

City of Racine Public Health Department Goals / Outcomes Fourth Quarter Fiscal Year 2014 (FINAL)

Dottie-Kay Bowersox, Public Health Administrator		
Goal 1: Create and institute a vision of local public health through programs and services facilitated by city and community need, Local, State, and Federal mandates.		
Outcomes	Annual Target	YTD
1. Meet and / or exceed a 90% compliance rate of grant and contract mandates for all internal / external audits within the 2014 fiscal year.	Comply with Federal / State / Local mandates / requirements.	In process with final audits in 2015.
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.	Ongoing discussions concerning Federal / State programs.
3. Maintain quarterly meetings and / or electronic communications with Elmwood / Wind Point Board of Health as their Health Officer.	Four (4) quarterly interactions.	Four (4) completed.
4. Determine viability / direction of new Health Department Clinic.	Continue discussions with City Administration on the renovation / move of the Health Department Clinical operations.	Determining plans and timelines.
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.	Ongoing discussions with State of Wisconsin, Alliance of Children's Health, and Central Racine Public Health Department.
6. Through collaborative efforts with the Wisconsin Humane Society (WHS) transfer the purchase of cat and dog licenses in accordance with the current contract.	Determine within software application, data transfer, operating procedures, and public notification.	Two (2) software options have been reviewed and are under consideration.

Goal 2: Leverage internal / external communications to create media opportunities which reflect departmental goals to educate the public and promote current public health issues.		
Outcomes	Annual Target	YTD
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) annual campaign by June 2014.	Brochure / distribution has been completed.
b. Annual STD / HIV Campaign.	One (1) annual campaign by December 2014.	Delayed until 2015.
c. Annual Specialized Campaign.	One (1) campaign by September 2014 Replacement of Storm Water Stickers.	Delayed until 2015.
d. Update of current communication pieces i.e. main brochure, bulletin template, video script.	Three (3) communication pieces by December 2014.	Communication pieces in development.
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.	100%.
Goal 3: Improve departmental morale by utilizing direct and effective communications, establishing clearly defined responsibilities and expectations, and rewarding staff who exhibit exceptional performance.		
Outcomes	Annual Target	YTD
1. Hold bi-monthly general staff meetings.	Six (6) bi-monthly meetings annually.	Four (4) completed.
2. Revise current job titles / descriptions.	Consolidate eighty-five (85) job descriptions by December 2014.	Waiting contractual outcome / HR.
3. Complete new employee orientation manual.	Create one (1) manual by August 2014.	Delayed until 2015.
4. Investigate annual employee recognition opportunities.	Create one (1) internal recognition committee by November 2014.	Delayed 2015.
5. Institute an appropriate, periodic, and consistent employee evaluation process with the assistance of City Human Resources.	Evaluate all personnel annually by December 2014.	Waiting contractual outcome / HR.

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.	Develop / implement one (1) employee survey by December 2014.	Waiting contractual outcome / HR.
Goal 4: Review current policies / procedures concerning animal interactions.		
Outcomes	Annual Target	YTD
1. Establish an internal committee to review current 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 2014.	Proposed ordinance provided to the BOH / City Council.
2. Reestablish communications with targeted community groups on the viability of Urban Chickens.	Provide recommendation to the Health Department Board of Health for consideration by December 2014.	Draft ordinance provided to City Attorney.
Goal 5: Utilize targeted outreach efforts to promote increased participation in the Wisconsin Well Woman Program of Racine County (WWWP), Greater Racine County Mammogram Coalition (Susan G. Komen), and Racine County Breast and Cervical Health fund (Scholarship Program) for early detection and treatment of breast and cervical cancer.		
Outcomes	Annual Target	YTD
1. Increase 2013 enrollment from 160 new clients into the WWWP.	Increase participation in program by twenty (20) new clients.	Sixty-eight (68) new clients in 2014.
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 266 women were contacted in 2013).	Two hundred and fifty-four (254) women were contacted (100%).
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 2013, 100% of 69 women who required follow-up were contacted.)	Forty-one (41) women were contacted (100%).

4. Promote the City / Komen “Closest to Your Heart” campaign with two Racine area businesses in WWWP, Greater Racine County Mammogram Coalition or Racine County Breast and Cervical Health Fund.	Engage two additional local businesses to promote breast health and age appropriate breast cancer screening.	Waiting determination by the State of Wisconsin.
Goal 6: Increase internal capacities and collaborative efforts for emergency planning and disaster preparedness.		
Outcomes	Annual Target	YTD
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 2014 compliance rate to 100% with a 2013 baseline of 97.6%.	100%.
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 2014.	100%.
3. Establish a functional County of Racine Medical Reserve Corp. according to established policies and procedures.	Develop / maintain all Federal requirements, issue Membership Policies / Protocols and Standing Orders for First Aid / Medical Tent events.	100%.
Goal 7: Increase participation and knowledge of employees / spouses / retirees in the CORE Wellness Program to maintain health and contain healthcare costs.		
Outcomes	Annual Target	YTD
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 on CORI / signage. Advocate for the increase of healthy food products in all vending machines.	Six (6) rotating wellness messages are placed in close proximity to vending machines. The Library has installed Health e Vend. 89% healthy food options.
2. Increase the number of employees, spouses, and retirees who engage in regular physical activity as defined as exercise or work which is hard enough to make you breathe more heavily, to make your heart beat faster, and is done for at least twenty (20) minutes.	2012 baseline of 74% of individuals who engage in the Health Risk appraisal meet the definition of physically active. Goal is 2% increase.	73% individuals exercise 3 or more times per week.

