

Winnebago County Public Health Performance Management Report

Board of Health Meeting

June 10, 2025

Performance management involves the continuous process of measuring, tracking, and reporting progress toward achieving the strategic goals and objectives of an organization, division, or program.

State regulations mandate that local health departments maintain a performance management system. This system must collect performance data, assess goals, support quality improvement efforts, and inform agency decision-making. This report provides an overview of the performance management system.

PUBLIC HEALTH PERFORMANCE MANAGEMENT SYSTEM



Public Health
Prevent. Promote. Protect.

Winnebago County, WI

WCPH PERFORMANCE MANAGEMENT REPORT

Winnebago County Public Health is monitoring a variety of measures in the performance management system. This report provides an overview of one selected measure for each of the six divisions at Winnebago County Public Health.

The table below provides a sample list of measures being tracked in the performance management system. Additional measures may be added.

Division	Sample List of Measures
Administration	<ul style="list-style-type: none">• Open and click rates for the monthly newsletter (highlighted in this report)• Percent of revenue by funding type• Turnover rate
Communicable Disease	<ul style="list-style-type: none">• Percent of children that are up-to-date on MMR vaccine (highlighted in this report)• Number of Latent Tuberculosis Infection (LTBI) cases that require staff follow-up• Trends in school illness
Community Health & Prevention	<ul style="list-style-type: none">• Badger State Housing Advocacy Day (highlighted in this report)• Housing Data• PHVM Supplies
Environmental Health	<ul style="list-style-type: none">• Trends related to recreational inspections (highlighted in this report)• Environmental health related complaints• Well water testing
Healthy Lifespan	<ul style="list-style-type: none">• Number of referrals to the Healthy Aging program (Highlighted in this report)• Number of new WI Well Woman program clients• Family Child Health clients
WIC	<ul style="list-style-type: none">• Breastfeeding incidence and duration (highlighted in this report)• Number of participating WIC clients• Percent of Farmers Market vouchers redeemed

WCPH PERFORMANCE MANAGEMENT REPORT

ADMINISTRATION (ADMIN)

Measure: Public Health Newsletter metrics

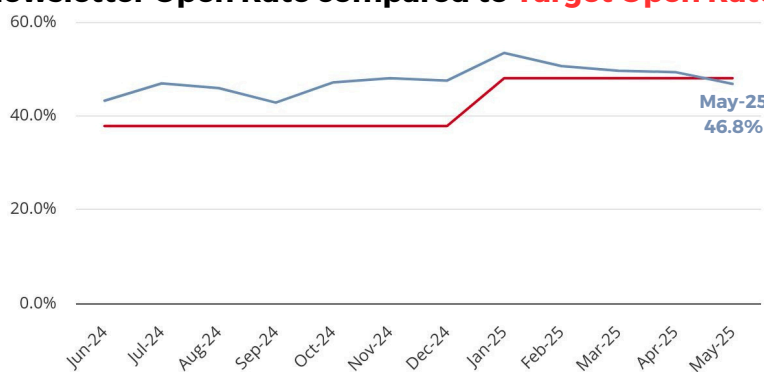
Public Health Happenings is a monthly newsletter distributed by Winnebago County Public Health to over **4,000** subscribers. The newsletter includes a wide variety of public health related content including seasonal topics, regional/departmental data, department programs, events, and staff recognition and updates. The distribution list for this newsletter includes health providers, public health professionals, community organizations and community members.

Newsletter open rates, click rates, topics, unsubscribes, etc. are all tracked to monitor trends and community interest in topics. We are able to see how many people opened and who those recipients were. We are also able to track what people are clicking on (for example, a graphic vs. a link) so we can tailor the experience to our audience.

Action Steps:

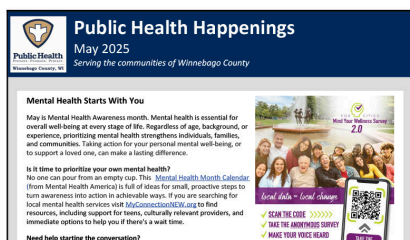
- Continue to send the newsletter out on a specific day of the month so community comes to expect this update. Public Health Happenings is sent the first Thursday of every month.
- Monitor open and click rates to illuminate trends and provide insights that will allow us to improve this communication tool.
- Track popular stories, resource links, and events that the audience clicked on, so we can provide more of that content in future newsletters.

