

# City of Racine Health Department

## Goals / Outcomes

### Fiscal Year 2011

<b>Dottie-Kay Bowersox, Public Health Administrator</b>		
<b>Goal 1:</b> Create and institute a vision of local public health through programs and services facilitated by community need, Local, State, and Federal mandates.		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Meet and / or exceed a 90% compliance rate of grant and contract goals for all internal / external management / program audits within the 2011 fiscal year.	Comply with Federal / State / Local mandates	Score of 95 from the CRI audit
2. Integrate 40% of existing programs / services with at least one other County jurisdiction by December 30, 2011.	Starting base of four (4) Health Department Divisions	
3. Maintain quarterly meetings with Elmwood / Wind Point Boards of Health to determine integration opportunities.	Four (4) quarterly meetings	2
<b>Goal 2:</b> Leverage internal / external communications to create media opportunities which reflect departmental goals to educate the public and promote current public health issues.		
<u>Outcome</u>	<u>Annual Target</u>	<u>YTD</u>
1. Maintain current outreach methods with improved focus / content and initiate new activities that specifically target key populations:		
a. Annual Farmer's Market	One (1) annual market	1
b. Annual Breastfeeding / Breast Cancer Prevention Campaign	One (1) annual campaign	
c. Annual STD / HIV Campaign	One (1) annual campaign	
d. Annual Targeted WIC / Services Post Card Campaign	One (1) annual campaign	
e. Update of current communication pieces i.e. website, brochures, banners, etc.	Three (3) communication pieces plus WIC Facebook Page	

<u>Goal 3: Improve departmental morale by utilizing direct and effective communications, establishing clearly defined responsibilities and expectations, and rewarding staff who exhibit exceptional performance.</u>		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Hold bi-monthly general staff meetings.	Six (6) bi-monthly meetings	2
2. Revise current job titles / descriptions by June 30, 2011 and continue to advocate for the implementation of a City Salary / Wage Study.	Consolidate eighty-five (85) job descriptions into an appropriate minimal number	6
3. Maintain a professional relationship with union representation.	Successful negotiations of three (3) existing union contracts	Completed
4. Investigate annual employee recognition opportunities with specific recommendations by July 30, 2011.	Create one(1) internal recognition committee	
5. Institute an appropriate, periodic, and consistent employee evaluation process with the assistance of City Human Resources by August 30, 2011.	Health Department currently has a base of thirty-eight (38) personnel to evaluate	Evaluations for all eight (8) Non-Representative Personnel have been completed
6. Develop and implement a survey to establish baseline statistics for a variety of employee-related parameters including understanding of management expectations and personal responsibilities, perceptions regarding professional development and growth opportunities, and overall job satisfaction by December 30, 2011.	Develop / implement one(1) employee survey	
<u>Goal 4: Determine / Implement the objectives outlined in the Community Health Improvement Plan.</u>		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Complete the Community Health Plan document by August 30, 2011.	Complete one (1) community health plan	
2. Complete an internal / external review of the Community Health Plan, with a recommendation deadline of December 30, 2011.	Complete one (1) document review	

<u>Goal 5:</u> Utilize targeted outreach efforts to promote increased participation in the Wisconsin Well Woman Program (WWWP) for early detection and treatment of breast and cervical cancer.		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Increase the number of new clients enrolled in the (WWWP) by 10% from 132 clients to 145 in 2011.	Increase of thirteen (13) new clients	109
2. Promote continuity of health care in women previously enrolled in the WWWP by contacting 75% of women for which we have addresses and telephone numbers who have not re-enrolled within the last 12 months. (This is a new outcome; no baseline information is available.)	Contact 75% of women who have not enrolled in the last twelve months	100% contacted total 80 women
3. In 2011 contact 100% of WWWP enrollees for which we have addresses and telephone numbers with abnormal breast and cervical cancer screening tests through telephone and written communications to strongly encourage appropriate follow-up by their health care provider. In 2009 there were 52 women with abnormal results [44 breast and 8 cervical]. (This is a new outcome; no baseline information is available.)	Contact 100% of women who have had an abnormal breast or cervical cancer screening result	100% contacted total 28 women

