

Wood County Board of Health Educational Toolkit



Wood County
Health Department

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Introduction

This toolkit has been developed as a helpful, comprehensive resource for Wood County Health & Human Services Committee members to utilize at the beginning of and throughout their term. It is meant to be used solely online because it includes multiple 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, Committee member roles, public health knowledge across various topics, and much more.

This resource is not meant to be reviewed all at once but rather to be available whenever needed.

View toolkit online: bit.ly/WoodBOHtoolkit



This toolkit has been adapted with permission from Winnebago County's Board of Health Educational Toolkit which was developed by Maddie Hill.

How to Use the Toolkit

Section Topic

Definition and/or brief explanation of the above listed topic

Icon Key



Video



Reading



Website



Brief or Report



Legal Document



Interactive Module Series



Interactive Activity



Infographic



Approximate amount of time to complete

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 Overview



Wood County
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What is Public Health?

6

Public Health 101

Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.

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.



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)



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 over time.
- The presence of effective public health measures has greatly increased life expectancy, reduced the burden of disease, and improved health and quality of life.



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.

Wood County Health Department is a Level III local health agency, the highest level recognized by state statute.



[Wisconsin Local Public Health Requirements](#)



[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.
- State and local agencies collaborate to coordinate efforts across the state and improve population health.



Healthy Communities = Healthy Businesses

Both businesses and local public health agencies share an interest in community development and improving health outcomes. Collaborations can create mutual benefits that lead to a healthier community.



[Prevention Means Business Infographic](#)

 (1 page, approximately 2 minutes)



[Good Health is Good Business](#)

 (25 pages, approximately 45 minutes)

Investment in Public Health

Supporting our public health agencies improves our communities' physical, mental, and social health. Although investment in public health is lacking, focusing on prevention has significant benefits. For every \$1 invested in local public health interventions, more than \$4 is saved.



[Prevention Saves Money](#)

 35 seconds



[http://](#)

[Underfunding in Public Health](#)



[http://](#)

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



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

 (8 pages, approximately 15 minutes)

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 target specific community needs effectively and efficiently.
- Public health underfunding is a widespread issue. Investing in public health and preventive measures can be highly cost-effective, yielding significant returns and making a substantial impact on community health.
- For every \$1 invested in local public health interventions, more than \$4 is saved.

Role of a Board of Health

Boards of Health are the governing bodies for local health departments. They play a vital role in connecting the community with the health department and guide the county toward better health.



[What is a Board of Health and What does it do?](#)



(2 pages, approximately 5 minutes)



[Tips for Being a Good Board Member](#)



(1 page, approximately 3 minutes)



[Being an Effective Board of Health Member](#)



(10 pages, approximately 20 minutes)

[http://](#)



[WI DHS Information for Local Boards of Health](#)

WALHDAB

The Wisconsin Association of Local Health Departments and Boards (WALHDAB) is the professional organization representing local governmental public health. It serves as the statewide leader and voice for local governmental public health. Local health departments and their boards of health are eligible for membership. As a member of the Wood County HHSC, you are a member of WALHDAB as well.

[http://](#)



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

[http://](#)



[WALHDAB - 2025-2027 Legislative Priorities](#)

Takeaways

- Boards of Health play a crucial role in public health efforts and are essential in taking steps toward creating a healthier community for all residents.
- Actively participating, communicating with others, developing community connections, and promoting the health department's work are all ways to be an effective board member.
- WALHDAB is the statewide leader and voice for local governmental public health and is a great resource for board members.



Wood County Health Department (WCHD) is a Level III local health agency, the highest level recognized by state statute.

Vision

Everyone has a fair and just opportunity to thrive, be healthy, and live their best life.

