

2001-2005 Strategic Plan

for the Washington County Health Department

DRAFT #1 distributed at the August 22, 2001 Board of Health meeting
Health Department staff reviewed and made comments August 27- 31, 2001

DRAFT #2 discussed at September 6, 2001 Board of Health Meeting

DRAFT #3 accepted by vote at October 2, 2001 Board of Health Meeting

Reviewed July 10, 2003 at Board of Health Meeting

Summary Timeline Reviewed February 5, 2004 by Board of Health



Document is updated as needed with annual consolidated grant objectives, etc.

The Washington County Health Department held a day long Strategic Thinking Session on March 28, 2001. An abbreviated version of the report and results are included as Appendix C of this plan. All staff attended and participated. This represents the internal planning or infrastructure portion of the strategic plan. Appendixes will be updated and added to as appropriate.

Major Focus Area A: Communicable disease control and surveillance

Strategic Goal 1: The public's health in Washington County will be protected from preventable communicable diseases.

Performance Goal:

- Children in Washington County will be protected from vaccine preventable communicable diseases.

Appendix A, p. 11, indicates Health Department programs and services related to this goal.

Appendix B, p. 12, is a summary timeline for each major focus area.

Appendix C, p. 13-14, indicates infrastructure planning in support of strategic goals.

Appendix D, starting on p. 15, indicates performance measures related to each major focus area by year starting in Y2001.

Appendix E, (added 5/2003), Programs & Services related to health priorities from state & local plans.

Healthy People 2010 Goal

14: Prevent disease, disability, and death from infectious diseases, including vaccine-preventable diseases.

Healthy People 2010 Objective

14-22: Achieve and maintain effective vaccination coverage for universally recommended vaccines among young children.

Healthiest Wisconsin 2010 categories:

Access to primary and preventative health services

Existing, emerging, and re-emerging communicable disease

Social and economic factors that influence health

Essential Service(s):

1-Monitor health status to identify community health problems

2-Identify, investigate, control and prevent health problems and environmental health hazards in the community

3-Educate the public about current and emerging health issues

4-Promote community partnerships to identify and solve health problems

6-Enforce laws and regulations that protect health and insure safety

7-Link people to needed services

11-Assure access to primary health care for all

Local assessment data: 24 month olds on HD Y2000 caseload compliance increased from 58% to 71% during

K-12 school compliance for years 1995-2000 was 99.55%

Resources or Barriers: \$94,545 worth of No Cost vaccines (3,843 doses of child) distributed through the Health Department in Y2000

Timeline: Continue to increase % 24 month olds on caseload who meet CDC universal age recommended guidelines by at least 5% annually until national goal of 90% achieved and then maintain

Major Focus Area B: Environmental Health or Human Health Hazard Control

Strategic Goal 2: The Washington County public has protection from unhealthy environmental conditions where they live, work and play in Washington County.

Performance Goal:

- County ordinance(s) pertinent to the public's health are reviewed & revised regularly to promote efficient and timely protection of the public ensuring children are protected in an expedient manner when lead hazards are identified in their environments and the public is protected in an expedient manner from human health hazard(s).

Appendix A, p. 11, indicates Health Department programs and services related to this goal.

Appendix B, p. 12, is a summary timeline for each major focus area.

Appendix C, p. 13-14, indicates infrastructure planning in support of strategic goals.

Appendix D, starting on p. 15, indicates performance measures related to each major focus area by year starting in Y2001.

Appendix E (added 5/2003) Programs and Services related to health priorities from State and Local plans.

Healthy People 2010 Goal

8: Promote health for all through a healthy environment.

Healthy People 2010 Objective(s)

8-11 Eliminate elevated blood lead levels in children and

8-18 Increase the proportion of persons who live in homes tested for radon concentrations

Healthiest Wisconsin 2010 categories related to:

Access to primary and preventative health services

Adequate and appropriate nutrition

Environmental and occupational health hazards

Social and economic factors that influence health

Tobacco use and exposure

Essential Service(s):

1-Monitor health status to identify community health problems

2-Identify, investigate, control and prevent health problems and environmental health hazards in the community

3-Educate the public about current and emerging health issues

4-Promote community partnerships to identify and solve health problems

5-Create policies and plans that support individual and community health efforts

6-Enforce laws and regulations that protect health and insure safety

7-Link people to needed services

9-Evaluate effectiveness, accessibility and quality of personal and population-based health services

11-Assure access to primary health care for all

12-Foster the understanding and promotion of social and economic conditions that support good health

Major Focus Area B: Environmental Health or Human Health Hazard Control continued

Local assessment data: In Y2000 48 environmental hazards were reported to HD resulting in 232 contacts and 2 enforcement actions. In addition, 45 public nuisance reports resulting in 166 contacts were investigated. 47.5% of children under age 6 screened for lead poisoning in Washington County during Y2000 were tested by the WCHD (262 out of 551). The Healthy Washington County adult survey reported that 25% of respondents said drinking water and food safety as well as other environmental issues were a problem. Respondents with lower incomes were more likely to report their community had environmental problems.

Resources or Barriers: There is no local Washington County lead or human health hazard ordinance in place. Signed Rabies MOU with all local law enforcement agencies in place – updated 2000.

Timeline: In July 2001 the Board of Health passed a motion to develop a lead ordinance. Plan to have ordinance developed and presented to Board of Health and County Board in Y2002. The Board of Health has discussed the need for a Human Health Hazard ordinance and begun consultation with the county attorney. Plan to continue discussion, gather ordinances from other counties and evaluate beach water testing/posting protocol developed in Y2001. Evaluate need for agent status in Y2004 and ordinance concerning beach water testing

Major Focus Area C: Disease and Injury Prevention

Strategic Goal 3: The public's health in Washington County will be protected and promoted through prevention information and activities.

Performance Goal:

- Services and programming focus on prevention of the known leading causes of injury, disease, and disability in Washington County.

Appendix A, p. 11, indicates Health Department programs and services related to this goal.

Appendix B, p. 12, is a summary timeline for each major focus area.

Appendix C, p. 13-14, indicates infrastructure planning in support of strategic goals.

Appendix D, starting on p. 15, indicates performance measures related to each major focus area by year starting in Y2001.

Healthy People 2010 Goals

3: Reduce the number of new cancer cases as well as the illness, disability, and death caused by cancer

12: Improve cardiovascular health and quality of life through the prevention, detection, and treatment of risk factors; early identification and treatment of heart attacks and strokes; and prevention of recurrent cardiovascular events

15: Reduce injuries, disabilities, and death due to unintentional injuries and violence

27: Reduce illnesses, disability, and death related to tobacco use and exposure to secondhand smoke

Healthy People 2010 Objective(s)

3-13: Increase the proportion of women aged 40 years and older who have received a mammogram within the preceding 2 years

12-12: Increase the proportion of adults who have had their blood pressure measured within the preceding 2 years

12-15: Increase the proportion of adults who have had their blood cholesterol checked within the preceding 5 years

15-13: Reduce deaths caused by unintentional injuries

15-20: Increase use of child restraints

27-1 and 27-2: Reduce tobacco use by adults and adolescents

27-6: Increase smoking cessation during pregnancy

Healthiest Wisconsin 2010 categories related to:

Access to primary and preventative health services

Adequate and appropriate nutrition

Alcohol and other substance use and addiction

Environmental and occupational health hazards

High-risk sexual behavior

Intentional and unintentional injuries and violence

Overweight, obesity, and lack of physical activity

Social and economic factors that influence health

Tobacco use and exposure

Essential Service(s):

1-Monitor health status to identify community health problems

2-Identify, investigate, control and prevent health problems and environmental health hazards in the community

3-Educate the public about current and emerging health issues

4-Promote community partnerships to identify and solve health problems

5-Enforce laws and regulations that protect health and insure safety

Major Focus Area C: Disease and Injury Prevention continued

6-Enforce laws and regulations that protect health and insure safety

7-Link people to needed services

9-Evaluate effectiveness, accessibility and quality of personal and population-based health services

11-Assure access to primary health care for all

12-Foster the understanding and promotion of social and economic conditions that support good health

Local assessment data: Between 1995 and 1999 the leading causes of death in Washington County were diseases of the heart, cancer and stroke. In 1999 61% of deaths in Washington County were from those categories. If tobacco usage decreased, eventually so would disease, disability, and death associated with heart disease, stroke, lung cancer and chronic lung diseases. In the Healthy Washington County (HWCS) survey done in fall 2000 26% of adults reported being current smokers. In Wisconsin the average is 24% adults and in the nation 23%. In the HWCS over one half of 18 to 24 year olds were smokers and were nearly 6 times more likely to be current smokers than respondents 65 and older. According to the 1999 Wisconsin Youth Risk Behavior Survey, youth smoking is 2% higher than the 1997 national average of 36%.

In the HWCS 84% of women 50 and older and 80% of women aged 40 to 49 reported having a mammogram in the past 2 years.

HWCS respondents reported 16% had been told they had high blood pressure within the past 3 years and 22% had been told they had elevated blood cholesterol.

In 1999 in Washington County 59 or 7% of deaths (4th leading cause of death) were caused by homicide, suicide, motor vehicle accidents and other accidents. 18% of Washington County adults reported in the HWCS they had felt violence or the threat of physical harm is a major or moderate problem in their community. Nearly half (46%) of HWCS respondents reported a firearm in their household.

Resources or Barriers: Over half of the respondents in the HWCS reported favoring an ordinance in their community prohibiting smoking in eating establishments. There are very active American Cancer Society, American Lung Association, and American Heart Disease Associations in Washington County. There is a new injury control coalition in Washington County and they have facilitated an increase in the number of trained car seat checkers from 3 to 11 in Y2000 including 3 from the Health Department.

Timeline: Current participation in the Wisconsin Well Women Program and coalition, the Washington County Injury Coalition, and the Washington County Tobacco Free coalition to continue through 2005. Reassessment of cardiovascular services(s) in Y2003 or Y2004.

