



**2017**

# **Annual Report Summary**



Eau Claire City-County  
**Health Department**



# Message from the Health Officer

I am happy to share the 2017 Eau Claire City-County Health Department Annual Report Summary – 2017 was an exciting year.

This year the health department had a specific focus on making sure that we are providing essential public health services as defined by national standards in an efficient and high quality way. This focus led us to work on meeting National Public Health Accreditation standards – a rigorous peer-review process that resulted in the awarding of national accreditation status. We are one of only 15 departments in Wisconsin that have achieved this status. This honor could not have happened without the daily efforts of an amazing staff, the leadership of the Board of Health, and partnerships that exist with countless partners across the community and state. All Eau Claire residents should be proud that they live in a community that has a nationally accredited health department and that we continue to strive to meet the needs of all that live, work, learn, vacation, play, and spend time here.

We also focused on some particularly critical public health issues in 2017. These included:

- Drug misuse including opioids, meth, and alcohol
- Unsafe and unhealthy housing
- Poverty
- Homelessness
- Mental health and need for prevention

None of these topics are easy to solve and they all take a strong collaborative approach. We anticipate that all will continue to be a focus of the work of the department along with the many other core services we provide related to maternal child health, environmental health sciences, regulation and licensing, reproductive health, community health promotion, and communicable disease.

Thank you for continued support of the work we do to promote health and safety for all Eau Claire communities. I encourage you to let me know how we can continue to improve the work we do at the health department. Please contact me at 715.839.4721 or [elizabeth.giese@co.eau-claire.wi.us](mailto:elizabeth.giese@co.eau-claire.wi.us)

Respectfully,



Elizabeth Giese, RN, MSPH  
Director/Health Officer ECCCHD



Eau Claire City-County  
**Health Department**  
2017 ECCCHD Annual Report - 2

# Eau Claire City-County Health Department Mission

Promoting health and safety for all Eau Claire communities.

## Guiding Principles

The Health Department's work is guided by seven overarching principles:

- Prevention- Promotion of health and prevention of disease, injury and disability is critical in saving lives and money
- Health Equity- Everyone should have equal opportunity to be healthy
- Collaboration- People working together provide the best solutions
- Quality- Efficiency and effectiveness is critical in programs and services
- Data Informed- Collection and analysis of data guides decisions
- Evidence Based- Building and utilizing evidence and promising practices in programs and services
- Ethical Practice- Acting with the highest standards of professional practice

## Eau Claire City-County Board of Health

The Eau Claire City-County Board of Health (BOH) is an eight member board appointed by the County Board and City Council. The BOH has representation from: a City Council member, a County Board member, 2 practicing physicians, 1 practicing dentist, 1 registered nurse and 2 community representatives. The Board advises and advocates for the provision of reasonable and necessary public health services and provides leadership that fosters local involvement and commitment.

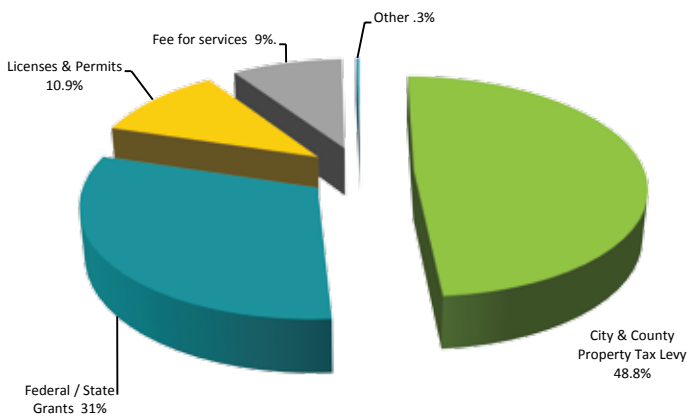
- Donald Bodeau, MD
- Jennifer Eddy, MD
- Blair Johnson, DDS
- Kathy Mitchell, PhD
- John Paddock\*
- Merey Price, RN
- Elizabeth Spencer, RD
- Gerald Wilkie
- Joan Berlin
- \*Term ended in 2017*