Newsletter Open Rate compared to Target Open Rate



We originally compared our monthly open rate to the industry average target open rate (**37.8%**). Since we consistently were above that target, in January 2025 we adjusted our target open rate to **48.0%**.

In January, there was a **53.4%** open rate. Our top story in the newsletter was about Cervical Cancer Awareness, with over **230** clicks on the resource.



[Sign up here](#) to receive Public Health Happenings in your inbox monthly!

WCPH PERFORMANCE MANAGEMENT REPORT

COMMUNICABLE DISEASE (CD)

Measure: Percent of children up-to-date with Measles, Mumps, and Rubella (MMR) vaccine

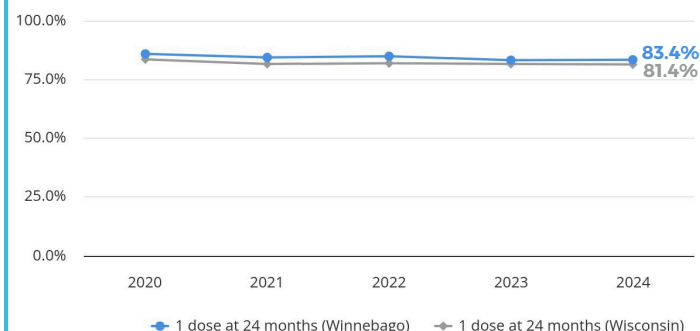
As of May 8th, 2025, there have been a total of **1,001 cases of measles** in the United States, currently, there are no cases in Wisconsin. Given that measles is one of the most contagious infectious diseases, achieving and maintaining high levels of immunization coverage is essential. The **MMR vaccine** is a two-dose series with the first dose given at 12-15 months of age and the second dose given at 4-6 years of age. Staff continue to provide vaccination opportunities with a focus on those individuals who are uninsured or underinsured. Additionally, education and outreach to individuals and healthcare systems is also provided.

Our staff continue to encourage vaccination. While our vaccination rates in Winnebago County are higher than the state vaccination rates for the MMR, we are still below the **herd immunity threshold of 92-94%**. The percentage of children 24 months old that have one dose of MMR is **83.4%** in Winnebago and **81.4%** for Wisconsin. The percentage of children 5 to 6 years old that have two doses of MMR is **78.0%** in Winnebago and **74.1%** in Wisconsin.

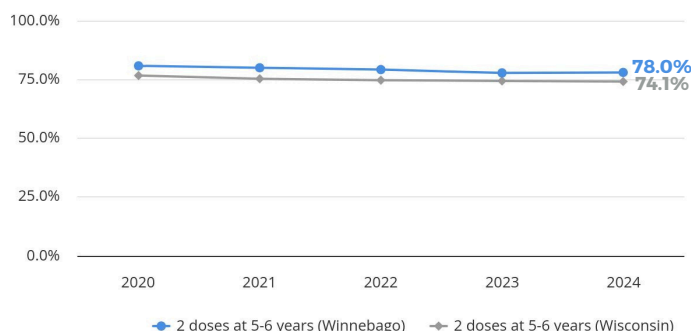
Our CD nurses continue to engage with local healthcare systems by providing education and guidance. For example, our CD nurses recently led a discussion at UWO with their clinic staff, focusing on the appropriate response if a patient with measles were to present in their clinic. In addition, CD nurses regularly connect with infection preventionists at local health systems to offer education and foster strong working relationships.

WCPH has experienced grant cuts related to the vaccine program. These grants were used to support staff time related to planning and supporting vaccine clinics, administering vaccines, connecting with partners and healthcare providers. Due to the grant cuts, scheduled vaccine clinics were cancelled. When grants are cut, especially reoccurring annual grants, discussion are held in relation to how to continue to fund programs and staff work - adjusting levy to continue the work or having to reduce/eliminate work.