Major Focus Area D: Health Promotion

Strategic Goal 4: The public's health in Washington County will be protected and promoted through health promotional information and activities

Performance Goal:

- Information about factors known to affect health and well-being is disseminating to the public including WIC participants who will have timely access to nutritional education and counseling to achieve improved dietary practices as well as supplemental nutritious foods.

Appendix A, p. 11, indicates Health Department programs and services related to this goal.

Appendix B, p. 12, is a summary timeline for each major focus area.

Appendix C, p. 13-14, indicates infrastructure planning in support of strategic goals.

Appendix D, starting on p. 15, indicates performance measures related to each major focus area by year starting in Y2001.

Appendix E, p. 2

Appendix F, is the Wisconsin Public Health Plan Priorities and Improvement Plan

Healthy People 2010 Goals

19: Promote health and reduce chronic disease associated with diet and weight

11: Use communication strategically to improve health.

Healthy People 2010 Objectives

19-3: Reduce the proportion of children and adolescents who are overweight and obese and Wisconsin 2010 partnership

Healthiest Wisconsin 2010: Maintain an electronic public health data system that collects critical public/private health partnership indicators.

Healthiest Wisconsin 2010 categories related to:

Access to primary and preventative health services

Adequate and appropriate nutrition

Alcohol and other substance use and addiction

Environmental and occupational health hazards

Existing, emerging, and reemerging communicable diseases

High-risk sexual behavior

Intentional and unintentional injuries and violence

Overweight, obesity, and lack of physical activity

Mental health and mental disorders

Social and economic factors that influence health

Tobacco use and exposure

Essential Service(s):

1-Monitor health status to identify community health problems

2-Identify, investigate, control and prevent health problems and environmental health hazards in the community

3-Educate the public about current and emerging health issues

4-Promote community partnerships to identify and solve health problems

5-Create policies and plans that support individual and community health efforts

6-Enforce laws and regulations that protect health and insure safety

7-Link people to needed services

10-Conduct research to seek new insights and innovative solutions to health problems

11-Assure access to primary health care for all

12-Foster the understanding and promotion of social and economic conditions that support good health

Major Focus Area D: Health Promotion continued

Local assessment data: During Y2000 in Washington County \$433,106 WIC food dollars were spent and 4614 individual nutrition contacts were made. An average of 950 participants were seen in WIC monthly during Y2000. Of the Y2000 WIC caseload 58.5% received medical assistance, 51.4% were below the federal poverty level, 27.7% were 100-150% below the poverty level, and 17.7% of WIC clients were below the 150-180% of federal poverty level.

Resources or Barriers: A new PowerPoint presentation featuring various prevention topics and health promotion ideas has been developed for the Health Department lobby and is changed monthly. This monthly presentation will be featured on the Health Department web page. The Healthy Washington County Adult Survey was promoted to media in Y2001 and will continue to be utilized through 2005 as appropriate.

Timeline:

Web page developed in Y2001 to be maintained through Y2005 with monthly revision. Plan to continue WIC participation at the current level based on available funding. Plan to develop a database of articles to be submitted to media.

Major Focus Area E: General Public Health Nursing Program

Strategic Goal 5: Public health needs will be balanced with community resources/capacity in Washington County.

Performance Goal:

- Regular assessment of the public's health by the public health system (including a wide variety of public and private partners and the Board of Health) to be aware of groups with unmet needs, diversity, barriers, and assets in the community and identify priorities the public health system and/or public health department can address.

Appendix A, p. 11, indicates Health Department programs and services related to this goal.

Appendix B, p. 12, is a summary timeline for each major focus area.

Appendix C, p. 13-14, indicates infrastructure planning in support of strategic goals.

Appendix D, starting on p. 15, indicates performance measures related to each major focus area by year starting in Y2001.

Healthy People 2010 Goals

16: Improve the health and well being of women, infants, children and families.

23: Ensure local health departments have the infrastructure to provide essential public health services effectively.

Healthy People 2010 Objectives

16-6: Increase the proportion of pregnant women who receive early and adequate prenatal care

23-12c: Increase the proportion of local jurisdictions that have a health improvement plan linked with their state plan

Healthiest Wisconsin 2010 categories related to:

Access to primary and preventative health services

Adequate and appropriate nutrition

Alcohol and other substance use and addiction

Environmental and occupational health hazards

Existing, emerging, and reemerging communicable diseases

High-risk sexual behavior

Intentional and unintentional injuries and violence

Overweight, obesity, and lack of physical activity

Mental health and mental disorders

Social and economic factors that influence health

Tobacco use and exposure

Essential Service(s):

1-Monitor health status to identify community health problems

2-Identify, investigate, control and prevent health problems and environmental health hazards in the community

3-Educate the public about current and emerging health issues

4-Promote community partnerships to identify and solve health problems

5-Create policies and plans that support individual and community health efforts

6-Enforce laws and regulations that protect health and insure safety

7-Link people to needed services

8-Assure a diverse, adequate, and competent workforce to support the public health services

Major Focus Area E: General Public Health Nursing continued

- 9-Evaluate effectiveness, accessibility and quality of personal and population-based health services
- 10-Conduct research to seek new insights and innovative solutions to health problems
- 11-Assure access to primary health care for all
- 12-Foster the understanding and promotion of social and economic conditions that support good health

Local assessment data: Significant progress was made in all areas identified in the 1996 Healthy Washington County Community Assessment. The process has evolved and is repeating itself during Y2001. The framework of health indicators from the national and state 10-year health plans are being utilized to evaluate community needs currently.

Resources or Barriers: Washington County has had an active community assessment group with broad community representation since 1994. A recent adult behavioral risk survey was completed in Y2000 with 403 adults. The community assessment process is ongoing in Washington County. Washington County Health Department employees have actively participated in the Healthy Washington County Initiative since its beginnings in 1994.

Timeline: Adult behavior risk survey done in Y2000. Community partners meet in Y2001 to analysis adult behavioral risk data and available secondary data. Community Improvement Plan to be completed in Y2002. Work on the Healthy Washington County process is ongoing and will continue through Y2005.

During Y2002 a Safe Babies Program with measurable outcomes is to be developed for at risk pregnant women seen in Health Department programs. The program would be implemented Y2003 through 2005 and then evaluated for continuation.

Appendix A

Programs and Services by Major Focus Area

A. Communicable Disease Control and Surveillance

Communicable disease investigations
TB testing /case management- TB Dispensary Status Applied for July 2005
Immunization programs
Influenza
Refugee health
~~Blood borne pathogen trainings~~ Omitted 2002 for outside groups
Hepatitis B & C management
HIV & AIDS partner notification program
Disaster Preparedness – relocated from B. Environmental Health 01/2004

B. Environmental Health (Human Health Hazard Control)

Lead risk assessment/screenings
Radon information center/screenings
Nuisance investigation & control (cleanup)
Rabies control
Safe food handling information
Beach water testing/posting
Disaster Preparedness – relocated to A. Communicable Disease 1/2004

C. Disease & Injury Prevention

Wisconsin Well Women Program
Tobacco control
Injury control services/coalition
BP/CV services (Fees adjusted 2002)
~~Adult Health Screenings~~ Omitted 2002

D. Health Promotion

Presentations, fairs, advertising
WIC Program
Web page
Lobby displays ~~with monthly PowerPoint~~ – PowerPoint discontinued after Web page developed
Committee & coalition memberships

E. Public Health Nursing Services

Healthy Washington County Community Assessment
MCH services
PNCC services
~~Hearing & Vision screening~~ – (discontinued 8/2004)
COPS assessments
~~Scoliosis screenings~~ – (discontinued 8/2004)
Loan closet (Fees adjusted 2002)
Protective Services assessments
~~School consultative services~~ Removed from list 2002 (No current contracts)

Appendix B: Summary Timeline of Planned Activities & Implementation of Goals

Goals	2001	2002	2003	2004	2005
Internal #1 goal Team building	Strategic thinking 3/01 Resolve training 8/27/01 Teamwork survey 7/01	Ongoing team building activities – FISH video 2002 Regular staff meetings – monthly meetings ongoing			
Internal #2 goal Track programs	Focus areas identified with Strategic Plan	Ongoing evaluation of programs and services in focus areas BOH review 3/02 Develop performance measures for programs & services 2003 & 2004 Budget document and 2002-2004 Annual Reports; 2005 new county website			
Internal #3 goal Public awareness	Fair survey New phone system New web site	Ongoing development and promotion of web site and lobby PowerPoint monthly presentation – PowerPoint discontinued 2001 2001- 2004 shorter version Annual report for public Development of database of media materials –kept all media articles in chnpub			
Internal #4 goal Disaster preparedness	Staff training Initiated	Consolidated grant prevention objective on disaster preparedness – met 2002	Staff training & implementation 963 hr. 2002 Quad Counties	Evaluation Ongoing collaboration with Emergency Government Coordinator 50% FTE hired 8/03 to coordinate efforts – 75% PH Data Specialist hired 1/2005 ongoing efforts – all objectives met	
Strategic Goal 1 Communicable Disease	CASA 55-77% 77% Achieved	CASA 77-82% 85% Achieved	CASA 82-87% 87% Achieved	CASA 87-90% 88% objective	CASA maintain 90% 85% –reports changed
	School 40 day reports have averaged above 99% since 1995 – maintain 2002 Middle School average 86% - 33% increase in cases from 2001 –2002 –99% increase in contacts made 2001-2002 – summer 2003 immunization media campaign successful-2004 pertussis outbreak				
Strategic Goal 2 Environmental Health	BOH motion to develop ordinance to assure protection from lead hazard(s) 2001done Review local WC code & recommend revisions 2002 done Develop & submit WC ordinance(s) covering lead 12/2002 Chapter 8 passed Develop & submit WC ordinance(s) covering Human Health Hazards 12/2002 Chapter 8 passed Evaluate ongoing food safety issues – evaluate need for agent status 7/03, 3/04 hold & watch PH Restructuring Proposal from DHFS/DPH, 10/04 G. Pallaske presented to BOH/attended OZ Co 2005 Evaluate need for beach water testing ordinance – 2003 determined protocols effective no need for ordinance at this time – 2005 Rabies MOU updated				
Strategic Goal 3 Disease & Injury Prevention	Participation in WWWP, WC Injury Coalition, Applied for TCB funds 2001	Development of Safe Baby Program for implementation in Y2003 and beyond 2002 negotiated state grant objective Track Programs	Implement Safe Babies Program Parent Education Program 4 modules implemented 2003	Evaluate cardiovascular program &/or services – committee of community partners formed 2003 – ongoing Mini grant 2004-com dissolving 2005 as objectives met	Evaluate programs and services offered for coordination with leading causes of death and disability – staff reviewed appendix F May 2003, BOH June 2003 & HWC reviewed 8/03- 2004 Injury Control car seat programs HFS 140 Review passed July 2005
Strategic Goal 4 Health Promotion	Development Health Wheel, Web page Coordinated tobacco intervention with WIC program 2001	Evaluate Web page hits and revise as needed revised regularly 2002 &2003 Development of Safe Baby Program Parent Education Pilot 2002	Track earned media HFS 140 files have copies media	Evaluate annual fair participation 2003 decision made not to participate, but participation in annual event, Celebrate Families has occurred	Possible development of data base of articles for submission to media starting in Y2003 – media coverage has increased & all articles are kept in chnpub file - Increasing number of staff are writing articles
Strategic Goal 5 Public Health Nursing Services	Data Analysis & Strategic Planning for community assessment	Community Improvement Plan(s) developed and released to public – track ongoing Healthy Washington County process – June 2003 update brochure developed and participated in Aurora survey tool development (first survey done summer 2003 - results received 1/04) BCBS grant application fall 2004- January 2005 another update brochure developed for the public –fall 2005 another Aurora survey Identify programs or services by priority that can be omitted if budget can not sustain – policy decisions by BOH in 2002 & 2003 with adjustments to Programs/ Services/fees – 2003 county performance measurement highlights report developed with no cuts recommended – 2004 capacity reached – hearing/vision /scoliosis eliminated- walk in services temporarily suspended over summer – 2005 Lotus Notes Data Base System expanded to increase efficiency			

