

A large, stylized blue wheel graphic is centered on the page. The wheel has a central hub and several spokes radiating outwards. The spokes are of varying lengths and thicknesses, creating a sense of motion and structure. The background is a solid dark blue color.

NORTH SHORE HEALTH DEPARTMENT

Annual Report **2019**

*Serving the
communities of
Bayside, Brown
Deer, Fox Point,
Glendale, River
Hills, Shorewood
and Whitefish Bay*

NORTH SHORE HEALTH DEPARTMENT 2019 ANNUAL REPORT

The mission of the North Shore Health Department (NSHD) is to work in partnership with the communities we serve to assure, promote and protect the health and safety of the people in the North Shore. The NSHD provides public health services for the seven Wisconsin communities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood and Whitefish Bay, with a total population of more than 65,000.

The NSHD has two offices located in Brown Deer and Shorewood. Residents can utilize services at either location, as well as at routinely scheduled community-based clinics. The NSHD is advised by a Board of Health comprised of representatives from each of the seven communities in the North Shore, along with a medical advisor. The Village of Brown Deer serves as the fiscal and administrative agent for the NSHD.

The NSHD is guided in its work by the Centers for Disease Control and Prevention's 10 Essential Public Health Services (see list to the right). These services outline the responsibilities of public health agencies in the United States to promote and protect the health of the public. All NSHD program and service areas incorporate the essential public health services.

The Department is also guided by our Strategic Plan and our Community Health Improvement Plan (CHIP), available in the Reports section of our website. In 2019, the NSHD created a new CHIP to establish goals and strategies for action to improve health for the years 2020 to 2024. The CHIP outlines the health priorities of North Shore residents, and the new CHIP's priorities include mental and emotional health, substance free living, injury prevention, physical activity and nutrition. These priorities were selected in January of 2019 by the Board of Health based off the results of the 2019 Community Health Assessment. Figure 1 provides a visual of the four priorities.

NSHD Community Health Improvement Plan Focus Areas 2020-2024



Centers for Disease Control and Prevention's Public Health Essential Services for Health Departments

- 1 Monitor health status to identify and solve community health problems.
- 2 Diagnose and investigate health problems and health hazards in the community.
- 3 Inform, educate and empower people about health issues.
- 4 Mobilize community partnerships to identify and solve health problems.
- 5 Develop policies and plans that support individual and community health efforts.
- 6 Enforce laws and regulations that protect health and ensure safety.
- 7 Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
- 8 Assure a competent public and personal healthcare workforce.
- 9 Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
- 10 Research for new insights and innovate solutions to health problems.



NORTH SHORE HEALTH DEPARTMENT PROGRAMS AND SERVICES

The NSHD provides a variety of state-mandated, grant-funded and fee-supported public health services. The Wisconsin Department of Health Services (DHS) evaluates operations of all 88 local health departments in Wisconsin every five years. This process, known as the 140 Review, verifies that departments are meeting State Statute guidelines for required public health programs and services.

Communicable Disease Prevention and Control

A communicable (or infectious) disease is an illness transmitted through direct contact with an infected individual or animal – or indirectly through contact with a vector such as a mosquito, tick, or plant, with blood or bodily fluids, or by breathing in an airborne virus or bacteria. As part of Wisconsin State Statute, 252 – Communicable Diseases, the NSHD is required to follow up and respond to all Category I and II diseases and conditions considered to have significant public health impact.

Wisconsin local health departments investigate all suspect, probable and confirmed cases of reportable communicable diseases for several reasons. Often, we initiate a case investigation for suspect cases while biologic test results are still pending in anticipation of the need to prevent further spread of the disease should results come back confirming a positive case. If tests results are negative and no other clinical information indicates a person has a reportable disease, our investigation process ends as ‘not a case.’

In some situations, we continue our investigation and control measures when clinical information suggests it is a case, but test results are negative. These instances are often categorized as probable cases. By investigating and responding to all suspect, probable and confirmed cases we can prevent and control the spread of disease in the community. In 2019, the NSHD responded to 912 suspect and probable disease incidents and conditions, a 14 percent increase from 2018. A total of 552 of these were confirmed disease cases (see Table 1 on following page).

