number of vaccine-preventable illnesses and diseases in Rock County by decreasing immunization and waiver rates and increasing immunization rates.</p>	<ul style="list-style-type: none"> <li>• Create an Immunization Coalition</li> <li>• Collaborate with schools and health care</li> <li>• Education and outreach to promote immunizations</li> <li>• Maintain and promote an immunization travel clinic</li> <li>• Partner with medical providers</li> <li>• Promote human papillomavirus (HPV) vaccinations</li> </ul>	<ul style="list-style-type: none"> <li>• Women, Infants, and Children (WIC) program</li> <li>• Wisconsin Division of Public Health</li> <li>• Wisconsin Department of Public Instruction</li> <li>• Schools</li> <li>• Universities</li> <li>• Vaccine companies</li> <li>• Hospitals, clinics and health care providers</li> </ul>	<p>Jo Ames Valerie Christensen Deb Erickson Terri Graham Sancee Siebold Jennifer Weadge</p>	<p>DPH Grant Ongoing</p>	<ul style="list-style-type: none"> <li>• Coalition meetings and participation</li> <li>• Immunization waiver rate</li> <li>• Immunization rate</li> <li>• Vaccine-preventable illness rate</li> <li>• HPV vaccinations and rates</li> </ul>

Goal III.a.ii Healthy and Safe Communities: Communicable Disease Control – Other infectious disease prevention					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Reduce the burden of non-vaccine preventable illness and disease in Rock County.	<ul style="list-style-type: none"> <li>• Conduct inspections of Food Safety and Recreational Licensing facilities</li> <li>• Maintain an Environmental Public Health inspection program</li> <li>• Conduct tuberculosis tests</li> <li>• Conduct food- and water-borne illness investigations</li> <li>• Promote hand washing to food handlers</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• Wisconsin Division of Public Health</li> <li>• Wisconsin Department of Agriculture, Trade, and Consumer Protection</li> <li>• Wisconsin State Laboratory of Hygiene</li> <li>• Wisconsin Department of Public Instruction</li> <li>• Schools and universities</li> <li>• Hospitals, clinics and health care</li> <li>• Food Safety Council</li> </ul>	Matthew Wesson Rick Wietersen Kelly Klingensmith	Ongoing	<ul style="list-style-type: none"> <li>• Incidences of non-vaccine preventable disease</li> <li>• Hospitalizations and emergency room visits for non-vaccine preventable diseases</li> <li>• Facility inspections, re-inspection and violations</li> <li>• Food- and water-borne illnesses and outbreaks</li> </ul>

Goal III.a.iii Healthy and Safe Communities: Communicable Disease Control – Sexually transmitted diseases					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Reduce the incidence of sexually transmitted infections (STIs) in Rock County.	<ul style="list-style-type: none"> <li>• Conduct STI surveillance</li> <li>• Promote expedited patient treatment (EPT)</li> <li>• Human immunodeficiency virus (HIV) case consultation and follow up</li> <li>• Education and outreach toward STI prevention</li> </ul>	<ul style="list-style-type: none"> <li>• Wisconsin Division of Public Health</li> <li>• Hospitals, clinics and health care</li> <li>• Schools, colleges, and universities</li> <li>• AIDS Resource Center of Wisconsin</li> </ul>	Jo Ames Sancee Siebold Risa Weisensel	Ongoing	<ul style="list-style-type: none"> <li>• STI rates</li> <li>• EPT rate</li> </ul>

Goal III.b.i Healthy and Safe Communities: Injury and Premature Death Prevention - Children					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Reduce the number of premature births and improve birth and early childhood outcomes.	<ul style="list-style-type: none"> <li>• Review data (Child Death Review, Fetal and Infant Mortality Review, African American Service Advisory Team) to develop improved interventions</li> <li>• Provide safe sleep and safe transportation education and outreach</li> <li>• Conduct pool/water safety inspections and outreach</li> <li>• Community education for healthy prenatal and pregnancy behaviors</li> </ul>	<ul style="list-style-type: none"> <li>• Child Death Review (CDR) team</li> <li>• Fetal and Infant Mortality Review (FIMR) team</li> <li>• African American Service Advisory Team (AASAT)</li> <li>• Medical examiner</li> <li>• HeadStart</li> <li>• EvenStart</li> <li>• Community coalitions</li> <li>• Hospitals, clinics and health care</li> </ul>	Valerie Christensen Deb Erickson Alanna Gumise Hillary Harrie Sancee Siebold	Ongoing	<ul style="list-style-type: none"> <li>• Premature births</li> <li>• Fetal deaths</li> <li>• Infant mortality rate</li> <li>• Disparity in infant mortality</li> <li>• Emergency Room visits and hospitalizations</li> </ul>