Appendix C: March 28, 2001 Strategic Thinking
Internal or Infrastructure Planning for the Washington County Health Department
Facilitated by Dan Wilson, Community Development Educator

Environmental Scan

Eighteen staff of the Health Department took part in the daylong retreat to set some strategic directions for the future. To start the day, an "environmental scan" was presented by Linda Walter and Shari Winter. This activity provided all participants with some common background information.

Mission

Mission statements should be short, readily understood, and used at every opportunity. The Health Department has two versions of a mission statement. One is a little longer while the other is short and to the point. Participants confirmed the more concise mission statement:

Promote health * Prevent disease * Protect the public

Stakeholder Analysis

Stakeholders are individuals, groups, and agencies that deserve attention. It is important to consider stakeholders when identifying issues to be addressed and creating action plans. Stakeholders can be categorized as either internal or external. Internal stakeholders are those within or directly related to the organization while external stakeholders either are affected by or affect the organization. Participants first brainstormed lists of internal and external stakeholders. The lists were then ranked according to those most important to the Health Department.

Change Happens

Change has become a constant in today's rapidly moving world. People and organizations can respond to change with resistance and/or view the new directions as reinvigorating. Change can be directed by outside stakeholders or strategically directed from within.

Both external and internal forces have directed a great deal of change in the Health Department over the past several years. It often helps an organization better focus on the future if it first reviews where it has come from. Three questions focused discussed participants' comments. The questions and comments (listed in no particular order) follow:

What changes have occurred in the Health Department over the past few years?

What do you envision the future Health Department changes to be?

How have the changes affected you and the Health Department?

See full report for specifics

Issues Identification

Participants were asked to identify goals to be addressed by the Health Department over the next few years. Goals were clarified and those that were directly related to each other were combined prior to voting. The prioritized list of goals follows:

Promote Teamwork

Celebrate the department's strengths and accomplishments on a regular basis
Group updates on all programs from the primary workers - help out and know what's going on
Have a system in place whereby everyone can be updated on procedures and policies
Increase productivity and improve intra-office communication and cohesiveness
When working on projects and goals, all have same goal in mind
Work as a team

Evaluate Programs & Services

Evaluate existing programs and see if there are any deficits
Evaluate our programs with leading health indicators, essential services, and mission and Health Washington County 2010

Promote General Public Awareness

Develop new and effective means of reaching the public with our message
Increase awareness of general public of what we do

Prepare for Emerging Threats

Identify and prepare for emerging threats to public health and safety
Obtain a good information source for CD's and bioterrorism-centralized source

Appendix D Performance Measures

Indications that Focus area goals are met through performance measures
 (Most performance measures listed are objectives written to meet the state's Division of Public Health Consolidated Grants criteria each year.) Annual performance measures will be added each year as they are negotiated with the state.

Year	2001 (1-16)	2002 (14-36)	2003 (37-53)	2004 (54-75)	2005 (76-89)
Focus area: A Communicable Disease	1, 2, 14, 15, 16	24,33	38, 52, 53	54, 57,58, 59, 70, 71, 72, 73, 74, 75	76, 77, 78
Focus area: B Environmental Health	5	19, 20, 32	37	55, 56	79
Focus area: C Disease and Injury Prevention	3, 4, 6, 7, 8, 10, 12	22, 23, 27, 28, 29, 30, 31, 34, 35, 36	41, 42, 43, 44 47, 48, 49, 50, 51	63,64, 65, 66, 69	80, 81, 82, 83, 84, 85, 86, 87
Focus area: D Health Promotion	5, 8, 10, 11, 13	25, 26	45, 46	67, 68	88
Focus area: E Public Health Nursing	6, 7, 9	17, 18, 21	39, 40	60, 61, 62	89

Year 2001 Performance Measures (also consolidated grant objectives)

1. By November 1, 2001, Washington County Health Department will conduct at least 2 immunization education seminars to area physicians that promote CDC 4:3:1 standards and the WIRWEB system and CASA evaluation tool.
2. By November 1, 2001, Washington County Health Department will increase the % of children who achieve the CDC age recommended immunizations from 65% to 72% as determined by CASA.
3. By December 31, 2001 the WCHD will enroll 5 new WWWP women not enrolled in the past 12 months between the ages of 50-64 years old to be screened for cervical or breast cancer
4. By December 31, 2001, the Washington County health department will attempt to provide follow up of 100% of women on WWWP reported to have abnormal breast or cervical screening findings.
5. By December 31, 2002 WCHD will develop a GIS map(s) of homes in Washington County built before 1978 for community education and increased awareness of potential hazards of lead.
6. By December 31, 2000 the Washington County Health Department will provide tobacco intervention per agency protocols to 100% of pregnant women seen in the Washington County Health Department's PNCC and MCH programs after protocol developed.
7. By March 1, 2001 WCHD will develop written agency protocols for tobacco interventions when working with pregnant women enrolled in PNCC and WIC and MCH programs.
8. By December 31, 2001, facilitate 6 meetings of the new Washington County Injury Prevention Coalition with 5 community partners.
9. By December 31, 2001 the Washington County Health Department will develop a strategic plan for the Health Department including determination of linkages with 2010 state and national health objectives, essential Public Health services, local community needs assessment and available resources. This will become the health department five-year plan.
10. By December 31, 2001, WCHD staff will facilitate at least 2 youth tobacco access/prevention activities in 2 communities based on Washington County Tobacco Coalition recommendations.
11. By December 31, 2001, Washington/Ozaukee County WIC in coordination with the Milwaukee WIC Consortium, will complete a high quality "Introduction to Solids" nutrition display and lesson plan
12. By December 31, 2001 Washington/Ozaukee County WIC will assess, offer and document a tobacco intervention, per agency protocol, to 100% of pregnant women seen, after the agency protocol has been developed.
13. By December 31, 2001, Washington/Ozaukee County WIC Program will develop and market a Grocery Store Tour, designed for WIC Participants, and provide the tour at least 2 times (once in each county).

AMENDED

14. By December 31, 2001, the Washington County Health Department will purchase a dry ice machine and supplies for the purpose of providing varicella vaccine at satellite immunization clinics.
15. Throughout the 2001 contract year, the Washington County Health Department will promote and provide free community clinics to bring children into compliance with the student immunization law requirement for Hepatitis B and varicella vaccines.
16. For the 2001 influenza season, the Washington County Health Department will coordinate the Washington County Flu Coalition and promote implementation of the Wisconsin Influenza Vaccine Campaign, to be developed by the Wisconsin Council on Immunization Practices and the Wisconsin Adult Immunization Coalition.

Year 2002 Performance Measures (also consolidated grant objectives)
Finalized January 8, 2002

17. By December 31, 2002, at least 50% of Washington County Health Department's Maternal and Child Health Program caseload will have been admitted during the first trimester of pregnancy.
18. By December 31, 2002, 50% of pregnant women enrolled in the Washington County Health Department's Maternal and Child Program and Prenatal Care Coordination Program will self report that they decreased or stopped smoking during pregnancy.
19. By December 31, 2002, an internal agency plan for disaster preparedness will be implemented by the Washington County Health Department.
20. By December 31, 2002, the Washington County Board of Health will develop a local ordinance covering environmental lead risks.
21. By December 31, 2002, a parent education and training program focusing on newborn health and safety will be developed and piloted with 25% of women receiving current ongoing antepartum services through the Washington County Health Department MCH Program.
22. By December 31, 2002, 10 women, ages 50-64, not previously enrolled, will be screened for breast cancer through the Washington County WWWP program.
23. By December 31, 2002, two Washington County community based organizations will partner with the Washington County Health Department to outreach and refer underserved women ages 50-64 who may be eligible for breast and cervical screenings through the WWWP program.
24. By December 31, 2002, 85% of two year old children who receive immunization through the Washington County Health Department clinics will have received age appropriate immunizations.
25. By December 31, 2002, at least 5% of all Washington/Ozaukee County Health Department WIC Program participants over age 2 will choose a fat-free or low-fat milk food package after receiving nutrition education.
26. By December 31, 2002, 25% of the Washington/Ozaukee County WIC Program enrollees who participate in the "Eat Well, Play Hard" initiative will state that they intend to make a change in diet or increase physical activity.
27. By 12/31/02, 12 agencies or organizations in Washington County will support and participate in the clean indoor air initiative for the city of West Bend.
28. By 12/31/02, the number of Washington County FACT youth led sponsored events which support clean indoor air, will increase from zero to 3.
29. By 12/31/02 Washington County Health Department staff including WIC, and two community partners who work with women, will report an increased knowledge and use of tobacco cessation resources.
53. By 12/31/02 the Washington County Health Department in collaboration with the Washington County Tobacco Free Coalition will increase community support for a clean indoor air initiative in the city of West Bend from 304 individuals or agencies to 600 individuals or agencies.
53. By 12/31/02 8 community policymaker's knowledge regarding the dangers of secondhand smoke will increase through the collaborative efforts of the Washington County Health Department and the Healthy Washington County Tobacco Free Coalition.
32. By 12/31/02 communities will be better prepared to respond to bio-terrorism events as a result of Washington County Health Department's participation in planning efforts at the local, regional, and state level in conjunction with its public health system partners.

