

## City of Racine Public Health Department Goals / Outcomes Fiscal Year 2015

<b>Dottie-Kay Bowersox, Public Health Administrator</b>		
<u>Goal 1:</u> Create and institute a comprehensive vision of local public health through programs and services facilitated by city, county, and 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 mandates for all internal / external audits within the 2015 fiscal year.	Comply with Federal / State / Local mandates / requirements.	
2. Continuation of advocacy efforts with local, state, and federal representatives on behalf of local public health.	Maintain current involvement with the State and Regional Local Public Health Associations.	
3. Maintain quarterly meetings and / or electronic communications with Elmwood / Wind Point Board of Health as their Health Officer.	Four (4) quarterly interactions.	
4. Determine viability / direction of new Health Department Clinic.	Complete renovation of the Health Department Clinic operations by Summer 2016.	
5. Determine potential implementation of a hybrid Child Death (CDR) and Fetal Infant Mortality Review (FIMR) Teams.	Develop program framework with the assistance of Central Racine Health Department and the Children's Health Alliance of Wisconsin.	
6. Through collaborative efforts with the Wisconsin Humane Society (WHS) coordinate the purchase of cat and dog licenses in accordance with the current contract.	Determine software application, data transfer, operating procedures, and public notification.	

**Goal 2: Leverage internal / external communications to create media opportunities which reflect departmental goals to educate the public and promote current public health issues.**

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Maintain current outreach methods with improved focus / content and initiate new activities that specifically target key populations:		
a. County Dog Bite Campaign.	One (1) campaign by October 2015.	
b. STD / HIV Campaign.	One (1) campaign by December 2015.	
c. Specialized Campaign.	One (1) campaign by Spring 2015 for Replacement of Storm Water Stickers.	
d. Specialized Campaign.	One (1) Campaign for Lead by October 2015.	
e. Coordination of media / press releases related to public health issues with Central Racine Health Department.	Distribute 100% of communications to area hospital systems, community representation, and appropriate media outlets.	

**Goal 3: Improve departmental morale by utilizing direct and effective communications, establishing clearly defined responsibilities and expectations, and rewarding staff who exhibit exceptional performance.**

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Hold general staff meetings.	Four (4) meetings annually.	
2. Revise current job titles / descriptions.	Consolidate eighty-five (85) job descriptions by December 2015.	
3. Complete new employee orientation manual.	Create one (1) manual by October 2015.	
4. Investigate annual employee recognition opportunities.	Create one (1) internal recognition committee by November 2015.	
5. Institute an appropriate, periodic, and consistent employee evaluation process with the assistance of City Human Resources.	Evaluate all personnel by December 2015.	

<b>Goal 4: Review current City policies / procedures / ordinances concerning health Department interactions.</b>		
<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Utilize the committee process to review the remainder of the City Animal Ordinances to determine viability and potential revisions.	Provide recommendations to the Health Department Board of Health, City Administration, and the Common Council by December 2015.	
2. Assist the City Attorney's Office in the review / recommendations of City Housing Ordinances.	Provide recommendations to City Administration for consideration by December 2015.	
<b>Goal 5: Utilize targeted outreach efforts to promote increased participation in the Wisconsin Well Woman Program of Racine County (WWWP) and the Racine County Breast and Cervical Health fund (Scholarship Program) for early detection and treatment of breast and cervical cancer.</b>		
<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Increase the WWWP 2015 enrollment by 68 new clients.	Increase participation in program by twenty (20) new clients.	
2. Promote continuity of health care in women previously enrolled in the WWWP.	Contact 100% of women for which we have addresses and telephone numbers who have not re-enrolled within the last 12 months. (100% of the 254 women were contacted in 2014).	
3. Encourage women who have had an abnormal breast or cervical cancer screening result to receive appropriate follow-up care by their health care provider.	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. (In 2014, 100% of 41 women who required follow-up were contacted.)	
4. Promote the City / Komen "Closest to Your Heart" campaign.	Engage two local businesses to promote breast health and age appropriate breast cancer screening.	

**Goal 6: Increase internal capacities and collaborative efforts for emergency planning and disaster preparedness.**

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Racine Health Department personnel will attain a level of proficiency to match their assigned responsibilities in the utilization of the Incident Command System.	Increase the 2015 compliance rate to 100% with a 2014 baseline of 97.6%.	
2. Enhance the current collaborative arrangement between Central Racine and the City Health Department through compliance / identical language in all Emergency Preparedness Plans including Public Health Emergency, Mass Clinic, Pandemic Influenza, and Cities Readiness.	Achieve a compliance level of 100% for 2015.	
3. Maintain a functional County of Racine Medical Reserve Corp. according to established policies and procedures.	Comply with Federal, Membership Policies / Protocols and Standing Orders for First Aid / Medical Tent requirements.	

