



Public Health
Prevent. Promote. Protect.
Outagamie County

2024 ANNUAL REPORT

Outagamie County
Public Health



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Introduction

Greetings,

I am proud of the collective efforts made by the public health team that are outlined in this Outagamie County Public Health Division's (OCPH) 2024 Annual Report. Those efforts show our dedication towards the meaningful impact we see on the health and well-being of all who call Outagamie County home.



Throughout 2024, our division continued its commitment to preventing disease, promoting health, and protecting the well-being of our residents. From improving access to critical healthcare services to addressing emerging health concerns, our work has been driven by our mission: using local data to prevent disease and injury, promote wellness, and protect the health of our communities through collaboration and best practices.

While we look back at the important achievements made, we recognize our path forward and where more work is needed. As we move into 2025, we are focused on building on these successes and continuing to work together with local organizations, community leaders, and residents to improve the public health of Outagamie County.

On behalf of the entire Outagamie County Public Health team, I thank you for your ongoing support and partnership. Together, we will continue to build a healthier, stronger community for all.

Sincerely,

A handwritten signature in dark ink, reading "Natalie Vandeveld". The script is fluid and cursive.

Natalie Vandeveld
Manager/Health Officer



Public Health Administration

What is an Annual Report

An annual report is a way for our team to reflect on the past year. It is also an opportunity for us to see where we were and points us in a direction for where we are going in the future. While we highlight many of our programs in this report, it is not comprehensive of everything we do.

If you want more information about our programs or any topics covered in this report, please visit our [website](#) or contact us with questions by email or phone. Our contact information is on the back cover of this report.

Health and Human Services Board

The Health and Human Services Board is the governing body for the Outagamie County Health and Human Services Department. The Health and Human Services Board meets the statutory requirements as a County Human Services Board and Board of Health. Members of the Board consist of County Board and non-elected citizens-at-large:

- Five County Board members and
- Four members are Outagamie County residents, with at least three members being a consumer of services or a family member receiving services, physician or Registered Nurse.

**Thank you to the Health and Human Services Board for
your support in 2024!**

Supervisor Jeffrey McCabe

Supervisor Justin Krueger

Supervisor Dustin Koury

Supervisor Cathy Thompson

Supervisor Kelly Schroeder

Citizen Member: Laura McKormick*

Citizen Member: Dr. Thomas Schelble, MD*

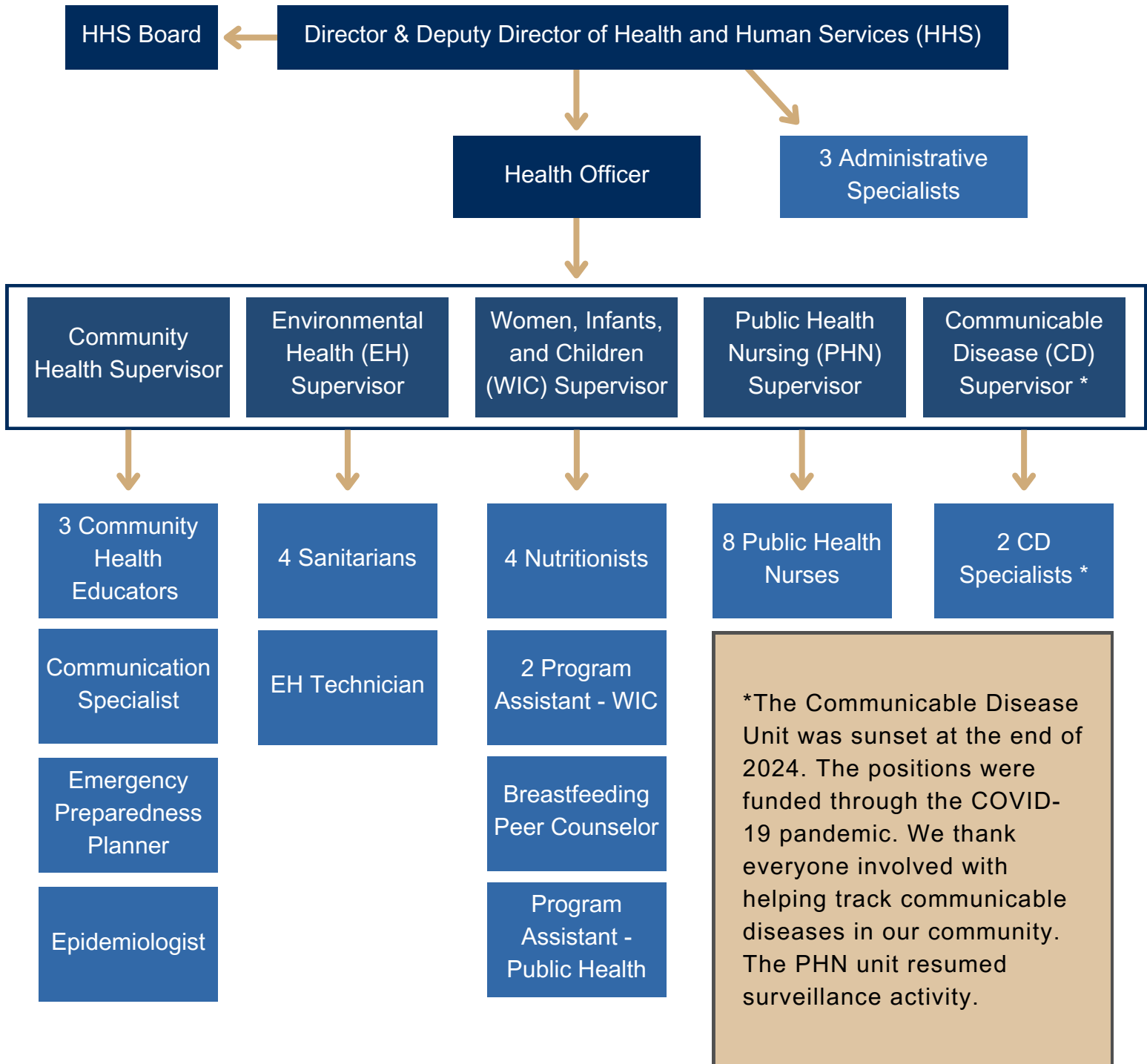
Citizen Member: Marian Moberg

*Board members did not seek reappointment in December, 2024.