Year 2002 Performance Measures (also consolidated grant objectives)
Finalized January 8, 2002

33. By 12/31/02 under vaccinated children 12-24 months of age who are active clients of the Washington County WIC Program will be assessed through a targeted WIC immunization initiative designed to monitor completion of the age appropriate immunization series by age 2
34. By 12/31/02, Washington County youth will be empowered through participation in any of 3 youth-planned and youth-led events sponsored by Washington County Fighting Against Corporate Tobacco.
35. By 12/31/02, staff from the Washington County Health Department and 2 of its community partners who work with women will utilize their enhanced knowledge and use of tobacco cessation resources after participating in a cessation training co-sponsored by the Healthy Washington County Tobacco Free Coalition.
36. By 12/31/02, 20 women, either enrolled in Washington County's WIC Program or identified and referred as high-risk, will develop a plan and/or identify an action step to quit tobacco use as a result of their participation in a Healthy Washington County Tobacco Free Coalition tobacco cessation intervention.

Year 2003 Performance Measures (also consolidated grant objectives)

37. By 12/31/03, 100% of Washington County children with capillary of venous blood lead levels of at least 10 ug/dl will receive follow-up services.
38. By 12/31/03, 87% of children served by the Washington County Health Department Immunization Program who were 12-35 months of age as of January 1, 2003 will receive age appropriate immunizations
39. By 12/31/03, an increase of 5% of women enrolled in the Washington County Parent Education and Training Program will demonstrate positive outcomes in the four program areas of Lead, Immunization, Tobacco and Injury Prevention.
53. By 12/31/03, 50% of the Washington County Health Department Maternal and Child Health Program antepartum caseload will have been admitted during the first trimester of pregnancy.
53. By 12/31/03, two community agencies will partner with the Washington County Health Department to identify children ages 4-8 years not having appropriate car seat safety Restraints.
53. By 12/31/03, 50% of pregnant women smokers, enrolled in Washington County Health Department's Maternal and Child Health Antepartum and Prenatal Care Coordination Programs, will demonstrate their increase in their knowledge of available tobacco cessation resources and programs.
53. By 12/31/03, ten Washington County residents aged 50-64 years will receive mammography services through the Wisconsin Well Woman Program in 2003 for the first time.
53. By 12/31/03, two Washington County community based organizations will partner with the Health Department to outreach and refer under-served women ages 50-64 who may be eligible for breast and cervical screenings through the Wisconsin Well Women Program.
53. By 12/31/03, 25% of children over age two participating in the Washington/Ozaukee County WIC Program will choose a fat-free or low-fat food package after receiving nutrition education.
53. By 12/31/03, 60% of pregnant women enrolled in the Washington/Ozaukee County WIC Program will pledge to breastfeed longer than two weeks.
47. By 12/31/03, 12 Washington County agencies, organizations, or individuals will actively support and participate in the West Bend Clean Indoor Air Initiative.
48. By 12/31/03, 1,000 additional West Bend residents will actively support a clean indoor air initiative in their community.
49. By 12/31/03, 25 Washington County medical doctors or dentists will sign on to publicly advocate in support of smoke-free environments and acknowledge the dangers of second-hand smoke.
50. By 6/30/03, a 3-year community tobacco control plan will be ratified by the Healthy Washington County Tobacco Free Coalition membership.
51. By 12/31/03, 50 employees at a Washington County worksite will increase their knowledge about available tobacco cessation resources and programs.
52. By 12/31/03, Washington County residents will be better informed of immunization-related issues through a proactive media campaign initiated by the Washington County Health Department.
53. By 12/31/03, a school compliance outreach effort to include at least three special immunization clinics or extended hours at regular clinics, targeting day care, kindergarten and middle school aged children will be held for Washington County students to meet the immunization requirements for the 2003-2004 school year.

2004 OBJECTIVES

54. By December 31, 2004, all Quad Counties Public Health Consortium member agency requirements related to the accomplishment of the public health preparedness objectives will be met by the Washington County Health Department.
55. By December 31, 2004, eight families residing in pre-1978 housing within the jurisdiction of Washington County Health Department who have children < 6 years of age will have their homes inspected by a certified lead hazard investigator to identify lead hazards and provide recommendations for hazard reduction.
56. By December 31, 2004, clients and customers of 2 new Health Care or business partners within Washington County will be informed about lead paint hazards and age-appropriate blood lead screening recommendations.
57. By December 31, 2004, 88% of children served by the Washington County Health Department Immunization Program who were 12-35 months of age as of January 1, 2004, will receive age appropriate immunizations.
58. By December 31, 2004, 80% of licensed day care centers in Washington County will submit the required 2004 Wisconsin Day Care Center Immunization Assessment tally sheet.
59. By December 31, 2004, 90% of students enrolled in grades 4 through 8 during the 2004-05 school year in the West Bend School District will be in compliance with the Wisconsin Student Immunization Law requirement for varicella vaccine.
60. By December 31, 2004, the Washington County Health Department will identify for the Quad Counties Public Health Consortium, the unique needs of their local jurisdiction's maternal and child health populations during a public health emergency for inclusion in the Special Populations Section of the Consortium Public Health Preparedness and Response Plan.
61. By December 31, 2004, 12 staff persons from the Washington County Health Department will utilize SPHERE (Secure Public Health Electronic Record Environment) to document all agency maternal and child health activities and interventions at the individual or household, community, and system level.
62. By December 31, 2004, 40 pregnant women will receive perinatal care coordination services from Washington County Health Department.
63. By December 31, 2004, 100 parents or other caregivers of children ages birth through eight years from Washington County will demonstrate the proper installation of a child car passenger seat system.
64. By December 31, 2004, two community-based organizations in Washington County will partner with the Washington County Health Department to implement a new parent education module designed to educate parents about the dangers of infant bathwater burns.
65. By December 31, 2004, ten Washington County residents age 35-64 will be screened through the Wisconsin Well Woman Program for the first time.

66. By December 31, 2004, two Washington County community based organizations will partner with the Health Department to outreach under-served women ages 50-64 who maybe eligible for screenings through the Wisconsin Well Woman Program.
67. Throughout the contract period, the Washington/Ozaukee WIC Project will maintain an average participation that is at least 95% of 1,436 contracted caseload.
68. By December 31, 2004, a report of the impact of the Washington/Ozaukee WIC Project WIC Breast Pump Program on breastfeeding initiation and duration will be provided to the State Breastfeeding Coordinator.
69. By June 30, 2004, 35 Washington County registered nurses, nurse practitioners, licensed practicing nurses, or parish nurses will sign on to publicly advocate in support of smoke free environments acknowledging the dangers of secondhand smoke.
70. Completion of an operational Strategic National Stockpile Plan by December 31, 2004 for Washington County.
71. Washington County Health Department will maintain a 24/7 response capacity plan notifying the Quad Consortium Director if and when changes are made and will participate in exercising 24/7 response as part of Quad Counties Public Health Consortium by December 31, 2004.
72. A minimum of one Washington County Health Department staff member will participate on the voluntary Post-Event Response Team for Quad Counties Public Health Consortium by December 31, 2004.
73. A minimum of one Washington County Health Department staff member will participate in a mass vaccination exercise conducted by the Quad Counties Public Health Consortium by December 31, 2004.
74. A minimum of one Washington County Health Department staff member will complete required year one training identified within the Quad Counties Public Health Consortium three-year training plan by December 31, 2004.
75. Washington County Health Department will meet one core public health preparedness related competency by December 31, 2004.

2005 Consolidated Grant Objectives

76. By December 31, 2005, all Quad Counties Public Health Consortium member agency requirements related to the accomplishment of the public health preparedness objectives will be met by the Washington County Health Department.
77. By December 31, 2005, 85% of children served by the Washington County Health Department Immunization Program who will be 24-35 months of age on December 31, 2005 will complete their primary immunizations by 24 months of age.
78. By December 31, 2005, 80% of licensed day care centers in Washington County will submit the required 2005 Wisconsin Day Care Center Immunization Assessment tally sheet.
79. By December 31, 2005, 400 children at risk for lead poisoning who reside in Washington County will receive an age-appropriate blood lead test.
80. By December 31, 2005, 50 Washington County Health Department antepartum and/or postpartum clients will demonstrate awareness of the need to increase use of appropriate child vehicle restraints by participating in the Health Department's Lower Cost Car Seat Program.
81. By December 31, 2005, 10 Washington County residents ages 50-64 will enroll in the Wisconsin Well Women Program for the first time.
82. By December 31, 2005, two community-based organizations will partner with the Washington County Health Department to outreach underserved women ages 50-64 who may be eligible for enrollment in the Wisconsin Well Women Program.
83. By December 31, 2005, 12 community leaders or residents will actively participate in the development or implementation of a smoke-free public policy for one Washington County community.
84. By December 31, 2005, 4 community organizations or programs in Washington County that serve women of childbearing age, children, or families with children will implement a smoke-free homes campaign with their clients.
85. By December 31, 2005, 2 agencies that serve disparately impacted populations in Washington County will adopt new protocols to refer their clients who smoke to local tobacco addiction treatment resources or the Wisconsin Quit Line.
86. By December 31, 2005, 5 community leaders will increase their knowledge about the impact of tobacco control interventions in Washington County.
87. By December 31, 2005, 3 individuals from diverse populations in Washington County will newly participate in the Healthy Washington County Tobacco Free Coalition programs and policy efforts.
88. Throughout the contract period, the Washington/Ozaukee WIC Project will maintain an average participation that is at least 97% of the 1,600 contracted caseload.
89. By December 31, 2005, 46 pregnant women will receive perinatal care coordination services from the Washington County Health Department.