3. Track Low Health Risk Status with employees, spouse, and retirees, which encompasses alcohol use, blood pressure, body weight, cholesterol, existing medical conditions, health age index, illness days, job satisfaction, life satisfaction, medication for relaxation, perceived health, physical activity, seat belt use, smoking, stress, and zero risk levels.	2012 United Healthcare Assessment baseline of 63% are considered Low Health Risk Status. Goal is 5% increase from 2012 to 2017 with 1% annual target.	75.3% are considered Low Health Risk Status.
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.		
Outcomes	Annual Target	YTD
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.	Six (6) open water sites on the Root River are monitored weekly. Eight (8) coastal recreational sites were monitored five (5) days per week from May-Sept.
2. Identify potential sources of pollution impacting surface water.	Communicate findings to the appropriate department or agency maintaining primary responsibility for the source.	The Wolff Street stormwater outfall may be a source of pollution to Zoo and potentially North Beach. DPW notified.
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.	North Beach dune damage mitigated. Plans under development for additional storm water capture adjacent to Oasis.
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.	Ten (10) stormwater outfalls are monitored weekly.
5. Work cooperatively with Parks, Recreation, and Cultural Services to secure additional funding for the implementation of beach redesign elements at Sam Myers Park.	Secure at least one additional grant.	Root-Pike Watershed Initiative Network (\$10,000) and WI Coastal Management Program (\$50,000).

6. 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.	Continuing with City of Racine Storm Water Utility /monitoring and data analysis. Provided services to industry (2), academia (2), regional planning commissions (1) and local units of government (4) in 2014.
7. 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.	Laboratory certifications are current. All proficiency events have been scored at 100% except one.
Bobbi Fergus, Director of Community Health		
<u>Goal 1:</u> Utilize educational and outreach activities to promote community awareness of STD / HIV issues while providing 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.	One (1) manual by August 2014.	The following policies and procedures have been completed this year; Immunization, STD / HIV, Partner Services, Counseling, Testing, and Referral, Lead, and TB.
2. Develop a Community Integration Plan which includes reporting guidelines, implementing effective treatment, and follow-up strategies.	One (1) integrated plan by December 2014.	One (1) meeting in March 2014.
3. Develop / implement a County wide STD / HIV informational campaign.	Complete the "TAKE CONTROL" marketing pieces by November 2014.	Development stage / materials received.
4. Create / facilitate a Racine County Coalition which addresses STD / HIV issues.	Determine attendees and meet on a quarterly basis to discuss services and collaborative activities by November 2014.	Initiation is part of the STD Campaign and meetings will begin at campaign kickoff.

5. Implement a Clinic Needle Exchange Program.	Develop program, standing orders, and personnel training for the distribution of syringes and other materials by August 2014.	Needle exchange program was started June 16, 2014. One thousand six hundred and ten (1610) needles have been collected with distribution of three hundred and eighty-one (381) kits. Education and Hep C/ HIV testing is offered to each client.
Goal 2: Utilize Public Health Nursing personnel for surveillance and investigation of communicable diseases.		
Outcomes	Annual Target	YTD
1. Maintain daily passive surveillance.	Ensure timely reporting of all Category I, II, III diseases as mandated.	Completed.
2. Investigation of applicable communicable diseases to reduce mortality and morbidity.	Respond to 100% of all applicable reports.	100% were initiated within the mandated timeline.
Goal 3: Maintain County immunization services for adults and children through direct clinic service and / or local providers.		
Outcomes	Annual Target	YTD
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 77%.	Children who are up to date - 70%. Children who are late up to date - 76%.
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.		
Outcomes	Annual Target	YTD
1. Maintain an active lead poisoning prevention program to increase lead testing rates by 2% from 3,026 to 3,087 children from target populations who are under age 6.	Increase lead poisoning tests by sixty-one (61) children.	2,448.
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 2013 is 9 assessments.	11.

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.		
Outcomes	Annual Target	YTD
1. Complete at least one annual inspection of each licensed facility to ensure compliance.	Complete five hundred and fifty (550) inspections.	861.
2. Explore and determine restaurant scoring options for website implementation.	Determine one scoring option by December 2014.	Department of Health Services has finalized the process / project with a 2015 launch date.
Goal 3: Utilize outreach and enforcement activities to promote enhanced awareness of / compliance with cat and dog vaccinations and licenses.		
Outcome	Annual Target	YTD
1. Investigate and follow up on animal bites. Baseline for 2013 is 132 bites.	Investigate and follow up with 100% of reported animal bites.	151.
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.		
Outcome	Annual Target	YTD
1. Provide an appropriate agency response to communicable disease reports including food borne illness within 24 hours of agency notification. Baseline of 2013 is 1,070 reports.	Respond to 100% of all communicable disease reports.	1,026.