Mission

Maximizing quality of life across the lifespan

Wood County Values

Integrity ▪ Professionalism ▪ Service ▪ Compassion ▪ Diversity ▪ Initiative



[Wood County Health Department Publications](#)



[Wood County Community Health Assessment and Improvement Plan](#)



[http:// County Health Rankings- Wood County.](#)

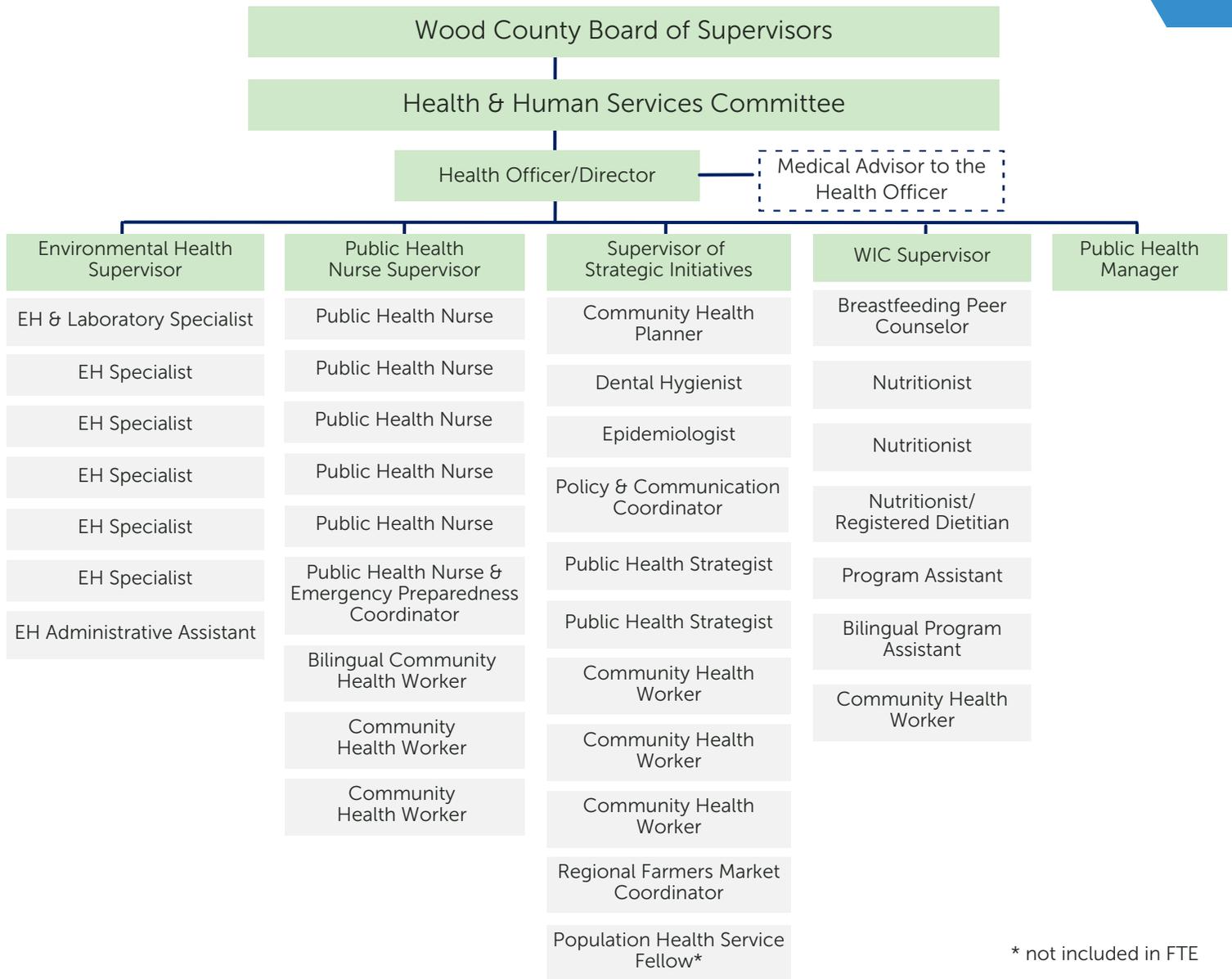


[Wood County Health Department Newsletter](#)

WCHD is a nationally accredited health department. Accreditation is the measurement of performance against a set of nationally recognized, practice-focused and evidence-based standards. The goal of national public health department accreditation is to improve and protect the health of the public by advancing the quality and performance of our work. Many positive changes have happened at the Wood County Health Department since becoming accredited in May 2013. We continue to maintain accreditation status, demonstrating a commitment to transparency, accountability, and a culture of quality improvement.