**OUTCOME PERFORMANCE OBJECTIVES
For Y2002 Health Department Budget Process
Related to Strategic goals & Focus Areas**

<p><i>The Washington County public has protection from vaccine preventable communicable diseases.</i></p> <p>STRATEGIC GOAL #1 FOCUS AREA A: COMMUNICABLE DISEASE</p>	<p>By December 31, 2002, 82% of children on the Washington County Health Department caseload will have completed their primary series of immunizations as measured by the CASA evaluation tool.</p>
<p><i>Income eligible women served by the Washington County Health Department who are at highest risk receive Wisconsin Well Woman Program (WWWP) screening for breast cancer.</i></p> <p>STRATEGIC GOAL #3 FOCUS AREA C: DISEASE & INJURY PREVENTION</p>	<p>By December 31, 2002, 75% of WWWP clients in Washington County who receive mammograms will be between the ages of 50-64 years old as determined by reports to the state DPH.</p>
<p><i>Participants served by the WIC program have access to nutritional education and counseling for short and long term use as well as supplemental foods.</i></p> <p>STRATEGIC GOAL #4 FOCUS AREA D: HEALTH PROMOTION</p>	<p>An average of 900-950 participants per month will receive education, counseling and supplemental food during Y2002 as measured by WIC report 801.</p>
<p><i>Pregnant women served by the Washington County Health Department receive early and adequate prenatal care to promote healthy birth outcomes.</i></p> <p>STRATEGIC GOAL # 5 FOCUS AREA E: PUBLIC HEALTH NURSING</p>	<p>By December 31, 2002, at least 50% of MCH/PNCC caseload will be admitted during the first trimester of pregnancy as reported on the MCH Data System reports.</p> <p>By December 31, 2002, 50% of pregnant women on MCH/PNCC caseload will report decreased smoking or stop smoking status as measured by MCH Data System reports.</p>

2002 Performance Measurement Highlight Report

Data on **outputs** (targeted services)
for the Health Department programs and services

S1. Communicable Disease cases – It is expected that 100% of all reported cases received on a 4151 form will be followed up in the recommended time frame per the state Division of Public Health (DPH) epidemiological manual. Better means to track the number of cases has been available for Y2001 and Y2002 with the MCH Data System. In Y2003 the state will implement a new system to replace the MCH Data System and it is anticipated that through the use of ICD9 codes this output can continue to be tracked.

S2. Environmental Health contacts – all contacts concerning environmental health have been logged through a variety of systems. It is anticipated that this can continue in the new data system. A baseline in the new system will need to be established.

S3. WIC program – food dollars spent in the county have been historically tracked and will continue to be available.

S4. Children screened for hearing – historically this optional service has been offered at no charge. Continue tracking at this time.

S5. Children screened for vision – historically this service has been offered at no charge. A recent change in recommended state school statutes encourages a professional eye exam at school entrance and may impact the demand for this service. Continue tracking at this time.

OUTPUT	MEASURE	2000	2001	2002	2003
S1 Communicable Disease	# of cases received for follow-up	246	280	372	Continue tracking
S2 Environmental Health ***	# of contacts or inquires	232	213	1,106	Continue tracking
S3 WIC Program	Food \$ spent in the county	\$433,106	\$556,406	\$577,126	Continue tracking
S4 Hearing Screening	# of children screened	2219	2237	2,355	Continue tracking
S5 Vision Screening	# of children screened	2211	2209	2,461	Continue tracking

*** Data system to track changed in 2002 and will change again in 2003

2002 Performance Measurement Highlight Report

Outcome Data to be measured and tracked for
Health Department programs

O1. Immunizations – Children will be protected from vaccine preventable communicable diseases. Results will be compared against the national and state best practice standard of 90% of 24 month olds who have completed their primary series of vaccinations as measured by the CASA tool. Historically a percentage is negotiated with the DHP annually as a performance target. Continue tacking.

O2. Prenatal Care – Pregnant women served by the Health Department will receive early and adequate prenatal care to promote healthy birth outcomes. Early care is indicated by at least 50% of both the MCH and PNCC caseload being admitted during the first trimester of pregnancy. Adequate care is indicated by at least 50% of each caseload reporting decreased tobacco usage between admission and discharge. After baseline established in new system, target may be increased. Continue tracking.

O3. Women's Health – The limited resources of the Health Department's Wisconsin Well Woman Program (WWWP) will be utilized for those eligible women at highest risk. Breast cancer risks increase with age for women. During 2001 55% (54 women) of those enrolled in WWWP were between the ages of 50-64. This has remained a difficult outcome to measure due to program changes beyond local control and lack of a consistent tracking system. Evaluate in 2003.

O4. Performance Funding – Annual negotiated objectives for grant funds paid based on performance will be met at a level resulting in 95% of available funds being retained by the Health Department. Negotiated objectives include a recoupment formula for payback of funds for objectives not fully met.

O5. Parent Education – Pregnant women and their infants' health will be promoted and protected through prevention and health promotional information and activities. Assessment and educational measures were developed and used with a small number of pregnant women on caseload in Y2002 concerning the dangers of second hand smoke to babies, lead risks, injury risks for infants, and the risks of not being vaccinated. A baseline was determined and will be validated in the first 6 months of 2003.

The four outcomes are:

% of parents answering 3 or 4 questions correctly on the LEAD posttest

% families participating in the Safe Sleeping Program who are able to identify 3 safe sleeping actions

% of parents making a healthy choice to sign a pledge to avoid second hand smoke

% of parents who verbalize an appointment has been made for baby's first shots

2002 Performance Measurement Highlight Report

OUTCOMES continued for Health Department

	Measure definition	Y2001	Y2002	Y2003 target
O1 Immunizations	% 24 month olds completing primary series	77%	85%	87%
O2 PNCC caseload	% and # admitted during 1 st trimester	70% #54	67% #66	More than 50% for each
O2 PNCC caseload	% and # with less tobacco usage	88% #51	96% 56	More than 50% for each
O2 MCH caseload	% and # admitted during 1 st trimester	54% #58	60% #77	More than 50% for each
O2 MCH caseload	%(#) with less tobacco usage	86.5% #64	92% #57	More than 50% for each
O3 Women's Health	%(#) women aged 50-64 in WWWP	55% (54)	58% (44)	More than 50%
O4 Performance Funding	% funding earned # objectives met	100% of 16 objectives	100% of 18 objectives	At least 95%
O5 Parent Education	% $\frac{3}{4}$ correct on the LEAD posttest % identifying 3 safe sleeping actions % pledging to avoid second hand smoke % verbalizing an appointment has been made for baby's first shots	Not available Not available Not available Not available	40% baseline pilot 48% baseline pilot 36% baseline pilot 40% baseline pilot	To be re-evaluated at 6 months to verify baseline and then increase each area by 5%

Washington County Performance Management Highlights Report Health Department 2001-2003

Selected **Health Department Services** by focus area and how they are measured

S1	<i>Communicable Disease Control & Surveillance</i> – number reportable CD investigations with 100% follow up using state and federal #4151 forms anticipated	State MCH program & County Lotus Notes & #4151 DPH forms
S2a	<i>Environmental Health</i> –number radon kits distributed annually in Washington County	State MCH program & County Lotus Notes
S2b	<i>Environmental Health</i> –number children receiving follow up annually with elevated lead levels	Stellar & HD system
S3a	<i>Health Promotion- WIC Program</i> dollars spent in county annually from participants of any jurisdiction in WI	State Daisy System
S3b	<i>Health Promotion-Average monthly WIC caseload</i>	State Daisy System
S4a	<i>Other PH Services-Hearing Screenings</i> done annually in schools	County/HD data base
S4b	<i>Other PH Services-Vision Screening</i> done annually in schools	County/HD data base

Health Department Outcomes by focus areas and how they are measured

O1	Communicable Disease-% caseload completing primary immunizations by age 24 months	Centers for Disease Control, CDC, standardized CASA tool
O2a	Public Health Nursing-% MCH/PNCC caseload admitted early (first trimester of pregnancy) for adequate care	State MCH Data System <i>Prenatal/Postpartum all programs report</i>
O2b	Public Health Nursing-% caseload with minimum birth weight of at least 2500gm	State MCH Data System <u>Infant Report all programs</u>
O3a	Disease & Injury - % Wisconsin Well Women Program, WWWP , caseload in Division of Public Health, DPH, age defined high risk target group	WWWP data base and HD data base
O3b	Disease & Injury - % Health Department caseload who smoke & report decreased tobacco usage during pregnancy	State MCH Data System <i>Prenatal/Postpartum all program report</i>
O4	Infrastructure/Performance Funding - % grant funds retained based on negotiated objectives fully met annually	State Grants and Contracts, GAC, system

**Communicable disease case investigations increased 89% from Y2002 to Y2003 and 151% from Y2001 to Y2003.

Professional staff time spent on reportable disease investigations has increased 90% from Y2002 to Y2003 and 288% from Y2001 to Y2003 in part due to the 2003 Monkeypox and Pertussis or whooping cough outbreaks and necessary preparation for SARS, West Nile Virus, Smallpox and Chronic Wasting Disease in Y2002. New, emerging and re-emerging communicable diseases and the required surveillance and control are a local, state and national public health priority and identified in all three 5/10-year health plans.