Table 1
Confirmed Communicable Disease Cases* in North Shore, 2017-2019

Type of Disease	2017	2018	2019
Food/Waterborne	44	53	55
Hepatitis A, B, C	30	29	12
Vaccine preventable**	30	18	25
Sexually Transmitted Infections	262	280	346
Tuberculosis (TB), Active	0	<5	<5
TB, Latent	<5	18	20
Mycobacterium (Non-TB)	17	31	17
Influenza Hospitalizations	37	65	46
Strep (A,B, Pneumonia)	7	22	14
Vector-Borne: Mosquito & Tick (West Nile, Zika, Ehrlichiosis & Lyme)	11	6	9
Other	<5	6	7
Total	443	530	552
Rate per 10,000	68.3	81.8	85.1

* Confirmed and probable

** Pertussis, varicella (chicken pox), mumps, etc.

Source: Wisconsin Electronic Disease Surveillance System, 2017-2019

Disease Investigations

Sexually Transmitted Infections (STIs) are Category II reportable diseases that require monitoring and investigation by local health departments. There are five reportable STIs in Wisconsin with chlamydia and gonorrhea being the two most prevalent. Public Health Nurses conduct interviews with confirmed cases of reportable STIs to assess if people have been appropriately treated and assure notification has taken place with their partner(s). Of note, from 2018 to 2019, rates of gonorrhea in the North Shore increased from 10.7 per 10,000 to 15.3 per 10,000. In the same time, rates of chlamydia in the North Shore increased from 32.1 to 41.2 per 10,000. This means that for every 10,000 residents in the North Shore, more than 15 had gonorrhea and more than 41 had chlamydia in 2019. While these rates continue to be lower than the national rate of 17.9 per 10,000 (gonorrhea in 2018) and 54.0 per 10,000 (chlamydia in 2018), the North Shore's trend of rising STIs is similar to state and national rising trends.

A vaccine-preventable disease is an infectious disease for which an effective vaccine is available. Pertussis and measles are Category I diseases requiring notification to the local health department within 24 hours of an identified or suspected case. Other vaccine-preventable diseases like mumps and varicella are Category II diseases and require notification to the department within 72 hours of an identified or suspected case. After notification, the health department conducts follow-ups that may include a contact investigation, isolation or quarantine, and assisting schools with calculating exclusion dates for unvaccinated children.

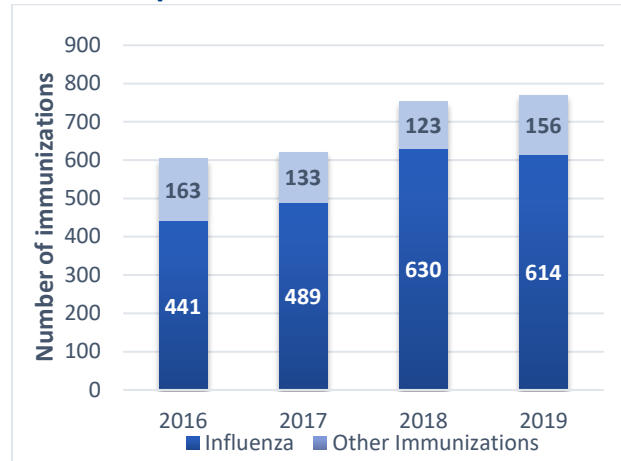
Immunization Program

The NSHD maintains an immunization program to prevent and control vaccine-preventable diseases. Under this program, the NSHD provides immunizations to residents without medical insurance or if their insurance does not cover immunizations. The NSHD offers five immunization clinics each month for residents. Additionally, the NSHD works with families, schools and daycare providers to ensure enrolled children are up-to-date on their immunizations and compliant with the Wisconsin Student Immunization Law.