**Goal 7: Increase participation and knowledge of employees / spouses / retirees in the City Wellness Program to maintain health and contain healthcare costs.**

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Alter City culture through environmental systems and policy changes to improve the following vending options: City Hall: 26% healthy options Police Dept: 25% healthy options DPW: 10% healthy options	Provide monthly wellness messages which advocate for the increase of healthy food products.	
2. Increase the number of employees and spouses completing the City Wellness program which include a health risk appraisal, wellness presentation based on personal objectives, and goal setting with a health professional and / or the City Wellness Coach.	2012 baseline of 57% employees and 15% spouses completing the City Wellness Program. Increase by 2% between 2012 and 2017. 2014 achievement of 70% employees and 36% spouses.	
3. Conduct a City of Racine Wellness Cultural and Interest survey for applicable employees, spouses, and retirees.	Distribute survey no later than March 1, 2015 with results reported no later than July 1, 2015.	

**Julie Kinzelman, Laboratory Director**

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>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Maintain recreational water quality monitoring stations in City of Racine parks and recreational areas on the Root River (six locations) and Lake Michigan (eight locations).	Maintain fourteen (14) monitoring stations.	
2. Identify potential sources of pollution impacting surface water.	Communicate findings to the appropriate department or agency maintaining primary responsibility for the source.	
3. Recommend corrective action(s) to mitigate pollution sources when / where identified.	Communicate findings to the appropriate municipal departments or external agencies maintaining primary responsibility for the source.	
4. Maintain permanent storm water outfall monitoring stations in the City of Racine to assess municipal infrastructure integrity and for permitting requirements.	Maintain ten (10) monitoring stations.	
5. Provide / offer analytical support to internal departments and external agencies for the implementation of State and Federal mandates for surface and storm water.	Continue to provide services to the City of Racine Storm Water Utility and at least one contract with an external agency.	
6. Maintain current laboratory certifications for water and dairy product testing. Participate in mandatory proficiency testing programs.	Comply with 100% of appropriate State and Federal regulations.	
<u>Goal 2:</u> Restore and/or preserve riparian and coastal environmental corridors and recreational areas.		
1. Restore urban coastal wetland at Samuel Myers Park.	Complete Phase I – III construction.	
2. Work cooperatively with Parks, Recreation, and Cultural Services to secure additional funding.	Secure at least one additional grant.	

**Bobbi Fergus, Director of Community Health**

**Goal 1:** Utilize educational and outreach activities to promote community awareness of STD / HIV issues while providing diagnoses and treatment options through STD / HIV clinic services.

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Develop a comprehensive TB City ordinance for isolation of suspect and confirmed cases of clients.	Complete by December 2015.	
2. Develop a Community Integration Guidebook which includes reporting guidelines, recommended treatment, and follow-up strategies. This guidebook would be provided to all practicing clinicians in the following areas; Family Practice, Internal Medicine, Pulmonology, Infection Control, Urgent Clinics, Emergency Rooms, and Health Care Network.	One (1) guidebook by December 2015.	
3. Participate as a stakeholder in Personal Responsibility Education Program (PREP) Coalition which addresses STD / HIV issues among Racine County.	Meet with the coalition bi-monthly to discuss the collaboration of services and activities amongst Racine County partners.	

**Goal 2:** Utilize Public Health Nursing personnel for surveillance and investigation of communicable diseases.

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Maintain daily passive surveillance.	Ensure timely reporting of all Category I, II, III diseases as mandated.	
2. Investigation of applicable communicable diseases to reduce mortality and morbidity.	Respond to 100% of all applicable reports.	

**Goal 3:** Maintain County immunization services for adults and children through direct clinic service and / or local providers.

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Maintain the rate 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 71%.	

**Marcia Fernholz, Director of Environmental Health**

**Goal 1:** 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.

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Maintain an active lead poisoning prevention program to increase lead testing rates by 1.5% from 3,026 to 3,071 children from target populations who are under age 6.	Increase lead poisoning tests by forty-five (45) children.	
2. Complete lead risk assessments in homes where children have confirmed lead levels.	Complete investigations in 100% of homes of children with confirmed lead levels $\geq$ 15 micrograms per deciliter. Baseline for 2014 was 9 assessments.	

**Goal 2:** Educate restaurant owners, managers, and food service employees to understand and implement the Wisconsin Food Code in order to provide safe eating environments within the City of Racine.

<b>Outcomes</b>	<b>Annual Target</b>	<b>YTD</b>
1. Complete at least one annual inspection of each licensed facility to ensure compliance.	Complete five hundred and fifty (550) inspections.	
2. Publicize State / Local online restaurant inspections.	Implement outreach campaign by July 2015.	
3. Conduct one survey of licensed establishment operators.	Complete one survey by December 2015.	

**Goal 3:** Utilize outreach and enforcement activities to promote enhanced awareness of / compliance with cat and dog vaccinations and licenses.

<b>Outcome</b>	<b>Annual Target</b>	<b>YTD</b>
1. Investigate and follow up on animal bites. Baseline for 2014 was 151 bites.	Investigate and follow up with 100% of reported animal bites.	

**Goal 4:** Integrate Environmental Health and Communicable Disease Nursing personnel into an internal task force which responds to all emergency issues including food borne illnesses.

<b>Outcome</b>	<b>Annual Target</b>	<b>YTD</b>
1. Provide an appropriate agency response to communicable disease reports including food borne illness within 24 hours of agency notification. Baseline of 2014 was 1,026 reports.	Respond to 100% of all communicable disease reports.	