Washington County Performance Management Highlights Report Health Department 2001-2003

Table 1 Data on Selected **Health Department Services** 2001-2003

Selected Service	Target for 2001>	2001	2002	2003	2004 Status
S1- ** Reportable CD investigations	100% cases followed	280	372	704	Continue
S2a- Radon kits	Increase awareness	373	312	445	Continue
S2b-Lead levels	100% children followed	32	28	20	Continue
S3a-WIC dollars	Retain locally	\$556,406	\$577,126	\$622,906	Continue
S3b-WIC caseload	100% presenting	953	1001	1126	Continue
S4a-Hearing screening	100% presenting	2237	2355	2174	Continue
S4b-Vision screening	100% presenting	2209	2461	2362	Continue

Table 2 Data on Selective **Health Department Outcomes** 2001-2003

Outcome of services	Target for 2001>	2001	2002	2003	2004 Status
O1- immunizations	National goal 90%	77%	85%	87%	Continue
O2a- first trimester of pregnancy	At least 50% MCH & PNCC caseloads	56% or 86 women	62% or 124 women	59% or 95 women	Continue
O2b- birth weight	At least 60% caseload born above 2500 gm	83% or 163 infants	73% or 116 infants	73% or 124 infants	Continue
O3a- WWWP	State DPH goal is 75% of caseload between 50-64 yr	55% or 54 women	58% or 44 women	62% or 57 women	Continue
O3b- decreased tobacco use	75% MCH & PNCC caseload reducing smoking	83% or 99 women	90% or 104 women	83% or 58 women	Continue
O4-grant funds retained	95% funds retained for # objectives negotiated	100% of 16	100% of 18	100% of 17	Continue

Health Department activities and services were prioritized during Y2003 resulting in less outreach for some services & programs, delayed data entry, less committee work with partners and decreased planning ability. Full staffing was not constant due to a variety of factors and increased the collective workload at the Health Department.

**Washington County
Performance Management Highlights Report
Health Department**

Selected **Outputs** by focus area and how they are measured

S1a	<i>Communicable Disease Control & Surveillance</i> – number CD investigations followed up on per state DPH protocols	State MCH program & County Lotus Notes & #4151 DPH forms
S1b	<i>Communicable Disease</i> –value of free vaccines distributed	State DPH report
S2a	<i>Environmental Health</i> –number children with elevated lead levels receiving follow up annually	State Report & County Lotus Notes
S2b	<i>Environmental Health</i> - % of total lead screening done in county that are done by Health Department WIC program	State Report & WIC Reports
S3a	<i>Health Promotion</i> - WIC Program dollars spent in county annually from participants served	State Daisy System
S3b	<i>Health Promotion</i> -Average monthly WIC caseload	State Daisy System

Selected **Outcomes** by focus areas and how they are measured

O1	<i>Communicable Disease</i> -% caseload completing primary immunizations by age 24 months	Standardized Centers for Disease Control CASA tool & WIRWEB
O2a	<i>Public Health Nursing</i> -% pregnancy caseload admitted early (first trimester of pregnancy) indicating adequate care (Carry over cases admitted in previous year not included)	State MCH & SPHERE Reports
O2b	<i>Public Health Nursing</i> -% annual county births on caseload	County Lotus Notes & State Reports
O2c	<i>Public Health Nursing</i> -% low birth weight (LBW) babies with a Health Department intervention	<u>MCH, SPHERE, Lotus Notes & state electronic birth data</u>
O3a	<i>Disease & Injury</i> - % Wisconsin Well Women Program enrolled who meet age defined high risk target group	County Lotus Notes & State Reports
O3b	<i>Disease & Injury</i> - % Health Department caseload who smoke & report decreased tobacco usage during pregnancy	State MCH & SPHERE Reports
O4	<i>Infrastructure/Performance Funding</i> - % grant funds retained or % annual objectives fully met each year	State Grants and Contracts (GAC) system & agency reports

Table 1 Data on Selected **Outputs** 2001-2004

		Target	2001	2002	2003	2004
S1a	CD investigations	100% cases receive follow-up	280	372	704	1026
S1b	Value of free vaccines	Retain locally	\$70,546	\$36,292	\$58,578	\$58,519
S2a	Elevated LEAD levels	100% children followed with elevated levels	32	28	20	16
S2b	WIC LEAD screenings	20% or more of county total	27% 170/633	31% 187/607	22% 153/682	22% 177/812
S3a	WIC dollars spent	Retain locally	\$556,406	\$577,126	\$642,906	\$690,554
S3b	WIC caseload average	100% presenting receive services	953	1001	1126	1225

Table 2 Data on Selective **Outcomes** 2001-2004

		Target	2001	2002	2003	2004
O1	Immunizations	National goal 90%	77%	85%	87%	88%
O2a	Early pregnancy care	At least 50% prenatal caseload admitted early	56% 86/154	62% 124/200	59% 95/161	70% 71/101
O2b	Births on caseload	10-20 % county births on caseload	18% 272/1484	18% 279/1517	16% 231/1485	15% 213/1432
O2c	LBW – low birth weight	At least 50% receive intervention from HD	12% 10/86	11% 10/92	70% 47/67	91% 52/57
O3a	WWWP	At least 50% enrollment between 50-64 yrs old	55% 54/98	58% 44/76	62% 57/92	56% 59/105
O3b	Decreased tobacco use	At least 75% pregnant mothers who smoke will report reduced use	83% 99/119	90% 104/115	83% 58/70	55% 18/33
O4	Grant performance	95% funds retained or objectives met yearly	100% of 16	100% of 18	100% of 17	100% of 21

2002 HEALTH DEPARTMENT GOALS

Related to Strategic Goals & Focus Areas

- Develop and submit a lead ordinance for Washington County using state statutes as a model – Strategic Goal #2 – Focus Area B: Environmental Health/Human Health Hazard
- Collaborate with the Board of Health and the County Attorney to evaluate County Code and suggest revisions to assure that Strategic Goal 2 can be met efficiently to protect all citizens – Strategic Goal #2 – Focus Area B: Environmental Health/Human Health Hazard
- Continue to increase the percentage of 12-24 month old children immunized through the Health Department who have the universally recommended vaccines until 90% (the federal and state recommended level) is reached and then maintain coverage – Strategic Goal #1 – Focus Area A: Communicable Disease
- Develop and pilot a new program to be implemented starting in Y2003 for pregnant women seen on Health Department caseload that will show outcome measures for car seat safety and risks, risks of environmental tobacco smoke, lead risks in environment, and vaccine preventable disease risks – Strategic Goal(s) # 1, 2, 3, 4, 5 – Focus Areas A, B, C, D, E
- Develop an internal agency plan (IAP) for disaster preparedness that coordinates with the county emergency government plan – Strategic Goal #2 – Focus Area B: Environmental Health/Human Health Hazard

2003 HEALTH DEPARTMENT GOALS

Related to Strategic Goals & Focus Areas

- Increase health promotional activities targeted at injury awareness and injury prevention children – Strategic Goal #3 - Focus Area C: Disease and Injury Prevention
- Continue to meet and monitor growing need for Environmental Health Specialist services and programs - Strategic Goal 2 - Focus Area B: Environmental Health or Human Health Control continued
- Maintain participation in local, regional, and state terrorism planning and preparedness activities and consortia - Strategic Goal 1 and 2. Focus Area A and B.
- Annual review of current Health Department Strategic Five Year Plan - Strategic Goal 1, 2, 3, 4, 5 - Focus Area A, B, C, D, E.
- Facilitate a smooth transition in record keeping and data collection from the existing state MCH Data System to the new web based SPHERE Data System in early Y2003.

2004 HEALTH DEPARTMENT GOALS

Related to Strategic Goals & Focus Areas

- Balance programming with available staffing levels to assure safe and efficient services to citizens while maintaining quality – Strategic Goals #1, 2, 3, 4 and 5 – Focus Areas A through E
- Develop a system of recording for communicable disease events that is more efficient and usable by multiple health department users concurrently - Strategic Goal #1 - Focus Area A: Communicable disease control and surveillance
- Develop Lotus Notes system usable by multiple county departments for emergency event documentation - Strategic Goal #1 - Focus Area A: Communicable disease control and surveillance
- Determine usability of SPHERE system for Performance Indicator data – Strategic Goals #1, 2, 3, 4 and 5 – Focus Areas A through E

2005 HEALTH DEPARTMENT GOALS

Related to Strategic Goals & Focus Areas

- Continue to balance programming with available staffing levels to assure safe and efficient services to citizens. – Strategic Goals #1, 2, 3, 4 and 5 – Focus Areas A through E
- Meet the evolving data needs of the health department through hiring a part time Public Health Data Specialist. – Strategic Goals #1, 2, 3, 4 and 5 – Focus Areas A through E
- Maintain a Level II classification in the upcoming 2005 State Division of Public Health 5-year review process. – Strategic Goals #1, 2, 3, 4 and 5 – Focus Areas A through E

Appendix E: Major Focus Area of Statutory Responsibility, Desired Health Status change from Healthy People 2010, Health Department Strategic Goal, Long term Desired Outcome, Negotiated Grant Objectives or other Indicators

Major Focus Area A: Communicable disease control and surveillance

Desired Health Status from Healthy People 2010

Goal 14: Prevent disease, disability, and death from infectious diseases, including vaccine-preventable diseases.

Objective 14-22: Achieve and maintain effective vaccination coverage for universally recommended vaccines among young children.

WCHD Strategic Goal 1 or Longer term outcome: The public's health in Washington County will be protected from preventable communicable diseases.

Intermediate outcome: Children in Washington County will be protected from vaccine preventable communicable diseases.

Indicators or negotiated grant outcome objectives:

By December 31, 2005, all Quad Counties Public Health Consortium member agency requirements related to the accomplishment of the public health preparedness objectives will be met by the Washington County Health Department.

By December 31, 2005, 85% of children served by the Washington County Health Department Immunization Program who will be 24-35 months of age on December 31, 2005 will complete their primary immunizations by 24 months of age.

By December 31, 2005, 80% of licensed day care centers in Washington County will submit the required 2005 Wisconsin Day Care Center Immunization Assessment tally sheet.

By 12/31/04, all Quad Counties Public Health Consortium member agency requirements related to the accomplishment of the public health preparedness objectives will be met by the Washington County Health Department.