Public Health Administration

Organization Chart



Community Profile

Outagamie County, WI

Data on this page reflects the 1-year estimate provided by the American Community Survey.

Race

85.5% White

2.2% Black or African American

0.7% American Indian & Alaskan Native

3.7% Asian

1.7% Some Other Race

6.1% Two or More Races

Racial group categories designated by the US Census Bureau

Ethnicity

5.4% Hispanic or Latino

Language Spoken at Home

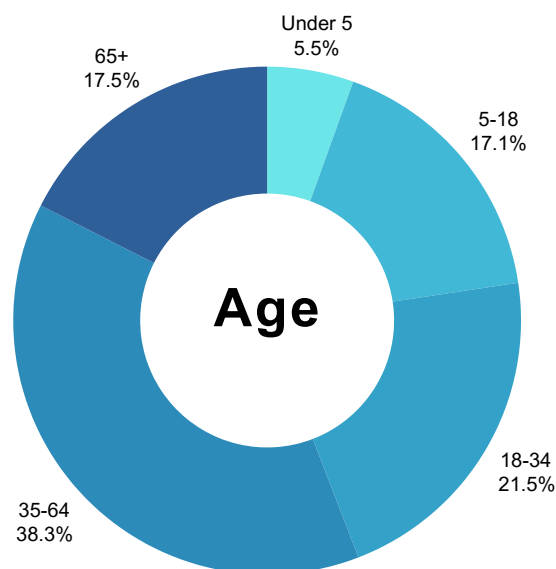
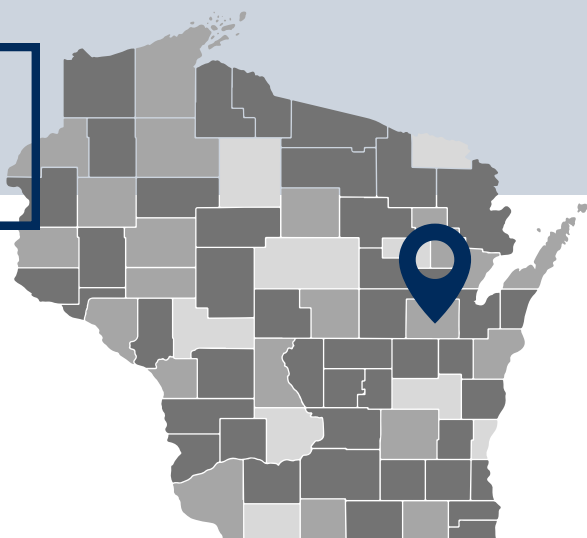
91.7% English Only

3.2% Spanish

1.6% Other Indo-European

2.6% Asian & Pacific Islander

0.8% Other



193,243
Total Population



\$85,784
Median Household Income

Community Snapshot



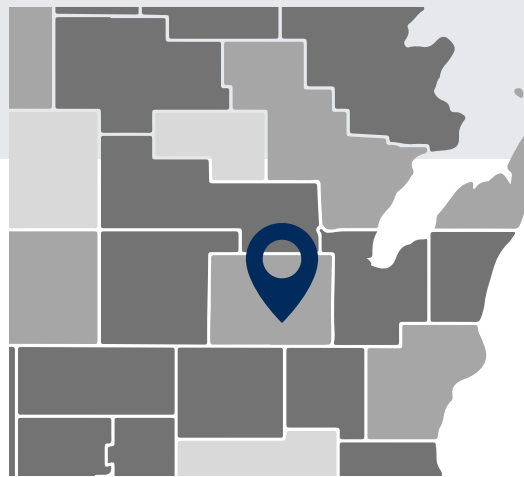
Median Age: **39.8**
Median Life Expectancy: **79.0**



Community Profile

Our Public Health Jurisdiction

OCPH serves county residents, excluding the City of Appleton. The city has its own health department. OCPH WIC does serve City of Appleton residents. Data on this page reflects the 5-year estimate as the city population size is too small for a 1-year estimate provided by the American Community Survey.



Race

89.1% White
0.9% Black or African American
1.4% American Indian & Alaskan Native
2.4% Asian
1.6% Some Other Race
4.6% Two or More Races

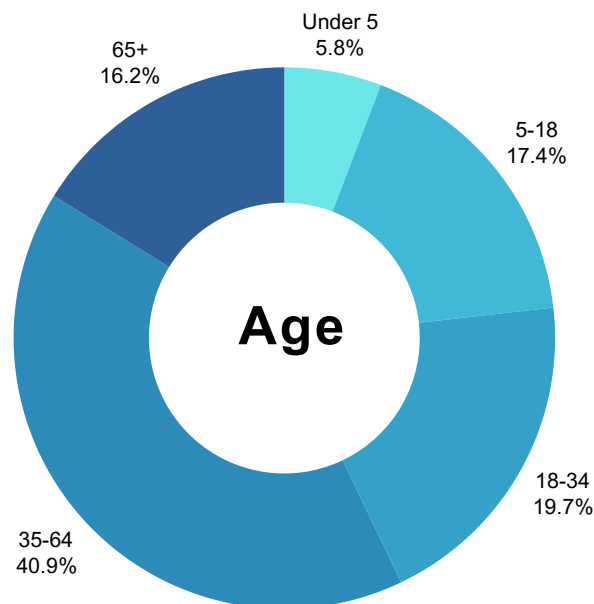
Racial group categories designated by the US Census Bureau

