

# Winnebago County, WI Board of Health Educational Toolkit

---



**Public Health**  
Prevent. Promote. Protect.  
**Winnebago County, WI**

# Introduction to the Toolkit

This toolkit has been developed as a helpful, comprehensive resource for the Winnebago County Board of Health members to utilize at the beginning of and throughout their term. It is meant to be utilized solely **online**, as it includes a variety of direct links to trusted sources.

The purpose is to provide a wide range of valuable resources on public health, all gathered in one comprehensive location. The toolkit contains information on department functions, board member roles, public health knowledge across various topics, and much more.

This resource is not meant to be gone through all at once, rather, to be available whenever needed.



**Public Health**

Prevent. Promote. Protect.

**Winnebago County, WI**

Field Experience Project for Master of Public Health requirement at University  
of Wisconsin-Milwaukee Zilber College of Public Health  
Completed by Maddie Hill, summer 2024

# Table of Contents

## 1. How to Use the Toolkit

### **Public Health Overview**

#### 2. What is Public Health?

- Public Health 101
- History of Public Health

#### 3. Role of Local Health Department

- Rules & Statutes
- Foundational Public Health Services

#### 4. Investing in Public Health

- Public Health & Businesses
- Investment in Public Health

#### 5. Advocating for Public Health

- Role of the Board of Health
- Strategies for Advocacy

#### 6. Winnebago County Public Health

### **Public Health Approaches**

#### 7. The Public Health Mindset

- Community Conditions
- Health for All

#### 8. The Public Health Mindset Continued

- Systems Thinking
- Health in All Policies

### **Extra Resources**

#### 9. Recognizing Bias

- Unconscious Bias
- Media Bias

#### 10. Helpful Resources



# How to Use the Toolkit

1

## Section Topic-

Definition and/ or brief explanation of the above listed topic.

### Symbol Key



Video



Reading



This icon is listed directly underneath some resources, it shows the approximate amount of time it will take to go through that source.



Website



Brief or Report



Legal Document



Interactive Module Series



Interactive Activity



Infographic

Each resource listed next to an icon is underlined and is a direct clickable link.



### Takeaways

- Key summary points from all resources for the topic are described here.
- The purpose of this section is to call out the important overall message in the resources provided.
- It can also be helpful to understand what to expect from each topic, before resources are reviewed.



**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI

# Public Health Overview



**Public Health**  
Prevent. Promote. Protect.

---

**Winnebago County, WI**

# What is Public Health?

## Public Health 101

**Health** is “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” (World Health Organization)

**Public health** is “the science of protecting and improving the health of people and their communities.” Public health works at the population level to improve and protect the health outcomes of all. (CDC)



What is Public Health?



(5 minutes, 30 seconds)



Introduction to Public Health



(Approximately 30 to 45 minutes)

## History of Public Health

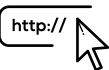
A historical perspective of public health illustrates the impact of health and disease in society and how public health interventions have increased quality of life and length of life.



Brief History of Public Health



(5 minutes)



http://

Ten Great Public Health Achievements of the Early 21st Century

### Takeaways

- Public health focuses on improving and protecting health on a population level through prevention, education, and intervention.
- Public health operates through three core functions of assessment, policy development, and assurance.
- The field of public health has existed for centuries and has significantly evolved overtime.
- The presence of effective public health measures have greatly increased life expectancy, reduced the burden of disease, and overall improved health and quality of life.



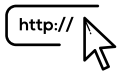
**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI

# Role of Local Health Department

3

## Rules & Statutes

All local health departments (LHDs), as governmental entities, derive their authority and responsibility from the state and local laws that govern them. In Wisconsin, the Department of Health Services (DHS) helps shape and support an infrastructure for public health statewide.



[Wisconsin Local Public Health](#)



[Chapter DHS 140: Required Services of Local Health Departments](#)



[Wisconsin Administrative Codes Important for Public Health](#)



(8 pages, approximately 15 minutes)



[Operational Definition of a Functional Local Health Department](#)



(10 pages, approximately 20 minutes)

## Foundational Public Health Services

There is a foundational level of public health services (FPHS) that must exist everywhere for services to work anywhere. FPHS aim to strengthen our community by focusing on essential services that are vital to safeguarding our well-being.