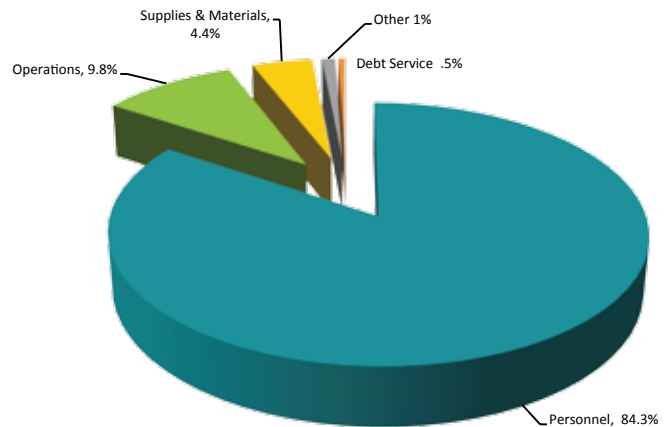
Price, Spencer, Wilkie, Johnson, Mitchell, Berlin, Eddy, Bodeau

## Budget

2017 Estimated Revenues



2017 Estimated Expenses



Health data provides a snapshot of the health of our community and shows how health is influenced by many things, including our everyday surroundings - where we live, learn, work and play. Data helps us to:

- Identify and understand current/potential health problems or environmental public health hazards
- Provide health information to community partners
- Evaluate if the programs, policy and environmental changes are making a difference

### Eau Claire by the Numbers

**102,105** Eau Claire County population<sup>1</sup>

**41%** of children enrolled in public schools that are eligible for free lunch<sup>1</sup>

**23%** residents that live in a rural area<sup>1</sup>

**\$51,900** median household income<sup>1</sup>

**7.9%** population that is African American, Asian, American Indian or Alaskan Native, or Hispanic<sup>1</sup>

**1 in 7** residents live below the Federal Poverty Level (FPL)<sup>1</sup>



**25%** of high school students in Eau Claire county report prescription drugs are fairly easy/very easy to get.<sup>2</sup>

Learn how Health Educators are working to decrease access to prescription pills on **page 6.**



**8 in 10** people will get HPV at some point in their lifetime.<sup>3</sup>

Learn how Public Health Nurses are working to decrease HPV related cancers on **page 6.**



**3 in 4** adults in Eau Claire County do not eat the recommended five fruits and vegetables per day.<sup>4</sup>

Learn how Public Health Nutritionist are working to increase healthy eating on **page 8.**



**46%** of housing units are occupied by renters in the City of Eau Claire.<sup>4</sup>

Learn how Environmental Health Specialists are working to make sure all who live in the City of Eau Claire have a healthy home on **page 9.**

1 County Health Rankings  
 2 PRIDE Survey  
 3 CDC  
 4 BRFSS  
 5 US Census Bureau

## Community Health

The places where we live, work and play can greatly influence our health. Health Educators work closely with community partners to collectively identify and address those things that can improve our health in these places. This includes working with individuals, but also includes making changes to systems and policies.

### Youth Mental Health

Resilience is the ability to adapt after you face difficult life situations. Situations could include adversity, trauma, tragedy, threats, or significant stress. All youth, including those who have a history with adverse childhood experiences, can be supported by factors that increase resilience. The health department, along with twenty other organizations from Chippewa and Eau Claire counties, is taking a close look at resilience through the Mental Health Matters Coalition. After a year of planning, the Mental Health Matter's project was awarded funding for the next five years by the Advancing a Healthier Wisconsin (AHW) Endowment at the Medical College of Wisconsin. The goal of the grant is to promote youth resilience and mental health in the Chippewa Valley. Ultimately, the coalition wants to see people supporting one another in a community of resilience.