Ethnicity

4.5% Hispanic or Latino

Language Spoken at Home

94.9% English Only
2.6% Spanish
0.6% Other Indo-European
1.5% Asian & Pacific Islander
0.3% Other



128,969

Total Population



**Median Household Income
cannot be calculated for
jurisdiction**



**Median Age & Median Life
Expectancy cannot be
calculated for jurisdiction**

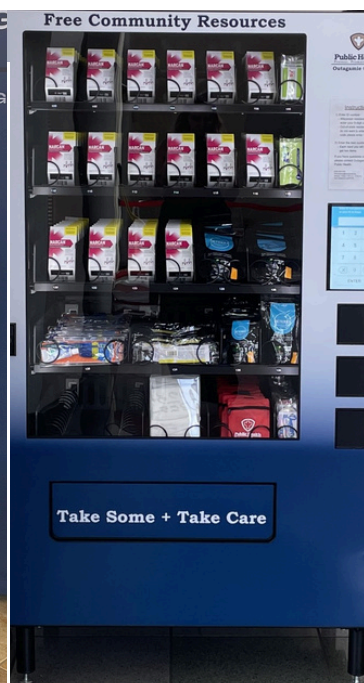


2024 Highlights

Support Others, Support Yourself Mural Campaign

In November, artist Irineo (Neo) Medina completed this mural in Downtown Kaukauna. It is part of our Community Health Improvement Plan (CHIP) strategy to promote mental health support. A QR code next to the mural directs people to SupportOthersSupportYourself.com.

A second mural will be done in 2025 at the Community First Champion Center in Grand Chute. Additional marketing materials are available for community partners to distribute.



Public Health Vending Machine

The public health vending machine arrived at the Government Center on March 19th, 2024 and is located in the vestibule at the public entrance. OCPH & Grand Chute Police Department unveiled their machines at the same time, the machines were the first of their kind in the Tri-County area.



Public Health Overview

Mission

OCPH uses local data to prevent disease and injury, promote wellness, and protect the health of our communities through collaboration and best practice.

Vision

To be a leader in the pursuit of community-driven wellness.

Values

Invested in Serving

Better Together

Create Progress

Support Through Compassion

Public health is all about keeping communities healthy and preventing sickness before it happens. Instead of focusing on treating individual people when they're sick, public health works to improve the health of everyone in a community. This includes things like making sure the air and water are clean, helping people stay active and eat healthy, and making sure there are programs to help those who need it most. Public health also focuses on stopping diseases from spreading and providing information to help people stay healthy. By focusing on prevention and education, public health helps create safer, healthier environments for everyone.

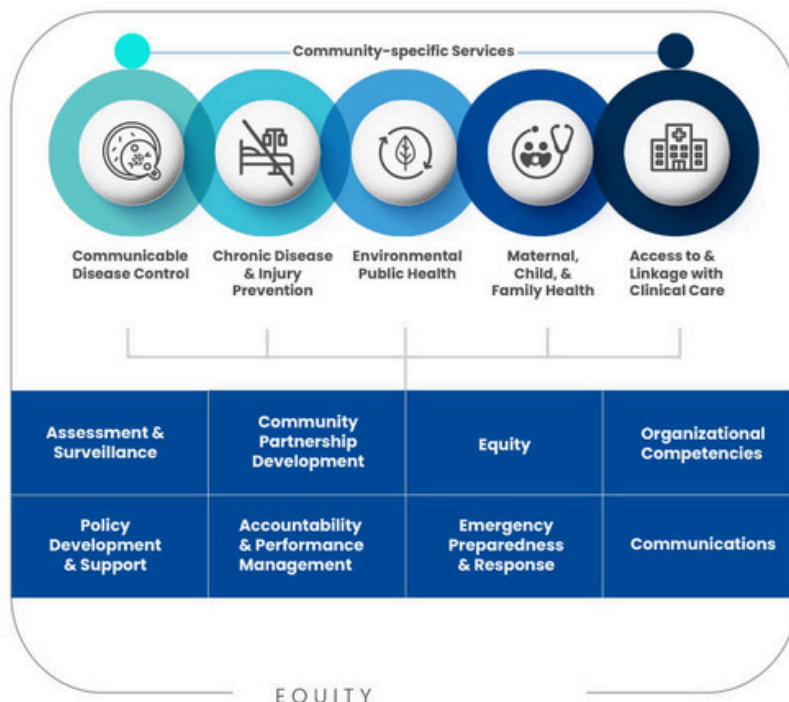
At Outagamie County Public Health (OCPH), we are a level III health department. This status is given to us by the Wisconsin Department of Health Services (DHS). We are also accredited by the Public Health Accreditation Board (PHAB), which supports our efforts to build our capacity for the Foundational Public Health Services (FPHS). The FPHS defines the unique features of governmental public health.

Foundational Public Health Services

Foundational Areas are basic public health, topic-specific programs and services aimed at improving the health of the community. They reflect the minimum level of service that should be available in all communities.

Foundational Capabilities are the cross-cutting skills and capacities needed to support basic public health protections, programs, and activities key to ensuring community health, well-being and achieving equitable outcomes.

Foundational Areas



PHAB

February 2022



Communicable Disease Control

OCPH is committed to controlling and preventing the spread of diseases in the community.