Percent of children that have 1 dose of MMR at 24 months



Percent of children that have 2 doses of MMR at 5-6 years



References

Measles case count: <https://www.cdc.gov/measles/data-research/index.html>
MMR Vaccine schedule: <https://www.cdc.gov/vaccines/imz-schedules/child-easyread.html>
Herd immunity: <https://www.aap.org/en/patient-care/measles/measles-vaccine/>

WCPH PERFORMANCE MANAGEMENT REPORT

COMMUNITY HEALTH & PREVENTION (CHP)

Policy Advocacy

Badger State Housing Alliance Advocacy Day April 23, 2025

WCPH Community Health Strategists Susan Garcia Franz and Lynnsey Erickson have been actively participating in the Badger State Housing Alliance, a statewide group promoting good affordable housing policies and solutions, since its start in 2022. The Alliance is made up of partners across many sectors who hold important roles, including housing providers, nonprofits, funders, developers, government, and advocates.

A major priority of the Alliance is to raise awareness about the housing needs in our communities and advocate for policies that address housing instability and the shortage of affordable housing. The Alliance's advocacy committee, co-chaired by Lynnsey, planned a day at the Capitol in Madison on April 23 to meet with legislators to talk about homelessness prevention, eviction prevention, and policies that would help build more affordable housing.

25 people from across the state attended (including 8 from the Fox Cities area) and met with 17 state representatives and senators, most serving on the two housing committees in the legislature.



Action Steps:

- Continue building relationships with state legislators and build the coalition's capacity to serve as a resource on policies related to affordable housing, evictions, and homelessness.
- Support coalition members' knowledge and confidence in speaking with elected officials and at public hearings around affordable housing.
- Connect interested elected officials with successful affordable housing developments across the state.

5,037

Wisconsinites in emergency shelters, transitional housing, Safe Havens, or were unsheltered in January 2024 (highest number recorded since 2017) ²

18,476

students statewide experienced homelessness in the 2022-2023 school year (most since 2018-19) ²

State Facts

MINIMUM WAGE	\$7.25
2-BEDROOM HOUSING WAGE	\$21.71
NUMBER OF RENTER HOUSEHOLDS	783,898
NUMBER OF RENTER HOUSEHOLDS BELOW 30% AMI	182,117
PERCENT OF RENTER HOUSEHOLDS BELOW 30% AMI	23%
NUMBER OF RENTER HOUSEHOLDS BELOW 50% AMI	328,950
PERCENT OF RENTER HOUSEHOLDS BELOW 50% AMI	42%

Affordable Rent for Low Income Households

Minimum Wage Worker	\$377/mo
Household at 30% of Area Median Income	\$746/mo
Household at 50% of Area Median Income	\$1,244/mo

Fair Market Rent

1-Bedroom Fair Market Rent	\$918/mo
2-Bedroom Fair Market Rent	\$1,129/mo

Working at minimum wage

\$7.25/hr

Each week you have to work

97 HOURS

To afford a modest 1 bedroom rental home at Fair Market Rent

WCPH PERFORMANCE MANAGEMENT REPORT

ENVIRONMENTAL HEALTH (EH)