Goal III.b.ii Healthy and Safe Communities: Injury and Premature Death Prevention – Elderly and home-related injuries					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Reduce the number of injuries in older adults resulting from falls, abuse, or other preventable circumstances.	<ul style="list-style-type: none"> <li>• Promote and assist with Stepping On program</li> <li>• Refer individuals for Life Alert</li> <li>• Apply for and obtain grant funding</li> <li>• Create and sustain partnerships</li> <li>• Education and Outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Rock County Council on Aging</li> <li>• Rock County Aging and Disability Resource Center</li> <li>• UW Extension</li> <li>• Rock Haven Nursing Home</li> </ul>	Deb Erickson Sancee Siebold Anne Weirich	Ongoing	<ul style="list-style-type: none"> <li>• Stepping On program participants</li> <li>• Household injury rate</li> <li>• Elderly falls rate</li> <li>• Emergency Room visits resulting from falls</li> <li>• Ambulance calls resulting from falls or elder injuries</li> </ul>

Goal III.b.iii Healthy and Safe Communities: Injury and Premature Death Prevention – Vector control/animal bites					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Minimize and reduce illness and injuries resulting from adverse animal encounters in Rock County.	<ul style="list-style-type: none"> <li>• Conduct research and surveillance</li> <li>• Maintain a rabies control program</li> <li>• Promote and participate in low cost animal vaccination clinics to increase the number of vaccinated animals</li> <li>• Education and outreach</li> </ul>	<ul style="list-style-type: none"> <li>• Sheriff and police departments</li> <li>• Humane Society</li> <li>• Veterinarians</li> <li>• Wisconsin State Laboratory of Hygiene</li> <li>• Friends of Noah</li> <li>• Wisconsin Department of Agriculture, Trade, and Consumer Protection</li> </ul>	Deb Erickson Risa Weisensel Matt Wesson Rick Wietersen	Ongoing	<ul style="list-style-type: none"> <li>• Reported animal bites</li> <li>• Vaccinated animal involved in bite reports</li> <li>• Emergency Room, hospitalizations and physician visits resulting from animal bites</li> <li>• Animal vaccinations and vaccination rates</li> </ul>

Goal III.c Healthy and Safe Communities: Access to Care					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Improve the access to dental health care, medical care, and mental/ behavioral health care by creating policies and systems that will increase the number of care practitioners and reduce barriers to care.	<ul style="list-style-type: none"> <li>• Conduct research</li> <li>• Create access to care coalitions</li> <li>• Recommend policies that will attract and retain practitioners</li> <li>• Partner with dental and medical schools to attract residents, interns, and new care practitioners</li> <li>• Promote continued and expanded water system fluoridation</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• Board of Health</li> <li>• Community coalitions</li> <li>• Local providers</li> <li>• Dental and medical associations</li> <li>• Dental and medical schools</li> <li>• Children’s Health Alliance of Wisconsin (CHAW)</li> </ul>	Sandy Biviano Deb Erickson Julie Hernandez Olga Myers David Pluymers Noel Sandoval Sancee Siebold	Ongoing	<ul style="list-style-type: none"> <li>• Coalition meetings and participants</li> <li>• Ratios of population to practitioners</li> <li>• Number of practitioners</li> <li>• Number of practitioners accepting medical assistance</li> <li>• Emergency room visits resulting from uninsured or underinsured conditions</li> </ul>