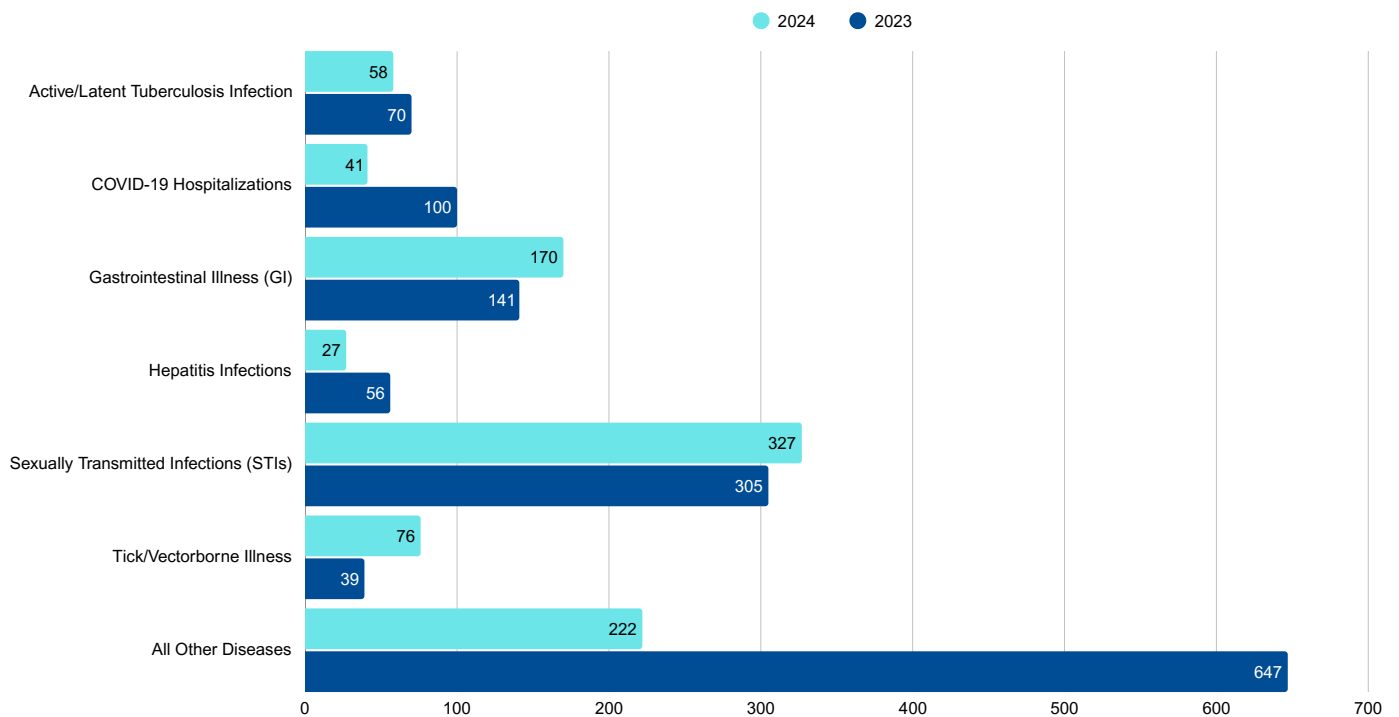
Services include:

- Communicable Disease Prevention & Education
- Outbreak Surveillance
- Tick Bite Prevention



Communicable Disease Prevention & Education

OCPH works to identify, respond to, and follow up with cases of communicable, or infectious diseases in our county. Our goal is to prevent the spread of diseases. We provide education, direct care, treatment, and case management.



Source: Public Health Analysis Visualization and Reporting (PHAVER) & Wisconsin Electronic Disease Surveillance System (WEDSS)

Additional Activities



Followed up on 211 animal bites (animal v. human)



26 animals sent for testing (all negative)



Communicable Disease Control



Outbreak Surveillance

When we have an increase in communicable disease cases in our county, OCPH will investigate. This includes following up with individuals involved and taking steps to prevent the spread of illness.

OCPH regularly works with our skilled nursing facilities, assisted living facilities, and community-based residential facilities when suspected respiratory and gastrointestinal illness outbreaks occur. Our nurses provide follow-up, education, guidance, and monitoring of these outbreaks.



Tick Bite Prevention

Illnesses spread by ticks are common in Outagamie County and across Wisconsin, but they are preventable. OCPH educates individuals and community partners on Tick Bite Prevention and follows up with people who are diagnosed with tickborne illnesses.

Total Number of Tick
Prevention Kits
Distributed in 2024:

279



We collaborate with local libraries and 1000 Islands to distribute our Tick Kits. They include a Tick Safety Guide, a pair of tweezers, an alcohol wipe, bandage, insect repellent wipes, and a guide on where to check for ticks on the body.



Chronic Disease & Injury Prevention

OCPH works to provide information, resources, and education to promote health and safety.

Services include:

- Child Passenger Safety
- Infant Safe Sleep
- Fit Families
- Harm & Risk Reduction
- Fatality Review Teams
- Public Health Vending Machine



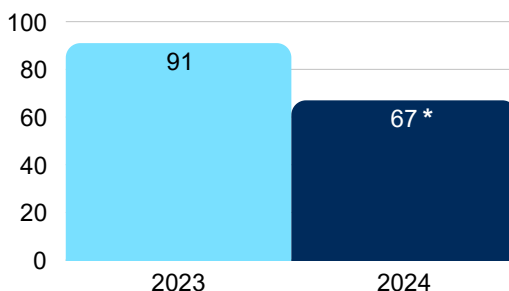
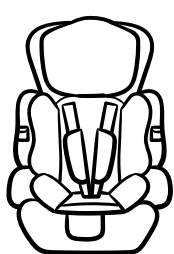
Child Passenger Safety

OCPH has five certified Child Passenger Safety Technicians (CPST) and one Child Passenger Safety Technician Instructor (CPSTI). Working with a CPST/I is a one-on-one learning experience to help parents feel confident their child's car seat is installed correctly. OCPH holds a monthly fitting station at the Grand Chute Fire Department by appointment only.

In 2024 our team installed
136 car seats



Car Seats Provided to Eligible Residents



*In 2024 the City of Appleton Public Health Department started their own car seat program. Because of this OCPH no longer provides seats for City of Appleton residents.



Infant Safe Sleep

Infant Safe Sleep initiatives provide families with current best practices for safely putting their baby to sleep for every sleep, naps included. For eligible families, OCPH provides a pack n' play and a sleep sack to support families in achieving optimal safe sleep recommendations. Sleep sacks are also given to all Healthy Families and Pregnancy clients.



