

City of Racine Health Department Quarterly Goals / Outcomes 1st / 2nd Quarters Fiscal Year 2012

Dottie-Kay Bowersox, Public Health Administrator		
Goal 1: Create and institute a vision of local public health through programs and services facilitated by 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 2012 fiscal year.	Comply with Federal / State / Local mandates	Mid-year review July 17, 2012
2. Integrate Communicable Disease Investigation with at least one other County jurisdiction by October 30, 2012.	One (1) program	In process
3. Maintain quarterly meetings and / or written reports with Elmwood / Wind Point Board of Health as their Health Officer.	Four (4) quarterly meetings	2 completed
Goal 2: Leverage internal / external communications to create media opportunities which reflect departmental goals to educate the public and promote current public health issues.		
Outcome	Annual Target	YTD
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 June 2012	2012 season began June
b. Annual Breastfeeding / Breast Cancer Prevention Campaign integrated with Breast Feeding Coalition.	One (1) annual campaign August 2012	
c. Annual STD / HIV Campaign.	One (1) annual campaign December 2012	
d. Annual Specialized Campaign.	One (1) annual campaign / Lead October 2012	
e. Update of current communication pieces i.e. main brochure, bulletin template, video script.	Three (3) communication pieces October 2012	

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	2 completed
2. Revise current job titles / descriptions by December 2012 and continue to advocate for the implementation of a City Salary / Wage Study.	Consolidate eighty-five (85) job descriptions into an appropriate minimal number	20 completed
3. Maintain a professional relationship with union representation.	Successful transition of three (3) existing union contracts to non-union status	Working with City Administration
4. Investigate annual employee recognition opportunities with specific recommendations by November 2012.	Create one(1) internal recognition committee	
5. Institute an appropriate, periodic, and consistent employee evaluation process with the assistance of City Human Resources by December 2012.	Health Department currently has a base of thirty (30) personnel to evaluate	
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 2012.	Develop / implement one (1) employee survey	
Goal 4: Determine parameters and if necessary, implement a comprehensive City Animal Control program including a shelter.		
Outcomes	Annual Target	YTD
1. Complete program / personnel / structure / budget recommendations and present to City Administration by July 2012.	Provide recommendations for programming, shelter personnel including "dog catching", structure location / renovations, and estimated budget	In process
2. If necessary, operationalize a City Animal Control facility no later than December 2012.	Provide oversight for renovation, transition, and implementation of services	

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. Enroll 20 new clients into the WWWP in 2012.	Enroll twenty (20) new clients. Baseline in 2011 was 225 (In 2011, there were an unusually high number of new enrollees, which is not anticipated in 2012)	79 new clients.
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. (100% of the 223 women were contacted in 2011)	Contact 75% of women who have not enrolled in the last twelve months	Contacted 100% (141) of women.
3. In 2012 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 2011, 100% of 49 women who required follow-up were contacted and encouraged to complete recommended follow-up)	Contact 100% of women who have had an abnormal breast or cervical cancer screening result	Contacted 100% (25) of women and they have been encouraged to complete recommended follow-up.
4. In 2012, actively promote the City / Komen "Closest to Your Heart" campaign with two Racine area businesses to increase the number of women enrolled in WWWP, Greater Racine County Mammogram Coalition or Racine County Breast and Cervical Health Fund.	Engage two local businesses to promote breast health and age appropriate breast cancer screening among the employees	Two businesses will be contacted this summer to organize fall events.

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.	Maintain the 2011 compliance rate of 95% for 2012	6 monthly trainings completed
2. Enhance the current collaborative arrangement between Central Racine Health Department and the City Health Department by achieving 100% 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 2012	Year-end review July, 2012
3. Coordination of media / press releases related to public health issues.	Distribute 100% of communications to area hospital systems, community representation, and appropriate media outlets	Maintaining
Goal 7: Increase participation and knowledge of employees / spouses / retirees in the CORE Wellness Program to maintain health and contain healthcare costs.		
Outcome	Annual Target	YTD
1. Alter City culture through environmental systems and policy changes.	Evaluate all vending machines in City Hall, Police Department, and DPW for placement and healthy food options	Completed City Hall: 26% healthy options Police Dept: 37% healthy options DPW: 29% healthy 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.	2010 baseline of 68% of individuals who engage in the Health Risk appraisal meet the definition of physically active. Goal is 2% increase in each category of employees, spouses, and retirees	UnitedHealth care Report will be evaluated at the end of July.
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.	2010 UnitedHealthcare Assessment baseline of 65% of City employees, spouses, and retirees, are considered Low Health Risk Status. Goal is 5% increase from 2012 to 2017	UnitedHealth care Report will be evaluated at the end of July.