As part of our effort to prevent influenza, the NSHD provides flu immunizations through our scheduled flu clinics, for homebound residents, and during our regular immunization clinics. The NSHD provided 614 influenza immunizations in 2019 (see Figure 1 on the following page). Of the total

number of immunizations given, 79.7% were for influenza.

Figure 1
Immunizations Provided by North Shore Health Department, 2016-2019



Source: NSHD Performance Management System and Wisconsin Immunization Registry

Animal Bite and Rabies Control

The NSHD works with police departments in the North Shore to promptly investigate domestic animal bites for potential rabies exposure. The Health Department is responsible for ensuring that the biting animal is appropriately and legally isolated, observed, and tested for rabies. The NSHD conducted 46 domestic animal bite investigations in 2019. None of these investigations resulted in a rabies case. The NSHD also assisted with testing of wild animals, such as bats, which may have come in contact with humans. The NSHD tested four bats in 2019 and none tested positive for rabies.

Control

Chronic diseases are illnesses that last three months or longer, are rarely cured, and are often progressive. Common chronic diseases include heart disease, stroke, diabetes, hypertension, cancer, arthritis and osteoporosis. Health behaviors such as tobacco use, lack of physical activity and poor eating habits are leading risk factors for many chronic diseases. In 2019, heart disease passed up cancer as the leading cause of death in the North Shore (see Table 2).

**Table 2
Top 10 Leading Causes of Death in North Shore, 2017-2019**

Disease	2017 rate per 10,000	2018 rate per 10,000	2019 rate per 10,000
Heart Disease	17.4	18.0	19.4
Cancer	17.6	19.0	17.3
Unintentional Injuries	5.7	5.4	5.1
Alzheimer’s Disease	4.6	3.1	4.2
Cerebrovascular/Stroke	4.0	2.6	2.9
Respiratory Diseases	2.3	2.3	2.5
Diabetes Mellitus	1.2	2.2	1.5
Pneumonitis	0.6	0.5	1.2
Nephritis/nephrotic syndrome	1.2	1.7	1.2
Parkinson's Disease	2.8	1.1	1.1
Other causes of death	17.9	21.1	15.3

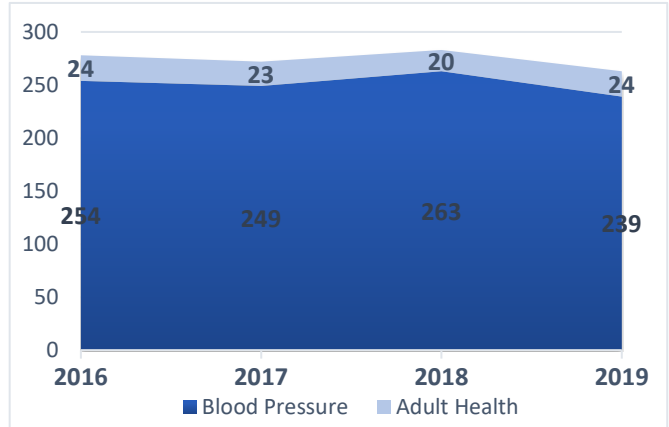
Source: Vital Records, State of Wisconsin, 2017-2019

Clinical Services

The NSHD offers opportunities for residents to manage their health through various clinics. In 2019, the NSHD offered five clinics each month at our Brown Deer and Shorewood offices and at locations throughout the North Shore. NSHD provides free blood pressure screenings during clinic times at our offices, as well as at the Dolan Community Center in Brown Deer, at the Lydell Community Center in Whitefish Bay and for the Fox Point-Bayside Senior Center, also known as the LX Club. In 2019, we provided 239 blood pressure screenings to residents from all seven of the communities located in our jurisdiction.

NSHD provides affordable adult health screenings, including a blood analysis for cholesterol, glucose, and triglycerides, weight check, and a nurse consultation at our Adult Health Clinics. These clinics are scheduled in our Brown Deer and Shorewood offices.