Provided **9**
pack n' plays



Provided **96**
sleep sacks



Chronic Disease & Injury Prevention



Fit Families

Fit Families is funded through the Supplemental Nutrition Assistance Program - Education (SNAP-Ed) as a program to support families with children ages 2-4 to develop healthy habits related to nutrition and physical activities as obesity prevention effort. Participants are recruited from the WIC population to receive monthly coaching, incentives and invited to community events.



69 Parents
received coaching
including those that
enrolled in FY23 and
continued into FY24



449 Contacts
delivered
by Fit Families
coaches



fit families
Eat healthy • Be active • Your kids are watching



84 Children
participated
including those that
enrolled in FY23 and
continued into FY24



56 Enrolled
in Fit Families
during FY24

28

**Children
Graduated
Fit Families**
between Oct 1, 2023
and Sept 30, 2024

Families that Received 10+ Coaching Sessions*

Contacts occurred through in-person visits, phone calls, texts and emails.

75%

Percent of graduated children whose parent/guardian
received **10+ contacts** from coaches.

25%

Percent of graduated children whose parent/guardian
received **5 to 9 contacts** from coaches.

**Fit Families is an evidence-based program with an intended dose of
10 or more coaching sessions during the 13-month program.*

Children Meeting Healthy Goals at Enrollment and Graduation

Percent of children meeting or exceeding the recommended amount of each
healthy behavior. **28** children had enrollment and graduation data.

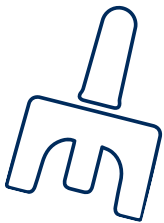


Chronic Disease & Injury Prevention

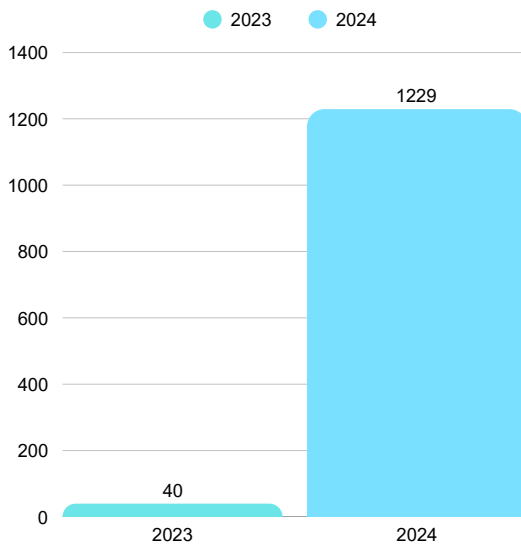


Harm & Risk Reduction

Harm Reduction is a public health approach that focuses on reducing the harmful consequences of substance use, including prevention of injury, transmission of infectious disease, and overdose.



Naloxone Distributed



COAT
COMMUNITY OVERDOSE
ACTION TEAM

The Community Overdose Action Team was formed in 2024. It includes 11 members from various sectors, such as harm reduction services, housing, law enforcement, EMS, UW system, criminal justice, and treatment services



Purchased 30 Overdose Aid Kits (OAK boxes) to be distributed in high-risk populations such as hotels, gas stations, libraries, and restaurants/bars. OAK Boxes contain naloxone boxes, resources (211, 988 cards), cpr masks, and gloves.



Purchased 250 medication lock boxes to hand out to the community at large.

448 Responses	Top 3 OC Substance Use Survey Results
78%	of survey respondents know of one or more individuals who have used or are currently using substances other than alcohol or nicotine.
#1	Stigma was noted as the #1 reason why individuals may not seek support for challenges related to substance use.
56.3%	of survey respondents feel that the level of substance use in Outagamie County is high or very high.

Survey was open November 18, 2024 – December 31, 2024.

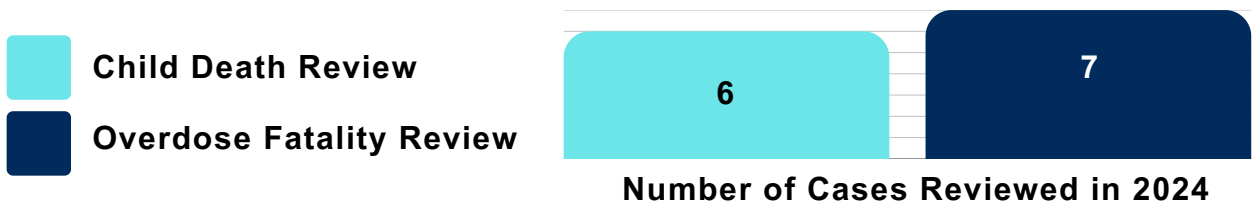


Chronic Disease & Injury Prevention



Fatality Review Teams

The primary focus of fatality review teams is to learn and develop recommendations to hopefully prevent future deaths. The Child Death Review Team reviews deaths of children ages 0 to 18. The Overdose Fatality Review Team reviews unintentional drug overdose deaths.

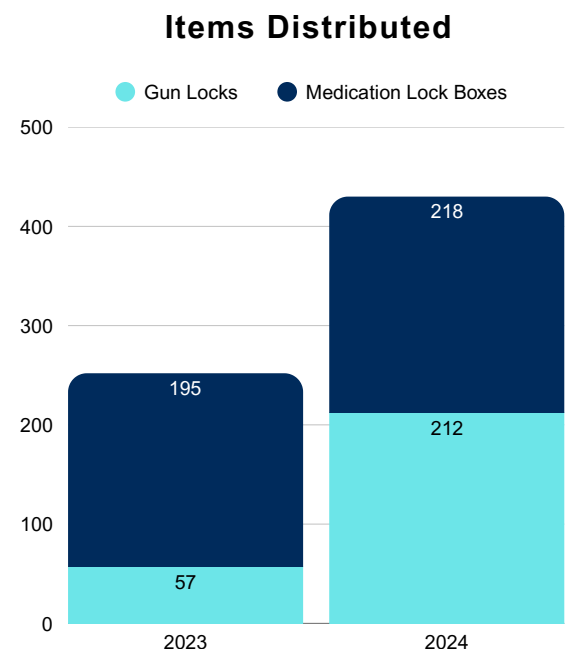


Adolescent Wellbeing

2024 was the third year our nursing team focused on the adolescent wellbeing objective of the Maternal Child Health Grant. Activities focused on building connections with community partners such as:

- Catalpa Health
- Samaritan Counseling
- Harbor House
- Prevent Suicide Fox Cities
- OC Mental Health
- Outagamie County Children, Youth, and Families
- Outagamie County Youth and Family Services

Creating new connections increases our ability to better educate and provide resources to our community. Additional work focused on distributing means restriction items like med lock boxes and gun locks to those in need.



Chronic Disease & Injury Prevention



Public Health Vending Machine






1,900+

Items vended in the
first year

This is a community resource stocked with prevention items such as naloxone, gun locks, condoms, medication disposal bags, and more. The items in the machine are free of charge.

To learn more about the machine, visit our website:

www.outagamie.org/PHVM

Top Items Vended	
	355 Gun Locks
	252 Boxes of Naloxone
	239 COVID-19 Test Kits
	181 Basic Need Kits
	155 STI Prevention Kits



Environmental Public Health

OCPH works to protect and promote a healthy environment by preventing, checking, fixing, and controlling things in the environment that could harm people's health and well-being.

Services include:

- Childhood Lead Poisoning Prevention & Intervention
- Radon
- Licensing Program



Childhood Lead Poisoning Prevention & Intervention

Childhood Lead Poisoning Prevention & Intervention supports children with elevated blood lead levels by providing education, investigation, and follow-up to reduce the risk of sources of lead in the child's environment.

Outagamie County Public Health receives lead testing results for children in our jurisdiction. Intervention is based on the level of lead in the child's blood. During 2024, we had **fewer than five** children who required high level intervention. As a result, we are unable to disclose our exact data.



Radon

Radon is a naturally occurring gas that is radioactive and can cause lung cancer. Radon can leak into your home and is common in Wisconsin. While you can't see or smell it, you can test your home to know your levels of Radon. OCPH sells low-cost test kits to our community.

69
short-term test
kits sold

39
kits returned &
analyzed

17
results higher than
EPA limit of 4.0pCi/L

- Average radon level result – 4.46 pCi/L
- The EPA recommendation for mitigation level is anything higher than 4 pCi/L
- Highest radon level reported – 14 pCi/L



Environmental Public Health



Licensing Program

Environmental Health Sanitarians inspect businesses to ensure they comply with state regulations. Sanitarians work with the business owner and staff to correct violations and provide education and training.

820

**Licensed
Facilities**



969

Total inspections completed

Includes routine, pre-inspection,
re-inspection, and follow-up inspections



42

**Complaints
received for
licensed facilities**



Retail Food - 687 Facilities



Pools - 56 Facilities



Lodging - 41 Facilities



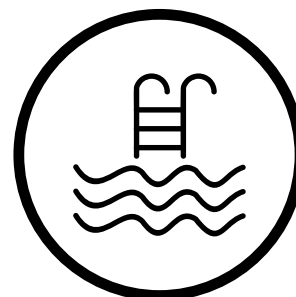
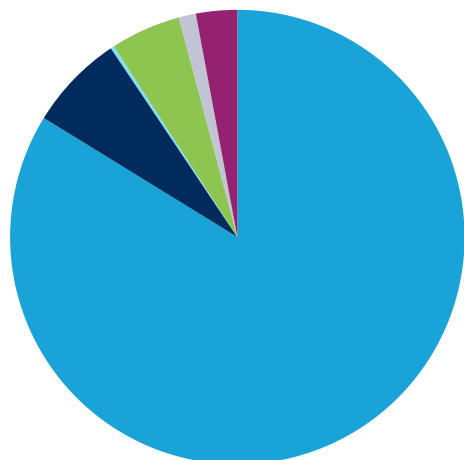
Campgrounds - 2 Facilities



Manufactured Homes - 10 Facilities



Body Art - 24 Facilities



Recreational Water Testing



440

**Water Samples
Collected**

98%

**of Samples Collected
Were Bacteriologically
Safe**



*Data according to licensing year: July 1, 2023 - June 30, 2024



Maternal, Child, & Family Health

OCPH works to improve the health and well-being of mothers, children, and families in Outagamie County.

Services include:

- Healthy Families & Pregnancy
- Women, Infants & Children (WIC)
- Breastfeeding
- WIC Farmers' Market
- WIC Diaper Bank



Healthy Families & Pregnancy

Healthy Families and Pregnancy is a free, voluntary program run by our Public Health Nurses (PHNs). It offers education, support, and resources to parents of infants and/or parents-to-be.



Before birth our PHNs support families by providing education on:

- labor
- birthing
- and parenting topics



After delivery, our PHNs offer support via phone calls and home visits. They provide education on topics such as child development, breastfeeding, health, and safety.

Referrals come from many sources including, Children, Youth, & Families, Women, Infants and Children (WIC), health care providers and self-referral.

79 clients referred

60 clients enrolled

590.25
hours
spent
serving
clients



Maternal, Child, & Family Health



Women, Infants and Children

Outagamie County Women, Infants and Children (WIC) program serves pregnant, breastfeeding and postpartum women, infants and children up to age 5 to improve their health and well being. WIC Services include:

Nutrition Assessment & Education

Personalized nutrition education, recipes and tips to raise healthy eaters

Breastfeeding Education & Support

Breastfeeding assessment and Breastfeeding Peer counselor support

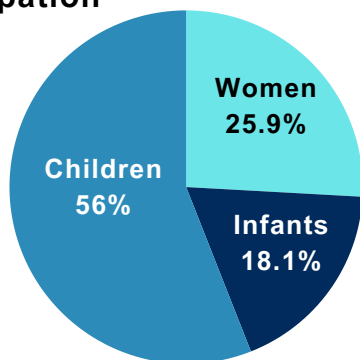
Supplemental Healthy Foods

Healthy foods including fruits, vegetables, whole grains and dairy.