Organizational Chart



* not included in FTE





Communicable Disease & Prevention

- Immunization clinics
- Tuberculosis screening
- Disease investigation & follow-up
- Sexually Transmitted Infection (STI) prevention
- Emergency preparedness
- Collaboration with health agencies
- Harm reduction services



Family Health & Injury Prevention

- Maternal-child health
- Breastfeeding/lactation services
- Cribs for Kids safe sleep program
- Developmental screening
- Parents as Teachers home visiting
- Car seat inspections & rentals



Environmental Health

- Inspections and licensing
- Addresses public health risks
- Tests the quality of beach and drinking water
- Investigates air quality concerns
- Enforces home safety regulations
- Offers education on radon
- Manages rabies control



Healthy People Wood County

- Community Health Improvement Plan
- Bike Share programs
- Mental health resources
- Operates farmers markets
- Youth-led program called Providers and Teens Communicating for Health (PATCH)
- Substance use prevention, harm reduction, and recovery services



Women, Infants & Children (WIC)

- Nutrition education
- Provides funding for healthy foods
- Healthcare referrals
- Breastfeeding/lactation support



Healthy Smiles for Wood County

- Dental screenings
- Fluoride varnish
- Dental sealants
- Education & outreach



Wood County Health Department Locations

River Block Building-Third Floor
111 W Jackson Street
Wisconsin Rapids, WI 54495
715-421-8911

Wood County Annex & Health Center
1600 N. Chestnut Ave.
Marshfield, WI 54449
715-387-8646

Public Health Approaches



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Social Determinants of Health

The decisions we make about our health as individuals don't happen in isolation; they are influenced by various factors that are often beyond our control. Social determinants of health are the non-medical factors that influence health outcomes. They are the community conditions in which people are born, grow, work, play, worship, live, and age, along with the broader forces and systems that influence daily life, affecting a wide range of health risks, outcomes, and overall quality of life.



Social Determinants of Health
Copyright-free

Healthy People 2030



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



(4 minutes, 30 seconds)



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



[Social Determinants of Health - CDC](#)