[What are the Foundational Public Health Services?](#)



(4 minutes)



[Foundational Public Health Services Fact Sheet](#)



(6 pages, Approximately 10-15 minutes)



[Operational Definition of the Foundational Public Health Services](#)



(27 pages)

### Takeaways

- The work of local health departments is guided by many statutes and rules.
- DHS Chapter 140 is the guiding statute highlighting the required services of LHDs in Wisconsin.
- The FPHS framework provides the minimum necessary capabilities and services for health departments to provide.
- The state and local agencies collaborate to coordinate efforts across the state and improve population health.



**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI

# Investing in Public Health

## Public Health and Businesses

Businesses and local public health agencies both have interest in developing the community and improving population health. The collaborations can result in the achievement of mutually beneficial goals that ultimately advance community health.



[Prevention Means Business](#)



[Good Health is Good Business](#)



(25 pages, approximately 45 minutes)

## Investment in Public Health

Investment in public health is lacking, but there are vast benefits to focusing on investment and prevention. Even small public health investments can have immense positive impacts.

[http://](#)



[Underfunding in Public Health](#)

[http://](#)



[Barriers and Benefits to Investment in Public Health](#)



[Return on Investment of Public Health Interventions: A Systematic Review](#)



(8 pages, approximately 15 minutes)



[Wisconsin Public Health Association- Budget Priorities](#)



(1 page, approximately 5 minutes)

The Wisconsin Public Health Association (WPHA) and the Wisconsin Association of Local Health Departments and Boards (WALHDAB) are both organizations that work at a state and local level to support public health agencies. They collaborated to develop the 'Budget Priorities' document for 2024.

### Takeaways

- Partnerships between businesses and public health are mutually beneficial and can work to enhance community health and development.
- Having these partnerships at a local level helps to target specific community needs, effectively and efficiently.
- Public health underfunding is a prevalent issue. Investment in public health and preventative measures can be very cost-effective and impactful in improving community health.



**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI



# Supporting Public Health

5

## Role of Board of Health

Boards of Health are the governing body for local health departments. They are instrumental in connecting the community to the health department and work through various measures to enhance population health.



### Being an Effective Board of Health Member



(10 pages, approximately 20 minutes)



### What is a Board of Health and What does it do?



(2 pages, approximately 5 minutes)

\*Sign in to county email required for viewing\*

## Advocating for Health

The board plays an essential role in guiding health advancements and leading the county on the path to being as healthy as possible. There are some key strategies to help guide members while serving on the board.



### Tips for Being a Good Board Member



(1 pages, approximately 3 minutes)

\*Sign in to county email required for viewing\*

### Takeaways

- Boards of Health are an instrumental entity in the work of public health and are essential in the steps toward making all members of a community healthier.
- Actively participating, communicating with others, advancing knowledge, developing community connections, and promoting the work of the health department are all strategies to serve on the board.
- Working as an impactful advisory entity will best support improvements in communities and ultimately lead to lessened negative health outcomes.



**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI

# Winnebago County Public Health

## Overview

Winnebago County Public Health (WCPH) is a Level III local health agency, the highest level recognized by state statute. WCPH is comprised of six divisions: Administration, Communicable Disease, Community Health and Prevention, Environmental Health, Healthy Lifespan, and Women, Infants and Children (WIC).



[2023 Annual Report](#)



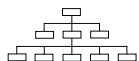
[Community Health Assessment and Improvement Plan](#)



[County Health Rankings- Winnebago County](#)



[Health Equity in Winnebago County](#)



[Organizational Chart](#)



[Public Health Happenings Newsletter](#)



**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI

# Public Health Approaches



**Public Health**

Prevent. Promote. Protect.

---

**Winnebago County, WI**

# The Public Health Mindset

## Community Conditions

Community conditions are also known as **social determinants of health**, which are “the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks” (Healthy People 2030).



[How do Social Determinants of Health Impact Health?](#)

(4 minutes, 30 seconds)



[Social Determinants of Health - Healthy People 2030](#)



[Introduction to Social Determinants of Health](#)

(**Module 1**; 17 minutes, 30 seconds)

## Health for All

The **Health for All** approach is also known as **health equity**, which means “everyone has a fair and just opportunity to be as healthy as possible. Achieving this requires removing obstacles to health such as poverty and discrimination and their consequences, which include powerlessness and lack of access to good jobs with fair pay; quality education, housing, and health care; and safe environments.” (Robert Wood Johnson Foundation).