Referrals to Healthcare & Community Agencies

Health care providers, immunization, car seats, safe sleep resources and parenting resources

WIC Participation



Average monthly participation: **2,202**



More than **\$1.4 Million** in WIC Benefits redeemed in Outagamie County



Farmers' Markets

Through the WIC program, we offer vouchers to use at farmers' markets. WIC participants can use these vouchers to get fresh foods and support local farmers' markets.



\$29,432 redeemed with local farmers in the community.



85% of those who received checks used some or all of their Farmers' Market Nutrition checks.



Maternal, Child, & Family Health



Breastfeeding

Breastfeeding is one of the core pillars of the WIC program. To support all of the moms interested in learning about and needing support, WIC Nutritionists have completed standardized training to provide accurate education and solutions. In addition, WIC has two Designated Breastfeeding Experts to provide support to more challenging breastfeeding concerns. Public Health Nursing had one nurse complete the Certified Lactation Counselor (CLC) training to provide additional support in the community.



WIC Breastfeeding Peer Counselor

The WIC Breastfeeding Peer Counselor offers support and encouragement to all breastfeeding moms to help them meet their breastfeeding goals. This voluntary program is offered to all pregnant and breastfeeding women at enrollment. It is available at any time support and encouragement are needed.



28% of all pregnant women have at least 1 peer contact.

23% of all breastfeeding women have at least 1 peer contact.



WIC & Breastfeeding in 2024



78% report ever breastfeeding compared to state average of **76%**



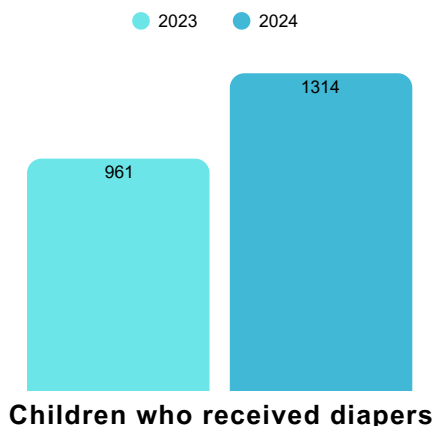
55% of all WIC infants are breastfed for at least 6 months compare to state rate of **46%**.



14% exclusively breastfeeding until 6 months compared to state rate of **15%**.

Diaper Bank

We partner with the Kimberly-Clark Eastern Wisconsin Diaper Bank to provide free diapers to our WIC families in need of this support.



Breastfeeding Friendly Childcare Facilities

As part of our MCH grant objective, OCPH newly designated one facility and re-designated two facilities as breastfeeding friendly. This helps the childcare facility support families with their breastfeeding goals.



Access to & Linkage with Clinical Care

OCPH works to assist the community with access to preventive and health services.

Services include:

- Providing vaccines for uninsured or underinsured children & adults
- Pregnancy testing
- Sexually Transmitted Infection (STI) education, counseling & resources



In May 2024, OCPH implemented a reminder recall system for vaccinations. We reached out to the parents of 985 children ages 2 and under, who were due or overdue.



Offered offsite clinics to help reach people closer to their homes, including:



One clinic in Hortonville & one in Shiocton



55 kids vaccinated



Administered 326 vaccinations for uninsured or underinsured children & adults.



In 2024 OCPH collaborated with Partnership Community Health Center to offer clinics for VFA eligible clients at Partnership's clinic. Our goal was to reduce barriers by bringing immunization services to those most in need.

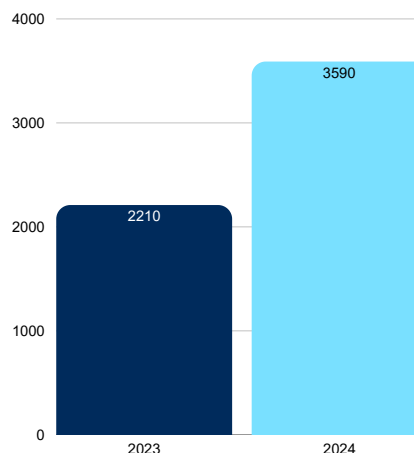


2
CLINIC
held in 2024

37
adults
vaccinated



Condoms Distributed



Providing condoms to our residents is an evidence-based method to reduce the spread of sexually transmitted infections.



Foundational Capabilities

As described in the Foundational Public Health Services framework, the Foundation Capabilities are the infrastructure needed to support the basic public health protections. The Foundational Capabilities are outlined in this section, but also included throughout the report to demonstrate the support to Foundational Areas. This shows the cross-cutting effects of the Foundational Capabilities and our focus on building skills and expanding capacities.



Assessment & Surveillance

Involves OCPH's ability to track the health of the community through data, case findings, and laboratory tests, with particular attention to those most at risk.

Activities included:

- Efforts were focused on strengthening our partnership with healthcare systems to improve our collaboration for disease investigation and implementation of WIC remote appointments.
- Electronic Surveillance System for Early Notification of Community-Based Epidemics (ESSENCE) was added to our surveillance system. This system shows emergency room discharge data to monitor the health of the community and identify any potential public health events.
- An internal group was developed, called the Sharing Information Team (SIT). A SIT is called to allow for sharing of important information rapidly, to allow for faster response to public health emergencies.



Community Partnership Development

Highlights skills that show OCPH's capacity to harness and align community resources to advance the health of all community members.