<b>Julie Kinzelman, Laboratory Director</b>		
<b>Goal 1: Monitor, assess, and identify potential sources of pollution within the City limits of Racine that could adversely affect Root River and Lake Michigan water quality.</b>		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Establish and maintain water quality monitoring stations in City of Racine parks and recreational areas on the Root River (six locations) and Lake Michigan (five locations).	Establish eleven (11) monitoring stations	5 - Lake Michigan
2. Identify potential sources of pollution impacting surface water and communicate findings to the department or agency maintaining primary responsibility for the source.	Variable, based on sampling	2
3. Recommend corrective action(s) to other municipal departments or external agencies to mitigate pollution sources.	Variable, based on identified sources	0
4. Provide analytical support for the implementation of state and federal mandates for surface and storm water.	Comply with Federal / State regulations	Complete
5. Publicize annual research findings in at least one peer reviewed scientific journal.	Complete one (1) scientific journal paper annually	Complete

<b>Teri Hicks, Director of Community Health</b>		
<b>Goal 1:</b> Utilize education and outreach activities to promote community awareness of STD / HIV issues, while providing the community with diagnoses and treatment options through STD / HIV clinic services.		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Develop a comprehensive Clinic Policy and Procedure Manual by June 30, 2011.	Develop one(1) manual	
2. Develop a comprehensive Community Integration Plan by December 31, 2011, which includes reporting sources, implementing effective treatment, and follow-up strategies.	Develop one(1) integrated plan	
<b>Goal 2:</b> Provide nutritional education and enhance the availability of nutritious foods to pregnant, breastfeeding, and post partum mothers and their children of up to five years in age.		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Increase by 5% the number of WIC clients who successfully initiate breast feeding from a baseline of 54% to 59%.	2010 baseline of 224 initiated of 397 postpartum women	57.9%
2. Increase the redemption rate of Farmers Market coupons by WIC clients from 57% to 69%.	2010 baseline of the redemption of 2071 coupons	
3. Maintain a minimum of 95% (1646) of the currently contracted caseload of 1731 as specified by the State of Wisconsin.	Based on 1646 contacts in 2010 increase by 85 contacts for 2011	89.7%
<b>Goal 3:</b> Utilize the Racine Healthy Birth Healthy Families (RHBHF) program to implement processes for healthy birth outcomes by providing home visitation and case management services.		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Maintain the current active case load of 38 families per year who participate in the intensive home visitation program.	Maintain thirty-eight (38)families per year	12
2. Maintain 8 group outreach sessions per year utilizing family education to promote adoption of more healthy lifestyles. Of the engaged families, 85% should implement positive change within their home environment.	Maintain eight outreach sessions resulting in 85% positive change verified by individual assessments	100%

<u>Goal 4: Maintain County immunization services for adults and children through direct clinic service and / or local providers.</u>		
<u>Outcome</u>	<u>Annual Target</u>	<u>YTD</u>
1. Maintain the current vaccination rate of 70.8% for children in Racine County who complete the recommended vaccine schedule (four DTaP, three Polio, one MMR, three HepB, and one Varicella) by their second birthday.	Maintain current vaccination rate of 70%	Rate is approximately 55% and includes those children turning 2 years of age who are not behind on their immunizations
<u>Goal 5: Support the Medicaid population of the Greater Racine Area by conducting home visits with an emphasis on prenatal health.</u>		
<u>Outcome</u>	<u>Annual Target</u>	<u>YTD</u>
1. Increase interactions by 10% from 92 to 102 families by providing home visits, prenatal / parenting education, and referrals in 2011.	Increase interactions by ten (10) families	36