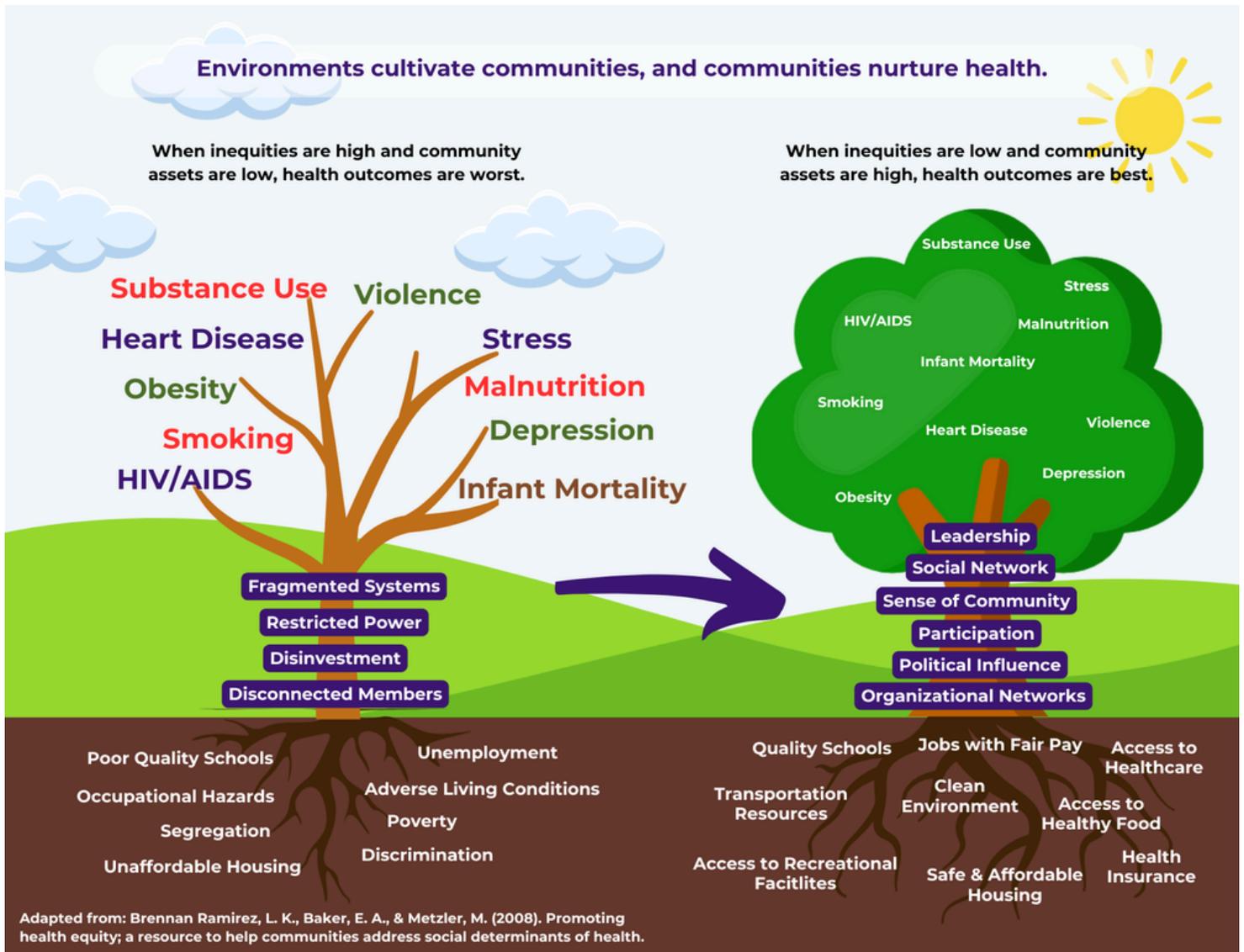
Takeaways

- Social determinants of health are the non-medical factors that influence health outcomes.
- The environment in which an individual lives, learns, works, plays, worships, and ages has a significant impact on health outcomes.



Community Conditions

Community conditions that impact our health are created through policies and other collective decisions about housing, transportation, education, community planning, and more. Creating and maintaining community conditions and systems that support health like safe and affordable housing, good-paying jobs, and quality schools will help everyone thrive.



Health for All

Each and every person has inherent dignity and worth. Respecting different communities' health needs is part of honoring people's dignity.

"Health for all" involves making sure that everyone has access to the resources they need for good health. However, some communities, such as rural communities, have lacked access to essential resources for health, such as affordable, healthy food, good jobs, and quality healthcare. Across Wood County, there are significant differences in health outcomes from one zip code to the next, and among different cultural and socioeconomic groups.

WCHD works to make sure everyone has the basic building blocks needed to have positive health and life outcomes. Good health for all allows us to be engaged members of our community, which in turn benefits all of Wood County. Together, we can create a future where all our communities have the resources needed for good health.

Achieving "health for all" requires valuing everyone equally and addressing community conditions that impact health.



Takeaways

- Keeping social determinants of health in mind is essential on the path to achieving "health for all." They help to determine where services and interventions are most needed.
- Achieving "health for all" requires valuing everyone equally and addressing social determinants of health and health disparities.

Systems Thinking

Systems thinking is defined as “a way to understand a complex system that focuses on examining the relationships, boundaries, and perspectives within that system.” This approach to population health is based on the idea that improving community health requires more than just 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 public policy that involves various government sectors working together to make sure policies and decisions from all sectors are considered for their impacts on health. It creates healthier environments so all people have the opportunity to make healthy choices. We must routinely consider health when making decisions about policies and systems that shape our communities.



[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](#)

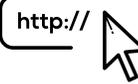
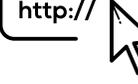
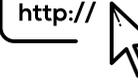
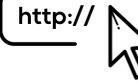
Takeaways

- 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 policy across all sectors.
- The approaches of systems thinking and Health in All Policies complement each other, working to consider multiple factors that impact health outcomes.



Helpful Resources

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

-  [American Public Health Association \(APHA\)](#)
-  [Healthy People 2030](#)
-  [Healthy People Wood County](#)
-  [National Association of County and City Health Officials \(NACCHO\)](#)
-  [National Association of Local Boards of Health \(NALBOH\)](#)
-  [Centers for Disease Control and Prevention \(CDC\)](#)
-  [Wood County Health Department](#)
-  [Wisconsin Association of Local Health Departments and Boards \(WALHDAB\)](#)
-  [Wisconsin Department of Health Services \(DHS\)](#)
-  [Wisconsin Public Health Association \(WPHA\)](#)



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