[What is Health Equity?](#)

(4 minutes)



[What is Health Equity?](#)



[Health Equity Series](#)

(Approximately 40 minutes)

### Takeaways

- The environment in which an individual lives, learns, works, plays, worships, and ages has a significant impact on health outcomes.
- Health equity strives for **all** individuals to have fair access and opportunities for optimal health.
- Keeping social determinants of health in mind is essential on the path to achieving health for all and they help to determine where services and interventions are needed.



# The Public Health Mindset

## Systems Thinking

**Systems thinking** is “a way to make sense of a complex system that gives attention to exploring the relationships, boundaries and perspectives in a system”. This approach to population health operates under the notion that community health improvement involves more than just stand-alone disease prevention and treatment programs. (Public Health Network).



[Systems Thinking and Evaluation](#)



(5 minutes)



http://

[Thinking in Systems Overview](#)

## Health in All Policies

Health in All Policies is “a collaborative approach to improving the health of all people by incorporating health considerations into decision-making across sectors and policy areas” (Public Health Institute).



[Health in All Policies: Better Policies, Better Health](#)



(3 minutes, 30 seconds)



[Introduction to Health in All Policies](#)



(4 pages, Approximately 5-10 minutes)



[Health in All Policies: A Guide for State and Local Governments](#)

### Takeaways

- Systems thinking recognizes health as a result of interconnected systems and factors, recognizing that change in one area has major impacts in other areas.
- Health in All Policies considers the health impact when working with health policy across all sectors.
- The approaches of systems thinking and Health in All Policies complement each other, working to consider a multitude of factors related to health outcomes, ultimately promoting health equity.



**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI

# Extra Resources



**Public Health**  
Prevent. Promote. Protect.

---

**Winnebago County, WI**

# Recognizing Bias

## Media Bias

In our media-intensive culture, it is easy to find differing points of view. The difficulty lies in determining which information is the most credible. It is important to be strategic when consuming media and to recognize typical uses of bias within each source.



[Media Bias Chart | AllSides](#)



[How to Spot Media Bias](#)

## Unconscious Bias

Unconscious bias, also called implicit bias, is the attitudes or stereotypes people hold deep in the unconscious part of their brains. These biases exist outside of your control and they may not match how you feel when you give conscious thought to the subject.



[An Introduction to Unconscious Bias](#)

 (4 minutes)



[How to Unlearn Unconscious Bias](#)



[Take an Unconscious Bias Test](#)

### Takeaways

- Media bias is present in most forms of media, this type of bias can impact world-view and public perception and influence the way individuals believe and interact with the world.
- Unconscious bias is present in every human, but it is important to recognize those biases as much as possible and take steps to understand and work through those biases.
- Both of these bias types influence responses to health outcome, the way public health operates, and societal stances on how health issues should be combated.

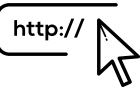


**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI

# Helpful Resources

10

Listed below are a variety of common resources that contain information about public health. The majority of provided resources throughout this toolkit were taken from these trusted sources.



[American Public Health Association \(APHA\)](#)



[Healthy People 2030](#)



[National Association of County and City Health Officials \(NACCHO\)](#)



[National Association of Local Boards of Health \(NALBOH\)](#)



[U.S. Centers for Disease Control and Prevention \(CDC\)](#)



[Winnebago County Public Health Department](#)



[Wisconsin Association of Local Health Departments and Boards \(WALHDAB\)](#)



[Wisconsin Department of Health Services \(DHS\)](#)



[Wisconsin Public Health Association \(WPHA\)](#)



**Public Health**  
Prevent. Promote. Protect.  
Winnebago County, WI



# Glossary

<b>Health</b>	A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.
<b>Public Health</b>	The science of protecting and improving the health of people and their communities.
<b>Community Conditions</b> Social Determinants of Health	The conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.
<b>Health for All</b> Health Equity	Everyone has a fair and just opportunity to be as healthy as possible. Achieving this requires removing obstacles to health such as poverty and discrimination and their consequences, which include powerlessness and lack of access to good jobs with fair pay; quality education, housing, and health care; and safe environments.
<b>Systems Thinking</b>	A way to make sense of a complex system that gives attention to exploring the relationships, boundaries and perspectives in a system. Systems approaches are the specific tools and methods that can be used to better understand the system and the complex problems within it.
<b>Health in All Policies</b>	A collaborative approach to improving the health of all people by incorporating health considerations into decision-making across sectors and policy areas.