By 12/31/04, 88% of children served by the Washington County Health Department Immunization Program who were 12-35 months of age as of January 1, 2004, will receive age appropriate immunizations.

By 12/31/04, 80% of licensed day care centers in Washington County will submit the required 2004 Wisconsin Day Care Center Immunization Assessment tally sheet.

By 12/31/04, 90% of students enrolled in grades 4 through 8 during the 2004-05 school year in the West Bend School District will be in compliance with the Wisconsin Student Immunization Law requirement for varicella vaccine.

Completion of an operational Strategic National Stockpile Plan by December 31, 2004 for Washington County.

Washington County Health Department will maintain a 24/7 response capacity plan notifying the Quad Consortium Director if and when changes are made and will participate in exercising 24/7 response as part of Quad Counties Public Health Consortium by December 31, 2004.

A minimum of one Washington County Health Department staff member will participate on the voluntary Post-Event Response Team for Quad Counties Public Health Consortium by December 31, 2004.

A minimum of one Washington County Health Department staff member will participate in a mass vaccination exercise conducted by the Quad Counties Public Health Consortium by December 31, 2004.

A minimum of one Washington County Health Department staff member will complete required year one training identified within the Quad Counties Public Health Consortium three-year training plan by December 31, 2004.

Washington County Health Department will meet one core public health preparedness related competency by December 31, 2004.

By 12/31/03, 87% of children served by the Washington County Health Department Immunization Program who were 12-35 months of age as of January 1, 2003 will receive age appropriate immunizations.

By 12/31/03, Washington County residents will be better informed of immunization related issues through a proactive media campaign initiated by the Washington County Health Department.

By 12/31/03, a school compliance outreach effort to include at least three Special immunization clinics or extended hours at regular clinics, targeting day care, kindergarten and middle school aged children will be held for Washington County students to meet the immunization requirements for the 2003-2004 school year.

By December 31, 2002, 82% of two year old children who receive immunization through the Washington County Health Department clinics will have received age appropriate immunizations by their second birthday.

By November 1, 2001, Washington County Health Department will conduct at least 2 immunization education seminars to area physicians that promote CDC 4:3:1 standards and the WIRWEB system and CASA evaluation tool.

By November 1, 2001, Washington County Health Department will increase the % of children who achieve the CDC age recommended immunizations from 65% to 72% as determined by CASA.

By December 31, 2001, the Washington County Health Department will purchase a dry ice machine and supplies for the purpose of providing varicella vaccine at satellite immunization clinics.

Throughout the 2001 contract year, the Washington County Health Department will promote and provide free community clinics to bring children into compliance with the student immunization law requirement for Hepatitis B and varicella vaccines.

For the 2001 influenza season, the Washington County Health Department will coordinate the Washington County Flu Coalition and promote implementation of the Wisconsin Influenza Vaccine Campaign, to be developed by the Wisconsin Council on Immunization Practices and the Wisconsin Adult Immunization Coalition.

Appendix E: Major Focus Area of Statutory Responsibility, Desired Health Status change from Healthy People 2010, Health Department Strategic Goal, Long term Desired Outcome, Negotiated Grant Objectives or other Indicators

Major Focus Area B: Environmental Health or Human Health Hazard Control
Desired Health Status from Healthy People 2010

Goal 8: Promote health for all through a healthy environment.

Objective(s)

8-11 Eliminate elevated blood lead levels in children and

8-18 Increase the proportion of persons who live in homes tested for radon concentrations

WCHD Strategic Goal 2 or Longer term outcome: The Washington County public has protection from unhealthy environmental conditions where they live, work and play in Washington County.

Intermediate outcome: County ordinance(s) pertinent to the public's health are reviewed & revised regularly to promote efficient and timely protection of the public ensuring children are protected in an expedient manner when lead hazards are identified in their environments and the public is protected in an expedient manner from human health hazard(s).

Indicators or negotiated grant outcome objectives:

By December 31, 2005, 400 children at risk for lead poisoning who reside in Washington County will receive an age-appropriate blood lead test.

By 12/31/04, eight families residing in pre-1978 housing within the jurisdiction of Washington County Health Department who have children < 6 years of age will have their homes inspected by a certified lead hazard investigator to identify lead hazards and provide recommendations for hazard reduction.

By 12/31/04, clients and customers of 2 new Health Care or business partners within Washington County will be informed about lead paint hazards and age-appropriate blood lead screening recommendations.

By 12/31/03, 100% of Washington County children with capillary of venous blood lead levels of at least 10 ug/dl will receive follow-up services.

By December 31, 2002, an internal agency plan for disaster preparedness will be implemented by the Washington County Health Department.

By December 31, 2002, the Washington County Board of Health will develop a local ordinance covering environmental lead risks.

By December 31, 2002 WCHD will develop a GIS map(s) of homes in Washington County built before 1978 for community education and increased awareness of potential hazards of lead.

Appendix E: Major Focus Area of Statutory Responsibility, Desired Health Status change from Healthy People 2010, Health Department Strategic Goal, Long term Desired Outcome, Negotiated Grant Objectives or other Indicators

Major Focus Area C: Disease and Injury Prevention

Desired Health Status from Healthy People 2010

Healthy People 2010 Goals

Goal 3: Reduce the number of new cancer cases as well as the illness, disability, and death caused by cancer

Goal 12: Improve cardiovascular health and quality of life through the prevention, detection, and treatment of risk factors; early identification and treatment of heart attacks and strokes; and prevention of recurrent cardiovascular events

Goal 5: Reduce injuries, disabilities, and death due to unintentional injuries and violence

Goal 27: Reduce illnesses, disability, and death related to tobacco use and exposure to secondhand smoke

Objectives

3-13: Increase the proportion of women aged 40 years and older who have received a mammogram within the preceding 2 years

12-12: Increase the proportion of adults who have had their blood pressure measured within the preceding 2 years

12-15: Increase the proportion of adults who have had their blood cholesterol checked within the preceding 5 years

15-13: Reduce deaths caused by unintentional injuries

15-20: Increase use of child restraints

27-1 and 27-2: Reduce tobacco use by adults and adolescents

27-6: Increase smoking cessation during pregnancy

WCHD Strategic Goal 3 or longer term outcome: The public's health in Washington County will be protected and promoted through prevention information and activities.

Intermediate outcome: Services and programming focus on prevention of the known leading causes of injury, disease, and disability in Washington County.

Indicators or negotiated grant outcome objectives:

By December 31, 2005, 50 Washington County Health Department antepartum and/or postpartum clients will demonstrate awareness of the need to increase use of appropriate child vehicle restraints by participating in the Health Department's Lower Cost Car Seat Program.

By December 31, 2005, 10 Washington County residents ages 50-64 will enroll in the Wisconsin Well Women Program for the first time.

By December 31, 2005, two community-based organizations will partner with the Washington County Health Department to outreach underserved women ages 50-64 who may be eligible for enrollment in the Wisconsin Well Women Program.

By December 31, 2005, 12 community leaders or residents will actively participate in the development or implementation of a smoke-free public policy for one Washington County community.

By December 31, 2005, 4 community organizations or programs in Washington County that serve women of childbearing age, children, or families with children will implement a smoke-free homes campaign with their clients.

By December 31, 2005, 2 agencies that serve disparately impacted populations in Washington County will adopt new protocols to refer their clients who smoke to local tobacco addiction treatment resources or the Wisconsin Quit Line.

By December 31, 2005, 5 community leaders will increase their knowledge about the impact of tobacco control interventions in Washington County.

By December 31, 2005, 3 individuals from diverse populations in Washington County will newly participate in the Healthy Washington County Tobacco Free Coalition programs and policy efforts.

By 12/31/04, 100 parents or other caregivers of children ages birth through eight years from Washington County will demonstrate the proper installation of a child car passenger seat system.

By 12/31/04, two community based organizations in Washington County will partner with the Washington County Health Department to implement a new parent education module designed to educate parents about the dangers of infant bathwater burns.

By 12/31/04, two Washington County community based organizations will partner with the Health Department to outreach under-served women ages 50-64 who maybe eligible for screenings through the Wisconsin Well Woman Program.

By 6/30/04, 35 Washington County registered nurses, nurse practitioners, licensed practicing nurses, or parish nurses will sign on to publicly advocate in support of smoke free environments acknowledging the dangers of secondhand smoke.

By 12/31/04, ten Washington County residents age 35-64 will be screened through the Wisconsin Well Women Program for the first time.

By 12/31/03, two community agencies will partner with the Washington County Health Department to identify children ages 4-8 years not having appropriate car seat safety restraints.

By 12/31/03, 50% of pregnant women smokers, enrolled in Washington County Health Department's Maternal and Child Health Antepartum and Prenatal Care Coordination Programs, will demonstrate their increase in their knowledge of available tobacco cessation resources and programs.

By 12/31/03, ten Washington County residents aged 50-64 years will receive mammography services through the Wisconsin Well Woman Program in 2003 for the first time.

By 12/31/03, two Washington County community based organizations will partner with the Health Department to outreach and refer under-served women ages 50-64 who may be eligible for breast and cervical screenings through the Wisconsin Well Women Program.

By 12/31/03, 12 Washington County agencies, organizations, or individuals will actively support and participate in the West Bend Clean Indoor Air Initiative.

By 12/31/03, 1,000 additional West Bend residents will actively support a clean indoor air initiative in their community.

By 12/31/03, 25 Washington County medical doctors or dentists will sign on to publicly advocate in support of smoke-free environments and acknowledge the dangers of second-hand smoke.

By 6/30/03, a 3-year community tobacco control plan will be ratified by the Healthy Washington County Tobacco Free Coalition membership.

By 12/31/03, 50 employees at a Washington County worksite will increase their knowledge about available tobacco cessation resources and programs.

By December 31, 2002, 10 women, ages 50-64, not previously enrolled, will be screened for breast cancer through the Washington County WWWP program.

By December 31, 2002, two Washington County community based organizations will partner with the Washington County Health Department to outreach and refer underserved women ages 50-64 who may be eligible for breast and cervical screenings through the WWWP program.