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 water quality monitoring stations in City of Racine parks and recreational areas on the Root River (minimally six locations) and Lake Michigan (minimally five locations).	Maintain with a minimum of eleven (11) monitoring stations	6 stations on Root River; 7 stations at North & Zoo Beaches; 1 each at Sam Meyers, Carre-Hogle, and Michigan Boulevard Parks .
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	Identification and investigation of potential site of illegal dumping to storm water system on Root River.
3. Recommend corrective action(s) to other municipal departments or external agencies to mitigate pollution sources.	Variable, based on identified sources	Management measures have been suggested to Oak Creek to reduce impact of algal blooms at the beach.
4. Provide analytical support for the implementation of state and federal mandates for surface and storm water.	Comply with Federal / State regulations	All state and federal regulations have been complied with for surface water monitoring.
5. Publicize annual research findings in at least one peer reviewed scientific journal.	Complete one (1) scientific journal paper annually	Two manuscripts have been submitted.
6. Develop conceptual designs and bid ready construction plans to improve aesthetics and water quality at Samuel Meyers Park (Racine), Grant Park (S. Milwaukee) and City of Kenosha coastal sites (Simmons Island and Eichelman Parks) as part of the Great Lakes Restoration Initiative Restoration Program.	Complete designs / plans for each restoration project	Initial draft has been discussed with each municipality; comments are being compiled for next phase.
7. Implement Rapid Molecular Testing for regulatory beach monitoring at North and Zoo beaches.	Implement daily beach testing utilizing the prescribed method	Implemented qPCR for beach monitoring on June 4' 2012 with EPA approval.

Teri Thorsen, 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.		
Outcomes	Annual Target	YTD
1. Develop a comprehensive Clinic Policy and Procedure Manual by December 2012.	Develop one(1) manual	In process
2. Develop a Community Integration Plan by December 2012, which includes reporting guidelines, implementing effective treatment, and follow-up strategies.	Develop one(1) integrated plan	In process
3. Develop / implement a County wide STD / HIV informational campaign by November 2012.	Develop and distribute the "TAKE CONTROL" marketing pieces	In process
4. Create / facilitate a Racine County Coalition which addresses STD / HIV issues by October 2012.	Determine attendees and meet on a quarterly basis to discuss services and collaborative activities	In process
Goal 2: 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.		
Outcomes	Annual Target	YTD
1. Increase the number of WIC clients who successfully initiate breast feeding from a baseline of 68% to 71%.	2011 baseline of 68%	initiation rate for the first half of 2012 is 71.1%.
2. Increase the redemption rate of Farmers Market coupons by WIC clients from 63% to 69%.	2011 baseline redemption of 2,496 coupons	Redemption rate for June (1 st month of season) is 5%.
3. Maintain a minimum of 95% (1453) of the currently contracted caseload of 1530 as specified by the State of Wisconsin.	Maintain 1453 contacts	90% (avg. 1371 monthly) of contracted caseload.
Goal 3: 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 daily.
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.

<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 77% 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%	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.		
Outcomes	Annual Target	YTD
1. Maintain an active program to increase lead poison testing rates by 2% from 3,077 to 3,139 children from target populations who are under age 6.	Increase lead poisoning tests by sixty-two (62) children	1337 completed
2. Complete lead risk assessments in 100% of homes where children are identified as lead poisoned in accordance to State definition.	Complete 100% home lead contamination assessments. Baseline for 2011 is 19 assessments.	2 completed
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	508 completed
2. Explore and determine restaurant scoring options for website implementation.	Determine one scoring option	Options are currently being evaluated
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 100% reported animal bites. Baseline for 2011 is 134 bites.	Investigate 100% of reported animal bites	65 completed
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 100% of all communicable disease reports including food borne illness within 24 hours of agency notification. Baseline of 2011 is 1357 reports.	Respond to 100% of all communicable disease reports	513 reports