**mental health matters**  
promoting resilience for chippewa valley youth

### Community Health by the Numbers

**2800**

pounds of prescription drugs collected in 2017

**50**

youth trained to be alcohol/drug prevention peer educators/advocates

**250+**

community partners committed to improve the health of Eau Claire

### Fran's Story

Healthy parent-child relationships, positive family dynamics, and supportive communities provide a strong foundation for children. Positive, healthy teen dating and peer relationships have many benefits for youth and entire communities benefit from healthy adult relationships. For this reason, Eau Claire Heathy Communities, in which the health department is a partner, has an action team dedicated to increasing awareness about healthy relationships (and decreasing intimate partner violence).

Intimate partner violence is sexual violence, physical violence, and/or stalking from a current or former dating partner or spouse. We know around 1 in 3 women and men in the U.S. experience intimate partner violence during their lifetime. We also know it happens in our community.



Community members featured in Fran's Story

Each and every person in our community has a role in preventing violence and creating a safe place for families to thrive. Many in our community work together to protect victims, prevent further abuse, and support healthy relationships. You can watch the story of how our community did just that with a woman named Fran and her family. View Fran's story here: <http://youtu.be/mUgB8e-9XG4>

With the support of the community, Fran was able to overcome many obstacles. She is now happily married and an advocate for others in domestic violence situations.

## Social Media Challenge for Drug Take Back Day



GIF submitted from North High School

Eau Claire area high school students attending the SADD (Students Against Destructive Decisions) training event in October 2017, were given a drug takeback day social media challenge. The challenge was to create original GIFs, short moving images, to promote an upcoming Drug Takeback Day Event. Drug Take Back Days happen twice a year and give people a safe place to dispose of medications that have expired or they do not plan to use. The challenge was led by SADD chapters and all area high schools could participate. North High School received the most votes and won the challenge with a creative and powerful entry. Entries for the challenge were posted on the Alliance for Substance Abuse and Prevention Facebook and Twitter, view here:

<https://www.facebook.com/ecalliance/videos/1783037148381926/>

*“Activities like these make our students feel empowered to be a part of something greater than the walls of our high school.” –EC Memorial SADD and Eau Claire County YAB member*

## Public Health Nursing

Public Health Nurses provide a wide variety of individual, family and group services that positively impact health in our community. From prenatal education to communicable disease prevention, public health nurses encourage and support community members to make healthy choices and prevent disease.

### HPV Vaccination

Over 80% of people will get HPV (Human Papillomavirus) at some point in their lifetime. HPV is a sexually transmitted infection that can cause cervical, oral and rectal cancers. An HPV vaccination is available and can greatly lower your chance of developing an HPV related cancer. Nationally, we know HPV vaccination rates are lower than other vaccination rates.

In Augusta, we had the opportunity to address low HPV vaccination rates. This opportunity came through having a trusted public health nurse dedicated to Augusta and community agencies who were ready to partner with us. Together we created an HPV Vaccination Awareness Campaign. This campaign spanned several months and included various kinds of outreach, including attending Augusta’s Back to School Day. If you have a teenager, talk to their healthcare provider about the HPV vaccination!

Presented by the Eau Claire City-County Health Department and Prevea Augusta Health Center

# HPV Vaccine

## Q & A

For Parents and Students

Come learn more about HPV at our booth!  
**FACTS, FUN, & PRIZES**

Back to School Day — Augusta MS/HS

**September 1**

Dr. Mark Gideonson & Tammy Raeder, RN

What is HPV? Is the HPV vaccine safe?  
How can the HPV vaccine prevent cancer?

In partnership with the Augusta Area School District and the Chippewa Valley Immunization Coalition

## Amped Health Advocates

Youth are the future. We have all heard this countless times. The question is, how can we help empower youth for a healthy future? At the Health Department, a focused effort to improve the future of health in our community happens through Amped Health. Amped Health's purpose is to bring together a collaborative group of community partners working to improve the health of young people in Eau Claire County.