**Figure 2
Blood Pressure and Adult Health Screenings in North Shore, 2016-2019**



Source: North Shore Health Department, Performance Management System

Newborn Home Visit Program

One of the maternal and child health services the NSHD provides is a newborn home visit by a Public Health Nurse and/or Certified Lactation Counselor. The Health Department sends a letter to all families with newborns in the North Shore offering a home visit by either or both specialists. For those interested in the visit, a nurse will discuss topics such as home safety, immunizations, nutrition, safe sleep, and healthy growth and development. Lactation counselors will educate and provide clinical management and support for breastfeeding families.

Community Events

The NSHD participates in various community events in the North Shore. Many of these events support our community health improvement focus areas. In 2019, we visited all of the Farmers' Markets held in our communities, participated in National Night Outs and other events.

Environmental Health

The NSHD's environmental health program focuses on the assessment, management, control and prevention of environmental factors that may adversely affect the health, comfort, safety or well-being of our residents. The NSHD provides these services as part of Wisconsin State Statute, Chapter 254-Environmental Health.

Food Safety and Recreational Licensing

The NSHD oversees the North Shore Environmental Health Consortium (NSEHC), which serves as an agent of the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). The NSEHC protects the public's health through enforcement of sanitary regulations and fostering sanitary practices in certain public establishments. The NSEHC provides licensing and inspection services for restaurants, pools and hotels. In 2019, the Health Department responded to 49 food and sanitary complaints in licensed restaurants, retail establishments and hotels.

Table 3
Recreational Food Safety and Licensing by North Shore Environmental Health Consortium, 2017-2019

Category	2017	2018	2019
Restaurant Licenses Issued	178	175	168
Retail Food Establishment Licenses Issued	64	66	74
Farmers Markets and Temporary Event Licenses	9	20	19
Pool Licenses	75	79	79
Hotel Licenses	10	9	10
Re-inspections	78	102	71
Complaints	8	26	49

Source: Wisconsin HealthSpace

Toxic Substances – Lead Hazard Control

The NSHD's lead hazard control program prevents and reduces the impact of lead poisoning among children in the North Shore. The NSHD receives test results from the State of Wisconsin for all children tested for the presence of lead who reside in any of the seven North Shore communities. A Public Health Nurse reviews test results and contacts families with children whose initial blood lead level result is greater than or equal to 5µg/dL. For children with a confirmed elevated blood lead level, the nurse will initiate an investigation, which may include a visit to inspect the home for the presence of environmental conditions that might be contributing to the lead poisoning. The NSHD also provides education to residents about potential exposures to lead in our region, including sources like paint, dust, soil, and lead-based laterals and plumbing fixtures.

**Table 4
Blood Lead Level Results in the North
Shore, 2017-2019**

	2017	2018	2019
Blood lead level results received	588	986	862
Initial Elevated Blood Lead Levels $\geq 5 \mu\text{g/dL}$ (% of tests)	19 (3.2%)	35 (3.5%)	20 (2.3%)
Children with confirmatory $\geq 5.0\text{mcg/dL}$	2	15	5

Source: HHLPPS(Healthy Homes Lead Poisoning Prevention System), State of Wisconsin and NSHD

Table 4 (above) shows the number of initial cases of blood lead levels that have been $\geq 5\mu\text{g/dL}$ for the past three years. After confirmatory (venous) testing, some cases did not meet the criteria for elevated blood lead levels and thus, no further investigation was warranted. Of those children with initial elevated levels in 2019, venous testing was also elevated in 5 children (0.6%).

For children on Medicaid, it is required that they be tested at 12 and 24 months, and additional testing may be warranted if the child is at high risk for exposure or has had elevated levels previously. Because approximately 85% of houses in the North Shore were built before 1980, it is recommended that parents of children living in the North Shore area request their child be screened for elevated blood lead levels at 12 months and 24 months with additional testing if warranted.