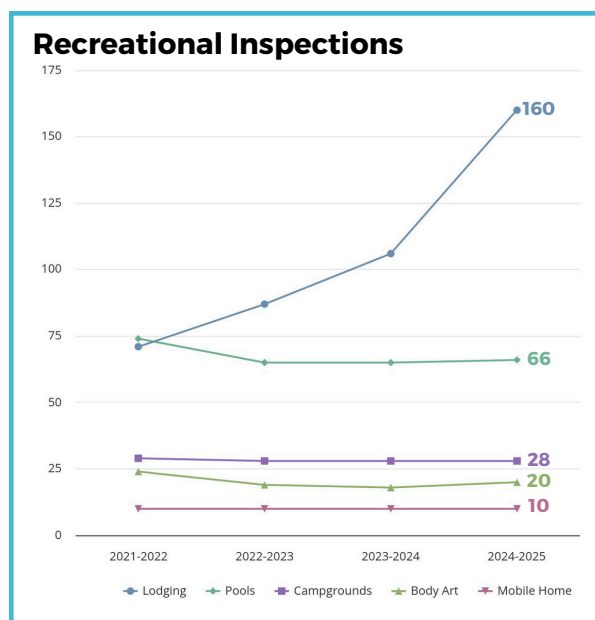
Measure: Recreational Inspections

The goal of the Recreational Inspections Program is to inspect all recreational facilities on an annual basis to safeguard public health by ensuring sanitary conditions, structural safety, and overall compliance with state health regulations. The Program encompasses a diverse group of public-facing establishments, including Mobile Home Parks, Lodging Facilities (hotels and motels), Campgrounds, Body Art Establishments (tattoo and piercing studios), and Public Swimming Pools.

Inspections are conducted by licensed sanitarians from the local health department. Each establishment is typically inspected at least once annually, with additional inspections performed as needed in response to public complaints or identified health risks. The inspections are conducted in accordance with the applicable Wisconsin Administrative Codes governing each facility type. Sanitarians assess a variety of health and safety criteria during inspections, including but not limited to:

- Sanitation and hygiene practices
- Safe handling and disposal of waste
- Structural and equipment maintenance
- Water quality
- Compliance with licensing and operational requirements

The Recreational Inspections Program aims to protect community health by ensuring recreational facilities meet the established standards. Regular inspections help prevent the spread of disease, reduce injury risks, and promote safe environments for residents and visitors. This program is a critical component of the county's broader environmental health initiatives and supports our mission to ensure safe and healthy living conditions throughout the community.



The most notable trend depicted in the graph is the significant increase in licensed lodging facilities, particularly Tourist Rooming Houses (TRHs), which are individual residences rented out through platforms like Airbnb and Vrbo. This surge can be attributed to several key developments. In the summer of 2024, Airbnb intensified efforts to ensure that its hosts obtained the necessary licenses from local health departments to comply with state regulations. Concurrently, numerous municipalities enacted or strengthened ordinances requiring TRH operators to provide proof of such licensing. These combined initiatives led to a substantial rise in the number of newly licensed TRHs throughout the year.

WCPH PERFORMANCE MANAGEMENT REPORT

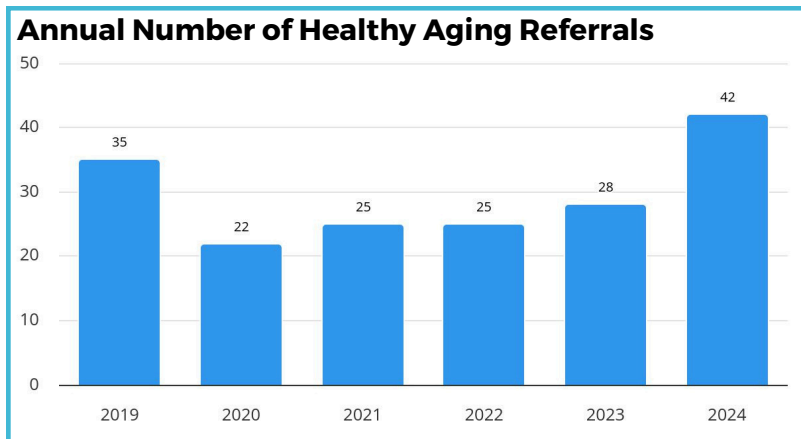
HEALTHY LIFESPAN (HLS)

Measure: Number of Healthy Aging Referrals

The goal of the Healthy Aging program is to help our aging population stay in their homes as safely and healthily as possible. WCPH has 3 Public Health Nurses who conduct either community home visits or fall risk assessments based on the need of the healthy aging referral. Referrals come from self-referral, healthcare providers, personal connections (family, friends, and neighbors), human services (ADRC, APS, 211), and EMS (Fire, Police). Services the client may receive include the following, based on the client's needs: medication management, chronic disease management, connection to resources, home exercises, referrals to other providers/agencies, and nutritional needs.