In 2017, the Amped Health Advocates program was created. This program recognizes that youth have important and unique perspectives that are needed when developing practices, programs, and policy.

The Amped Health Advocates are a group of young people with diverse experiences working to make Eau Claire a better and healthier place to live. Meeting on a regular basis the advocates act as an advisory group for the Amped Health program and the Family Planning Clinic. On top of this, they are engaged in health advocacy projects within the community that are driven by them. A recent project was a "Love is..." campaign which encouraged their peers to define what love means to them.

The goal of Amped Health Advocates is to move Eau Claire County towards a healthier future by incorporating the voices of the future.

*"The Amped Health program has allowed me to make lifelong friends, discuss the issues in my community that matter to me, and begin to strive towards positive change for myself and for my fellow community members" –Amped Health Advocate*



"Love is..." Campaign



## Public Health Nursing by the Numbers

1523

vaccinations given to infants, children and adults

1111

reportable communicable disease follow ups

63

women received Nurse-Family Partnership program services

39

families with infants received a Pack 'n Play: a safe sleep option

636

women and men received contraceptive services



Public Health Nutritionists focus on developing and encouraging healthy eating across the life span of our population. Good nutrition is important for health and disease prevention. Our nutrition programs advocate for healthy behavior changes and access to healthy food choices in the community.



Have you spotted an FNV add in Eau Claire?



## Healthy Food Retail Initiatives

In the 2014-2015 Community Health Assessment, overweight and obesity was identified as a top community health priority. 81% of people identified obesity as a concern in our community in the assessment. Poor nutrition can be a factor in obesity. Obesity increases the risk for diabetes, sleep apnea, heart disease, depression and more.

Public health nutrition staff joined Dunn and Chippewa County partners to form a tri-county coalition called the "Healthy Food Marketing Collaborative." The group recognized that the counties have obesity as a common health priority and residents often cross county borders to shop. In 2017, the Healthy Food Marketing Collaborative took action as a pilot site for the FNV (Fruits and Veggies) Wisconsin marketing campaign – a campaign that unites all fruits and vegetables under one marketing strategy. This social marketing campaign focuses on messages to change attitudes towards fruits and vegetables. The campaign can be found in retail, on billboards and digital media throughout Eau Claire.

Also the group worked closely with small convenience stores with the goal of increasing the healthy food availability in those neighborhoods. Coalition members met with store owners to complete healthy retail assessments and develop

## Public Health Nutrition and WIC by the Numbers

**326** women received contact from a breastfeeding peer counselor

women participating in WIC started breastfeeding their babies

**79%**

**2870** community members received nutrition education at Veggin' Out booths at area farmers' markets

families participating in WIC spent Farmers' Market Nutrition Program checks at local farmers' markets

**499**

**59** families were enrolled in Fit Families and worked with coaches to make healthy choices

## Emergency Preparedness

Public Health Emergency Preparedness efforts ensure the Health Department and the broader community are ready to respond to a variety of environmental hazards and communicable diseases.

### Are we ready?

Knowing our threats and being prepared to respond is critical for assuring the health of people in Eau Claire. In 2017, the health department worked with key partners to respond to more than 40 public health emergencies related to such things as extreme weather, contaminated beaches, and communicable diseases. This response was possible because of continuous collaborative planning. We work alongside key community partners to ensure that we are continually assessing risks, practicing our response plans, and training responders. For example, in 2017 we worked with health care agencies across the county including nursing homes, dialysis centers, home health agencies, and others to support them in developing plans for dealing with emergencies as part of a new national requirement. Why should we care about this? In an emergency, whether it is a power outage or big communicable disease outbreak, we want these types of providers to be able to respond so that our family members and friends can keep getting the care they need.

**PUBLIC HEALTH THREATS:**

**BIOLOGICAL THREATS**  
like viruses (flu or other infectious diseases), bacteria, parasites, fungi or their toxins that can cause illness or death in people, animals, or plants.