Radon Outreach and Testing Program

The NSHD provided radon outreach and short-term test kits available at cost in 2019. Staff followed up with residents who had high radon levels and provided additional education and information on mitigation options. The NSHD also provided information on the health risks associated with radon more generally through our newsletter and library display boards. Of 121 radon testing kits sold, we received results on 94 homes. About 22% of those homes (21 homes) had initial elevated levels of radon ($\geq 4\text{pCi/L}$).

Human Health Hazard and Public Health Nuisance Investigations

Per Wisconsin State Statute, Chapter 254.59, local health departments are required to respond to the presence of human health hazards. Human health hazards are substances, activities or conditions that are known to have the potential to cause acute or chronic illness, injury or death if exposure is not stopped. Local municipal ordinances also give the NSHD authority to investigate and respond to public health nuisance complaints. In 2019, the NSHD responded to six complaints regarding air, water or soil quality, and 36 other human health hazard or public health nuisance investigations. Investigations centered on issues such as sanitary conditions, vermin, animal waste, noxious odors and composting.

Beach Hazards and Aquatic Safety

The NSHD monitors recreational water conditions at Atwater, Klode and Doctors Park beaches by routinely testing water for harmful levels of *E. coli* bacteria and posting signs to communicate water safety to the public during the summer swimming season. The NSHD works with the Shorewood Department of Public Works to test the water at each of these beaches at least twice a week from Memorial Day through Labor Day. Sampling results are provided to the Wisconsin Department of Natural Resources and are posted on wibeaches.us.

In 2019, we collected 84 beach water test samples and issued five cautionary advisories due to bacteria counts elevated above the EPA standard level. One advisory was issued for Atwater beach, two for Doctors Park beach and three for Klode beach. We issued no beach closures. The costs for monitoring the status of our three beaches is partially covered by a Wisconsin Department of Natural Resources grant.

Injury Prevention Across the Lifespan

Unintentional and intentional injuries are a leading cause of emergency department visits, hospital inpatient admissions, and fatalities in Wisconsin and the North Shore. In 2019, the NSHD made injury prevention one of the CHIP priorities.

Childhood Injury Prevention

The NSHD partners with North Shore Fire/Rescue to support child passenger safety through our car seat inspection and installation program. The NSHD has two Safe Kids Worldwide Certified Child Passenger Safety Technicians. We also partner with Children's Hospital of Wisconsin to staff a permanent car seat fitting station at North Shore Fire/Rescue Station 81 in Brown Deer. Clinics are held the second Wednesday of each month. Appointments for this clinic can be scheduled through the Children's Hospital of Wisconsin appointment line (414-231-4896). In 2019, the NSHD completed 118 child passenger safety inspections. This program is partially funded through the donations we receive from the families who use these services.

Bicycle Safety

In 2019, NSHD partnered with SafeKids as a pass-through for providing low-cost bicycle helmets. We receive and distribute the helmets for \$10 to community members. Children and adults come to the health department to get fitted for a proper helmet. The health department partners with the municipal police departments, recreation programs, and schools to host annual Bike Rodeos in many of the North Shore communities.

Older Adult Fall and Injury Prevention

The NSHD recognizes falls as a significant issue in our older adult population and offers several fall prevention programs and individual fall risk assessments to community members. Making people aware of this service and the potential benefit has been challenging and fall risk assessments have been done primarily via referrals from North Shore Fire/Rescue (NSFR). Many of the older adults referred by NSFR have had multiple falls and are not candidates for true fall risk assessments, using CDC's STEADI toolkit.

Fall Risk Assessments– STEADItoolkit

We provided individual fall risk assessments to three individuals. At the request of these older adults, we did share the assessment information with their primary physicians, and let the physicians know that we are able to provide these as a public health intervention for older adults living in the North Shore at no cost to the clinic or the client. This pilot initiative will expand in 2019 as we partnered with North Shore Fire/Rescue on their Home Safety Assessment visits for older adults who have previously fallen.

Remembering When

We continued to provide information on fall and fire safety to groups of older adults through "Remembering When" presentations.