By 12/31/02, 12 agencies or organizations in Washington County will support and participate in the clean indoor air initiative for the city of West Bend.

By 12/31/02, the number of Washington County FACT youth led sponsored events which support clean indoor air, will increase from zero to 3.

By 12/31/02 Washington County Health Department staff including WIC, and two community partners who work with women, will report an increased knowledge and use of tobacco cessation resources.

By 12/31/02 the Washington County Health Department in collaboration with the Washington County Tobacco Free Coalition will increase community support for a clean indoor air initiative in the city of West Bend from 304 individuals or agencies to 600 individuals or agencies.

By 12/31/02 8 community policymaker's knowledge regarding the dangers of secondhand smoke will increase through the collaborative efforts of the Washington County Health Department and the Healthy Washington County Tobacco Free Coalition.

By December 31, 2001 the WCHD will enroll 5 new WWWP women not enrolled in the past 12 months between the ages of 50-64 years old to be screened for cervical or breast cancer

By December 31, 2001, the Washington County health department will attempt to provide follow up of 100% of women on WWWP reported to have abnormal breast or cervical screening findings.

By December 31, 2000 the Washington County Health Department will provide tobacco intervention per agency protocols to 100% of pregnant women seen in the Washington County Health Department's PNCC and MCH programs after protocol developed.

By March 1, 2001 WCHD will develop written agency protocols for tobacco interventions when working with pregnant women enrolled in PNCC and WIC and MCH programs.

By December 31, 2001, facilitate 6 meetings of the new Washington County Injury Prevention Coalition with 5 community partners.

By December 31, 2001, WCHD staff will facilitate at least 2 youth tobacco access/prevention activities in 2 communities based on Washington County Tobacco Coalition recommendations.

By December 31, 2001 Washington/Ozaukee County WIC will assess, offer and document a tobacco intervention, per agency protocol, to 100% of pregnant women seen, after the agency protocol has been developed.

Appendix E: Major Focus Area of Statutory Responsibility, Desired Health Status change from Healthy People 2010, Health Department Strategic Goal, Long term Desired Outcome, Negotiated Grant Objectives or other Indicators

Major Focus Area D: Health Promotion

Desired Health Status from Healthy People 2010

Goal 19: Promote health and reduce chronic disease associated with diet and weight

Goal 11: Use communication strategically to improve health.

Objectives

19-3: Reduce the proportion of children and adolescents who are overweight and obese and Wisconsin 2010 partnership

Healthiest Wisconsin 2010: Maintain an electronic public health data system that collects critical public/private health partnership indicators.

WCHD Strategic Goal 4 or longer term outcome: The public's health in Washington County will be protected and promoted through health promotional information and activities

Intermediate outcome:

Information about factors known to affect health and well-being is disseminating to the public including WIC participants who will have timely access to nutritional education and counseling to achieve improved dietary practices as well as supplemental nutritious foods.

Indicators or negotiated grant outcome objectives:

Throughout the contract period, the Washington/Ozaukee WIC Project will maintain an average participation that is at least 97% of the 1,600 contracted caseload (2005).

Throughout the contract period, the Washington/Ozaukee WIC Project will maintain an average participation that is at least 95% of 1,436 contracted caseload.

By 12/31/04, a report of the impact of the Washington/Ozaukee WIC Project WIC Breast Pump Program on breastfeeding initiation and duration will be provided to the State Breastfeeding Coordinator.

By 12/31/03, 25% of children over age two participating in the Washington/Ozaukee County WIC Program will choose a fat-free or low-fat food package after receiving nutrition education.

By 12/31/03, 60% of pregnant women enrolled in the Washington/Ozaukee County WIC Program will pledge to breastfeed longer than two weeks.

By December 31, 2002, at least 5% of all Washington/Ozaukee County Health Department WIC Program participants over age 2 will choose a fat-free or low-fat milk food package after receiving nutrition education.

By December 31, 2002, 25% of the Washington/Ozaukee County WIC Program enrollees who participate in the "Eat Well, Play Hard" initiative will state that they intend to make a change in diet or increase physical activity.

Appendix E: Major Focus Area of Statutory Responsibility, Desired Health Status change from Healthy People 2010, Health Department Strategic Goal, Long term Desired Outcome, Negotiated Grant Objectives or other Indicators

Major Focus Area E: General Public Health Nursing Program

Desired Health Status from Healthy People 2010

Goal 16: Improve the health and well being of women, infants, children and families.

Goal 23: Ensure local health departments have the infrastructure to provide essential public health services effectively.

Objectives

16-6: Increase the proportion of pregnant women who receive early and adequate prenatal care

23-12c: Increase the proportion of local jurisdictions that have a health improvement plan linked with their state plan

WCHD Strategic Goal 5 or longer term outcome: Public health needs will be balanced with community resources/capacity in Washington County.

Intermediate outcome:

Regular assessment of the public's health by the public health system (including a wide variety of public and private partners and the Board of Health) to be aware of groups with unmet needs, diversity, barriers, and assets in the community and identify priorities the public health system and/or public health department can address.

Indicators or negotiated grant outcome objectives:

By December 31, 2005, 46 pregnant women will receive perinatal care coordination services from the Washington County Health Department.

By 12/31/04, the Washington County Health Department will identify for the Quad Counties Public Health Consortium, the unique needs of their local jurisdiction's maternal and child health populations during a public health emergency for inclusion in the Special Populations Section of the Consortium Public Health Preparedness and Response Plan.

By 12/31/04, 12 staff persons from the Washington County health Department will utilize SPHERE (Secure Public Health Electronic Record Environment) to document all agency maternal and child health activities and interventions at the individual or household, community, and system level.

By 12/31/04, 40 pregnant women will receive perinatal care coordination services from Washington County Health Department.

By 12/31/03, an increase of 5% of women enrolled in the Washington County Parent Education and Training Program will demonstrate positive outcomes in the four program areas of Lead, Immunization, Tobacco and Injury Prevention.

By 12/31/03, 50% of the Washington County Health Department Maternal and Child Health Program antepartum caseload will have been admitted during the first trimester of pregnancy.

By December 31, 2002, at least 50% of Washington County Health Department's Maternal and Child Health Program caseload will have been admitted during the first trimester

By December 31, 2002, 50% of pregnant women enrolled in the Washington County Health Department's Maternal and Child Program and Prenatal Care Coordination Program will self report that they decreased or stopped smoking during pregnancy.

By December 31, 2002, a parent education and training program focusing on newborn health and safety will be developed and piloted with 25% of women receiving current ongoing antepartum services through the Washington County Health Department MCH Program.

By December 31, 2000 the Washington County Health Department will provide tobacco intervention per agency protocols to 100% of pregnant women seen in the Washington County Health Department's PNCC and MCH programs after protocol developed.

By March 1, 2001 WCHD will develop written agency protocols for tobacco interventions when working with pregnant women enrolled in PNCC and WIC and MCH programs.

By December 31, 2000 the Washington County Health Department will develop a strategic plan for the Health Department including determination of linkages with 2010 state and national health objectives, essential Public Health services, local community needs assessment and available resources. This will become the health department five-year plan.

Appendix F - June 2003

2000 - 2010 Wisconsin Public Health Improvement Plan Priorities/Healthy Washington County Health Improvement Plan

- 1-Access to primary and preventative health services
- 2-Adequate and appropriate nutrition
- 3-Alcohol and other substance use and abuse
- 4-Environmental and occupational health hazards
- 5-Existing, emerging, and re-emerging communicable diseases
- 6-High risk sexual behavior
- 7-Intentional and unintentional injuries and violence
- 8-Mental health and mental disorders
- 9-Overweight, obesity, and lack of physical activity
- 10-Social and economic factors that influence health
- 11- Tobacco use and exposure

- A-Access to Health Care
- B_Nutrition
- C-Inappropriate Use/Abuse of Alcohol and other
- D-Environmental/Occupational Health
- E-Communicable Diseases New and Emerging
- F-High-Risk Sexual Behavior
- G-Intentional & Unintentional Injuries & Violence
- H-Mental Health
- I-Obesity and Lack of Physical Activity
- J-Social/Cultural/Familial/Spiritual
- K-Economic Factors Affecting Health
- L-Tobacco Usage/Exposure

Health Department Programs and Services by Major Focus Area	Healthiest Wisconsin 2010 Health Priority	Healthy Washington County CIP Area
Focus Area A - Communicable Disease		
➤ Reportable Communicable Disease follow-up	5	E
➤ Emerging CD control and surveillance)	5	E
➤ TB testing/case management	5	E
➤ STD & Hepatitis counseling	1, 5, 10	A, E, J, K
➤ HIV & AIDS Partner Notification	1, 5, 10	A, E, J, K
➤ Refugee follow-up	1, 5, 10	A, E, J, K
Immunization Programs	1, 5	A, E
Annual Influenza program and Community Coalition	5	E
Focus Area B - Environmental Health		
Radon Information Center Services	4	D
Human Health Hazard and Nuisance Investigations	4, 10, 11	D, J, K, L
➤ Lead Risk Assessments	4	D
➤ Rabies Control Coordination and follow-up services	4	D
➤ Beach Water Testing	4	D
Disaster Preparedness	1, 2, 4, 5, 10, 11	A, B, D, E, K, L
Focus Area C Disease and Injury Prevention		
Wisconsin Well Woman Program and Community Coalition	1	A
Tobacco Control Services and Community Coalition	10, 11	J, K, L
Injury Control Services and Community Coalition	7	G
Cardiovascular Services	1, 11	A, L
Focus Area D Health Promotion		
Women, Infants and Child (WIC) Supplemental Food Program	1, 2, 9	A, B, I
Committee and Community Coalition Participation	ALL	ALL
Information Dissemination	ALL	ALL
Focus Area E Public Health Nursing		
Community Assessments	ALL	ALL
Maternal Child Health and Prenatal Care Coordination	ALL	ALL
Other Public Health Services		
Community Options Program Assessments	10	J, K
Protective Services Assessments	10	J, K
Hearing, Vision and Scoliosis Screenings	1	A
Loan Closet	10	J, K
Child with Special Health Care Needs Services	1	A