**NATURAL DISASTERS**  
like heat waves, snow or ice storms, earthquakes, hurricanes, and floods.

**CHEMICAL AND RADIOLOGICAL MATERIALS**  
that if released accidentally or intentionally could create large-scale public health emergencies, especially in densely populated areas.

## Environmental Health

*The physical environment in which people live is an important determinant of health. Environmental health protects the health of the public by assessing, correcting, controlling and preventing those factors in our environment that can negatively affect health, including foodborne and waterborne outbreaks.*

### Healthy Homes

In 2017 the City of Eau Claire's housing code was updated for the first time since it was last revised in 1994. The purpose of the updated housing code and inspection program is to encourage neighborhood safety and ensure that the city's housing meets minimum health and safety standards. The new program is more proactive with a focus on housing as a health issue.



All homes within the City of Eau Claire will now be surveyed at least once every 5 years. This was previously done in only certain neighborhoods. This exterior survey identifies properties with the highest safety and health concerns. Homes are identified for an inspection based on criteria including the exterior survey results (exterior condition of the home), number of complaints, if the age of the home is more than 40 years old, whether it contains any rental units and if they have documented cases of retaliatory eviction. The health department inspects homes to keep you and your family safe. A few common hazards in your home are listed below and why they are dangerous for you and your family's health.

- Structure of Home - Slips, trips, falls, cuts
- Electrical issues – injuries related to fire and electrocution
- Moisture / Water Leaks & Mold -Lung infections, asthma and bronchitis
- High Radon Levels - Lung Cancer

Our health is impacted by where we live. This change in the housing code impacts the community by increasing the health and safety of homes, encouraging neighborhood safety, removing hazards associated with unsafe housing conditions and increasing property values. More information about the Eau Claire City Housing Inspection Program

# Nitrate and Well Water

For private well owners, regular testing is needed to know if their water is clean and safe. A commonly found contaminant is nitrate. Nitrate occurs naturally and is found in plants, air, water, and soil. However, unsafe levels of nitrate in water pose serious health risks to infants. Nitrates can cause "blue baby syndrome," a condition that makes it hard for infants' bodies to use oxygen. High nitrate test results in Eau Claire County are a concern to us.

In 2017, the Health Department, in partnership with UW-Eau Claire Environmental Public Health program, continued a project to provide free water testing for 150 well owners with a history of high nitrate levels. The goal of this project is to better understand the possible sources of nitrate levels in wells. The two most common sources of high nitrates in Wisconsin's groundwater are agriculture and private septic systems.

UW-Eau Claire students contacted the 150 private well owners who had a high nitrate test in the past. The students were able to collect 97 water samples which were tested in the laboratory for nitrates and chemicals which are specific to agriculture and other chemicals specific to human septic systems. Out of the 97 samples collected between October and December 2017, 17.5% of the samples had low levels of agricultural pollutions and 6.2% of the samples contained signs of septic system pollution. The testing also found that nearly 24% of samples had high levels of nitrate.

The project will continue into early 2018 and try to figure out the extent that groundwater is polluted from agriculture and septic systems. This project will help guide public health interventions and policies so we can address nitrate pollution in the very best way possible.

If you have a private well, make sure you and your family are safe from high nitrate levels by testing your well water each year.



UW- Eau Claire student examines a well

## Environmental Health by the Numbers

**37%** of tested homes had high radon levels



unsafe private drinking water bacteria tests **23%**

**1353** housing consults were completed, providing education and expertise on housing topics to the community

spore tests came back safe **100%**

**4.5** trucks of usable donations collected during "Pack it up-Pass it on"

restaurant inspections completed **1149**



## Health Department Staff

*Thank you for taking the time to read about some of the important and fulfilling work our staff accomplished in 2017. We are striving to create a healthy and safe community for the citizens of Eau Claire City and County, and are proud to share this summary with you.*



# Eau Claire City-County Health Department

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The 2017 Annual Report Summary can be found at [www.ehealthdepartment.org](http://www.ehealthdepartment.org)