Stepping On

"Stepping On" is a high-level, evidence-based program proven to reduce falls and build confidence in older people. Evidence has shown Stepping On to reduce fall risk among participants by 30-50%. Stepping On workshops are designed specifically for people who are at risk of falling, have a fear of falling, or who have fallen one or more times. Participants meet for two hours a week for seven weeks. Workshops are facilitated by trained leaders and provide a safe and positive learning experience. Classes are highly participative and offer mutual support so that participants build confidence in their ability to manage their health behaviors, reduce their risk of falls, and maintain active and fulfilling lives.

Mental Health and Emotional Well Being

The NSHD made mental health and emotional well-being one of the priorities of the new CHIP for 2020-2024. The NSHD's suicide prevention strategy is built around our partnerships with organizations like REDgen and Prevent Suicide of Greater Milwaukee. REDgen advocates for mental health and well-being for all youth by promoting balance and resiliency for children and teenagers. Prevent Suicide of Greater Milwaukee is a community coalition whose members work together to reduce the number of attempted and completed suicides. NSHD partners with these groups to support suicide prevention trainings, community education, and advocacy to reduce stigma and improve access to support and services.

These services and programs are provided through schools, faith communities, daycare centers and other parent groups, as well as health care providers through REDgen and PSGM. Additionally, NSHD works with the municipal police departments to support means reduction initiatives, including the promotion of gun safety locks, 24/7 availability of medication drop boxes and medication drop off events sponsored by the Wisconsin Department of Justice.

Public Health Emergency Preparedness

Health threats from infectious disease outbreaks, bioterrorism emergencies, and natural disaster events require a coordinated response from multiple government agencies to save lives.

Local health departments, including the NSHD, are recognized as essential partners in emergency response situations because of our capacity to identify, communicate, and respond to everyday public health threats such as communicable diseases and human health hazards. We exercise our ability to protect the community from a public health emergency during our annual flu clinics.

In 2019, the NSHD worked with other local health departments in Milwaukee County and in the southeastern Wisconsin region to update and exercise emergency preparedness plans. One major project has involved work on a Public Health Emergency Response Plan (PHERP) with a similar structure among all local health departments in Milwaukee County, but has flexibility to allow for variation by community. By keeping the structure similar, it allows for mutual aid among health departments.

In Summary

The NSHD has both directly and indirectly reached all who live in, work in, and visit the North Shore through our many programs and services. We are committed to continuously improving our communities' health, preventing disease and injury, minimizing the health impact of emergencies, and safeguarding the environment. This is done through an organized, collaborative process that includes assessment, policy development, and assurance.

The North Shore Health Department has a proud and respected tradition of providing excellent health services to our North Shore communities. With our knowledgeable staff, we are continuing our mission to assure, promote, and protect the health and safety of the people in the North Shore.

STAFF

The Health Department employs a health director/officer, nurse supervisor, Public Health manager, administrative assistant, three Public Health nurses, two sanitarians and a medical advisor, totaling 7.6 full-time equivalents.

BOARD OF HEALTH

The Board, with representatives from each of the seven communities, helps direct the Health Department's activities. In addition, a medical advisor serves on the Board of Health.

Ellen Friebert Schupper, MBA-Bayside
Barbara Bechtel, RN-Brown Deer
Bruce Weiss, MD, MPH-Fox Point
Debesh Mazumdar, MD-Glendale
Claudia Altman, MD-River Hills
Kristine Peterka, RN-Shorewood
Christopher Simenz, PhD-Whitefish Bay
Gary Lewis, MD-Medical Advisor/Chair

TWO LOCATIONS

Brown Deer Office

4800 W. Green Brook Dr.
Brown Deer, WI 53223

Shorewood Office

2010 E. Shorewood Blvd.
Shorewood, WI 53211

Hours: M-F, 8am-4:30pm

Phone: 414.371.2980

Website: nshealthdept.org

Email: nshd@nshealthdept.org

Facebook: NSHealthDept

Twitter: @NSHealthDept

Instagram: NSHealthDept