Activities included:

- Engaging community partnerships and strengthening relationships occurs each day in OCPH and is a focus for each Unit.
- In support of the OCPH 2023-2025 CHIP, various community partners crossing multiple sectors participated in providing their time, insights, and continued collaboration. See more on the [OCPH 2023-2025 CHIP](#).
- The newly developed Tri-County Community Health Improvement Coalition was expanded to not only include Public Health and Healthcare Systems, but also community partners furthering the goal of ONE regional community assessment and improvement plan.



Foundational Capabilities



Organizational Competencies

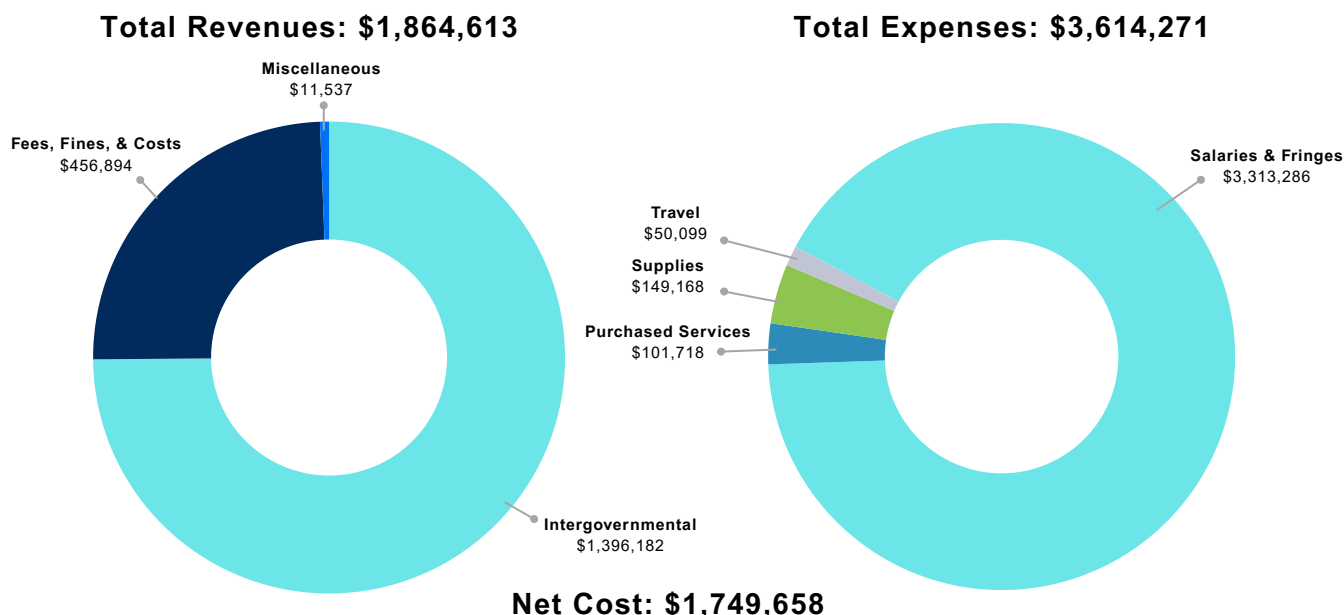
Looks at the ability to lead internal and external stakeholders to consensus and action, with a particular focus on advancing health equity in communities. These competencies include leadership and governance, information technology services including privacy and security, human resources, financial management, legal services, and analysis.

Activities include:

- The first annual update to the OCPH Strategic Management System. See more about the [2024 annual update](#).
- Ongoing and open dialogue about current and emerging issues facing public health was strengthened in 2024 with regular reports to the Outagamie County Health and Human Services (HHS) Board. This included presenting to the HHS Board during 6 meetings ranging from topics of strategic planning, immunization reminder recall program, WIC services and 2024 CHIP updates.
- Completed the Wisconsin Department of Health Services (DHS) 140 Review process, as a PHAB accredited health department, and proved compliance with all required statutes and rules for level III status.

Budget:

OCPH manages fiscal resources in collaboration with the Outagamie County Finance Department and is focused on resource utilization to optimize services. In 2024, OCPH operated within the adopted budget by the Outagamie County Board.



Foundational Capabilities



Policy Development & Support

Includes skills that indicate OCPH's ability to translate science into appropriate policy and regulations.

Activities include:

- Collaboration with law enforcement agencies including: the Grand Chute Police Department, Kaukauna Police Department, Fox Valley Metro Police Department, and Hortonville Police Department to streamline reporting practices of animal bites to enhance rapid response and coordinate follow-up activities.



Accountability & Performance Management

Looks at the ability to apply business practices that assure efficient use of resources to achieve desired outcome and foster a continuous learning environment.

Activities Include:

- OCPH Performance Management System was revised to assess and highlight priority performance metrics. Connections were made of monitoring metrics with quality improvement projects and our strategic management system.
- An innovative practice was introduced within the Outagamie County jail to provide PROP (post-release overdose prevention) kits to individuals being released from jail to reduce the risk of an opioid overdose or relapse.



Emergency Preparedness & Response

Ability to develop, maintain, and exercise plans and strategies to address a range of emergencies, including natural disasters, communicable disease outbreaks, and other events, which includes public and private partners across the region.

Activities included:

- Coordination within the Outagamie County Health and Human Services Department in the creation of a new Operations Center response structure for adverse events affecting HHS Divisions and the community.
- Regional tabletop exercise with various partners to strengthen connections between emergency management, local public health, healthcare and emergency medical services.



Communications

Highlights skills related to OCPH's ability to reach the public effectively with timely, science-based information.

Activities included:

- Increased media relations through multiple news releases, news conferences, and media interviews.
- Implemented regular updates to the division website for public access, which made the website and resources more accessible.
- Launched the Support Others, Support Yourself website and communications campaign, increasing resource awareness.
- Provided partners around the county with informational flyers, posters, and handouts with OCPH information to reach community members.





Contact Information

If you have any questions about the data or information included in this report or for general inquiries please call or email us.

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