<b>Marcia Fernholz, Director of Environmental Health</b>		
<b>Goal 1:</b> Continue an aggressive environmental lead poisoning prevention program to promote investigation, remediation, clearance of lead hazards, and mitigation of household problems, including comprehensive education / awareness and nursing services.		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Maintain an active program to increase lead poisoning testing rates by 3% from 3,538 to 3,644 children from target populations who are under age 6.	Increase lead poisoning tests by one hundred six (106) children	1,837
2. Complete lead risk assessments in 100% of homes where children are identified as lead poisoned. (Thirty-seven assessments were performed in 2009.)	Complete 100% home lead contamination assessments	12
<b>Goal 2:</b> Develop educated restaurant owners, managers, and food service employees who understand and implement the Wisconsin Food Code in order to provide safe eating environments within the City of Racine.		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. Complete at least one annual restaurant inspection of each licensed facility to ensure compliance in 2011.	Complete five hundred and fifty (550) restaurant inspections	462
2. Provide the Wisconsin Food Code to each restaurant owner or manager.	Provide a copy of the Wisconsin Food Code to five hundred and fifty (550) licensed establishments	Complete
<b>Goal 3:</b> Acquire and implement an integrated software solution that will allow Environmental Health staff to record live inspection data at customer sites and access an integrated set of current and historical customer data from the office or field. This initiative will accrue significant benefits in multiple areas including food, water, tobacco, infectious disease management, and billing.		
<u>Outcome</u>	<u>Annual Target</u>	<u>YTD</u>
1. Implement the HealthSpace Data Application for tracking food, recreational and lodging establishment inspections and licensing by December 31, 2011.	Implement / transition one (1) State Environmental Health software data application	

<b>Goal 4: Utilize outreach and enforcement activities to promote enhanced awareness of / compliance with cat and dog vaccinations and licenses.</b>		
<u>Outcome</u>	<u>Annual Target</u>	<u>YTD</u>
1. Investigate and follow up on 100% reported animal bites. Baseline for 2009 is 138 bites.	Investigate 100% of reported animal bites	81
<b>Goal 5: Integrate appropriate Environmental Health and Communicable Disease Nursing personnel into an internal task force which responds to all emergency issues including food borne illnesses.</b>		
<u>Outcome</u>	<u>Annual Target</u>	<u>YTD</u>
1. Provide an appropriate agency response to 100% of all communicable disease reports including food borne illness within 24 hours of agency notification. Baseline of 2009 is 1567 reports.	Respond to 100% of all communicable disease reports	662 with 100% compliance
<b>Goal 6: Increase internal capacities and collaborative efforts for emergency planning and disaster preparedness within the health department's jurisdictions.</b>		
<u>Outcomes</u>	<u>Annual Target</u>	<u>YTD</u>
1. 100% of Racine Health Department personnel will attain a level of proficiency to match their assigned responsibilities in the utilization of the Incident Command System.	Initial baseline for proficiency testing was 62% and increased to 95% in 2010. Maintain a range between 62% and 95% for 2011.	100% of new employees have received ICS orientation
2. Achieve 100% compliance with the recommended revisions of the Comprehensive Racine County Emergency Management Plan as determined by the Racine County Health Officers and their respective Emergency Preparedness Coordinators.	Maintain a compliance level of 100% for 2011.	Complete
<b>Goal 7: Promote increased utilization of the City of Racine Employees (CORE) wellness program, designed to protect and promote employees health including their spiritual, mental, and physical wellbeing.</b>		
<u>Outcome</u>	<u>Annual Target</u>	<u>YTD</u>
1. Administer the City of Racine employer wellness initiative, "The Well Workplace Award," as promoted by the Wellness Council of America. This seven step best practice model is a national award process for earning the well workplace designation and recognition as one of America's healthiest companies. This process will be completed by September 30, 2011	Recipient of the Well Workplace Award	Complete Received Gold workplace Award on April 19, 2011