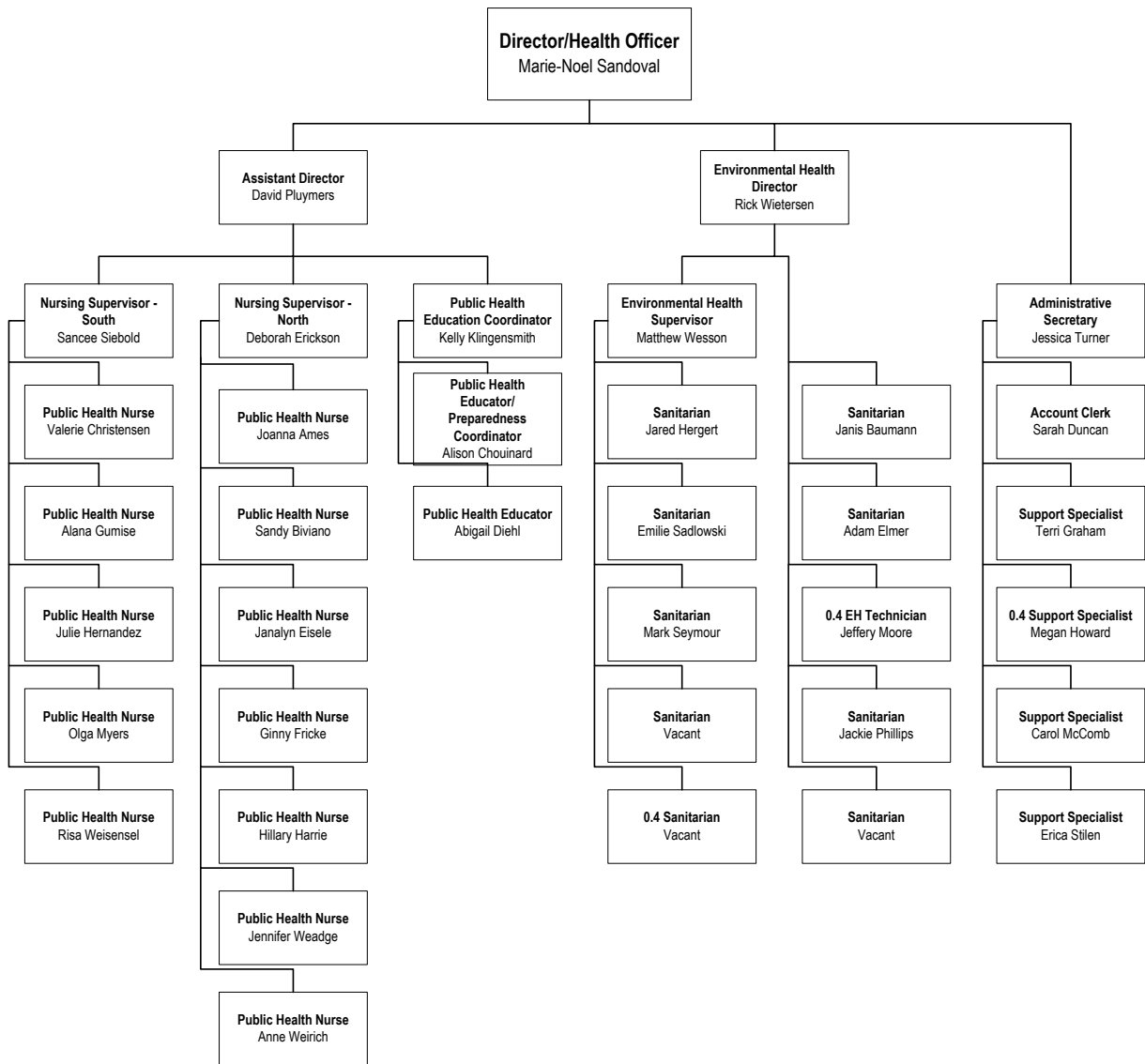
Goal III.d Health and Safe Communities: Public Health Emergency Preparedness (PHEP)					
Objective	Action Steps	Community Partners	Leads	Timeline	Metrics
Create and sustain a level of public health emergency preparedness (PHEP) within the RCPHD and with community partners.	<ul style="list-style-type: none"> <li>• Meet Wisconsin Division of Public Health grant objectives</li> <li>• Complete and disseminate PHEP plans</li> <li>• Train staff and partners regarding plans and plan requirements</li> <li>• Exercise and evaluate plans</li> <li>• Establish and test communication systems</li> <li>• Community education</li> </ul>	<ul style="list-style-type: none"> <li>• Rock County Emergency Management</li> <li>• Hospitals and healthcare</li> <li>• Human Services Department</li> <li>• Public health departments</li> </ul>	Alison Chouinard David Pluymers Noel Sandoval	DPH Grant Ongoing	<ul style="list-style-type: none"> <li>• Grant objectives met</li> <li>• Critical plans</li> <li>• Plan exercises</li> <li>• After action assessments and identified improvements</li> <li>• Trainings and trainees</li> <li>• Memoranda of understanding or agreements with partners</li> </ul>



Rock County Board of Health Members

<b>Term</b>	<b>Name and City</b>
4/2018	Sandra Kraft, Chairperson Edgerton, Wisconsin County Supervisor – District 3
4/2018	Louis Peer, Vice Chairperson Beloit, Wisconsin County Supervisor – District 10
4/2018	Richard Bostwick Janesville, Wisconsin County Supervisor – District 24
4/2018	Linda Garrett, RN Beloit, Wisconsin County Supervisor – District 14
4/2017	Dr. Dean Peterson, DVM Janesville, Wisconsin
4/2017	Dr. Connie Winter, DDS Edgerton, Wisconsin
4/2017	Dr. Keith Konkol, MD Janesville, Wisconsin
4/2017	Ms. Judy Wade, WHNP Beloit, Wisconsin
4/2017	Eric Gressens, R.PH Edgerton, Wisconsin

# Rock County Public Health Department Organizational Chart (January 2017)





## Public Health

COLLABORATING WITH COMMUNITY PARTNERS TO  
ENHANCE A HEALTHY THRIVING ROCK COUNTY

ROCK COUNTY PUBLIC HEALTH DEPARTMENT  
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South Office | 61 Eclipse Center, Beloit, WI 53511 phone 608-364-2010