In 2024, PHA staff improved the data collection process related to the Healthy Aging Referrals to have better metrics and tracking systems. The PHA Staff have also increased awareness of Winnebago County Public Health's Promoting Health Aging Programs (Older Adult Visits, Falls Prevention Visits, and Wellness Plus Class) by attending multiple community events throughout the county and sharing multimedia posts.

Additionally, in 2024, the PHA Staff created an [online referral form](#) for partners to use.



Action Steps:

- Continue to build referral network within Winnebago County to support the aging population
- Maintain strong partnerships with ADRC, 211 and EMS services in the county
- Utilize interprofessional team to increase efficiency and program efficacy
- Table at events geared towards aging population and their families to bring awareness to our services before EMS intervention is needed



WCPH PERFORMANCE MANAGEMENT REPORT

WOMEN, INFANT, AND CHILDREN (WIC)

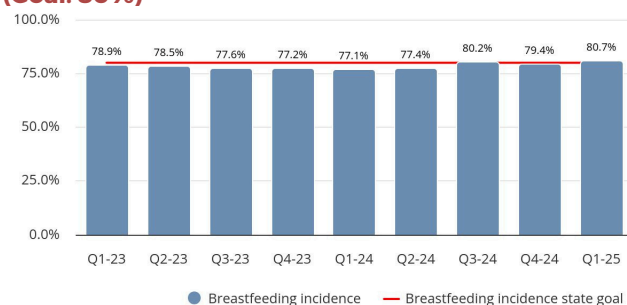
Measure: Breastfeeding Support- Incidence and Duration of Breastfeeding

Breastfeeding support is one of the 4 pillars of WIC services. Breastfeeding offers benefits for both mom and baby including improved health, a strong immune system, reduced risk of certain diseases and promotes bonding. Low income families have increased barriers to long term breastfeeding including employment challenges, lack of support, and limited access to breastfeeding support. All WIC staff have special training in breastfeeding support. In addition, WIC has two breastfeeding peers who are or have been WIC participants and have breastfed 6 months or more. Peers are able to help women feel comfortable with breastfeeding, provide tips on how breastfeeding can work around a busy schedule, encourage involvement of family and friends and help navigate workplace policy to make sure that returning to work is successful.

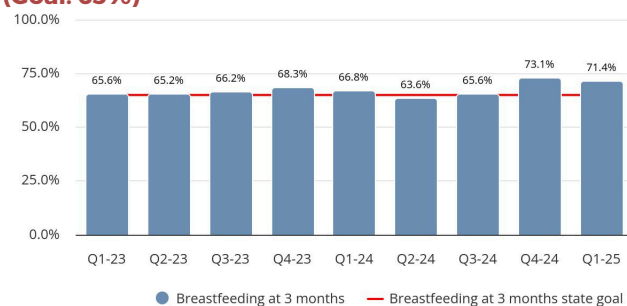
WIC measures the success of breastfeeding support by measuring the incidence rates and duration rates of breastfeeding in the WIC population.

- Incidence of breastfeeding indicates the percentage of infants who are offered any amount of breast milk even if just one time at birth. An incidence rate of greater than 80% is considered “good”, with a goal of greater than 82%. For Q1 2025, Winnebago County WIC met the good goal with an incidence rate of **80.7%**.
- Duration of breastfeeding indicates the percentage of infants who are being provided any breastmilk at 3 months of age. Wisconsin WIC State goals are to have more than 65% of infants receiving breastmilk at 3 months. Winnebago County WIC met the State goal the first quarter of 2025 with **71.4%**. WIC clients seen at the Neenah office tend to have a higher likelihood of breastfeeding at 3 months.

Percent of infants provided breastmilk at least once (Goal: 80%)



Percent of infants provided breastmilk at 3 months (Goal: 65%)



Action Steps:

- WIC goal is to increase incidence and duration rates by providing quality prenatal breastfeeding education and support.
- WIC staff will encourage all pregnant women to attend free breastfeeding virtual classes.
- The breastfeeding peer counselor program is being reorganized in 2025 to reach out to more women and provide additional support.
- Two staff members will increase their ability to support moms by becoming certified breastfeeding counselors this year.