

**DIVISION OF PUBLIC HEALTH  
DPH CONTRACT 24221  
AMENDMENT 8**

The Department of Health Services, on behalf of the Division of Public Health and Winnebago County Health Department agree to amend their original agreement for the program(s) titled Prevention 2013-2015 (159220) as follows:

REVISION: SECTION 5. SERVICES

Additional projects to be completed as detailed in attached Exhibit(s).

Adjustment will be made to the Community Aids Reporting System (CARS) based on the information in the table below.

Agency #	Agency Type	Profile #	Current Contract Level	Contract Change Amount	New Contract Level	Contract Period
70	530	159220	\$0	\$17675	\$17675	10/1/13-9/30/2015

All other terms and conditions of the original agreement remain unchanged.

\_\_\_\_\_  
GRANTEE's Authorized Representative  
Name:  
Title:

\_\_\_\_\_  
Date

\_\_\_\_\_  
GRANTOR's Authorized Representative  
Chuck J. Warzecha  
Administrator / Deputy Administrator, Division of Public Health  
Department of Health Services

\_\_\_\_\_  
Date

## Contract Objective Details - Complete

**Contract #:** 24221

**Agency:** Winnebago County Health Department

**Contract Year:** 2014

**Program:** Preventive Health and Health Services  
Block Grant 2013-2015

**Objective #:** 1 of 2

**Objective Value:** \$2,799

### Objective: Primary Details

#### Objective Statement (Template Objective)

Template Objective 9- National Public Health Standards

By August 31, 2015, Winnebago County Health Department will conduct one activity to prepare for voluntary accreditation by updating and revising agency policies and procedures.

**Deliverable Due Date:** 10/31/2015

#### Contract Deliverable (Evidence)

A report entered into an electronic data collection tool that describes:

1. Strategies implemented and outcomes measured
2. Challenges or barriers to success
3. Actions to address challenges
4. If Prevention funded activities were used to obtain additional funding, donations or in-kind contributions

#### Programs Providing Funds for this Objective

Preventive Health and Health Services Block Grant 2013-2015: \$2,799

#### Agency Funds for this Objective:

#### Data Source for Measurement

Agency report to be entered into an electronic data collection tool to be provided by the WI Division of Public Health.

#### Baseline for Measurement

This is a new initiative

#### Context

Describe why this objective was chosen and the expected outcome measure(s).

This objective was chosen because in 2012 Winnebago County Health Department consolidated with Neenah and Oshkosh health departments. Each agency had policies and procedures for the same activities/programs. Now that we have learned from each agency we are ready to update our policies and procedures by using the best pieces of each into one good set of policies and procedures.

#### Context Continued

The expected outcome is an updated policy and procedure manual that conforms with PHAB standards and measures.

#### Input Activities

Local public health agencies selecting this objective will conduct one of the following activities to prepare for voluntary accreditation by:

(see next page)

## Contract Objective Details - Complete

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**Agency:** Winnebago County Health Department

**Contract Year:** 2014

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**Objective #:** 1 of 2

**Objective Value:** \$2,799

Block Grant 2013-2015

- updating and revising agency policies and procedures

Cite the evidence based strategies, best practices or promising practices you will be using or use the web links to identify strategies to use.

The guidance to be used is the PHAB Accreditation materials. <http://www.phaboard.org/wp-content/uploads/SM-Version-1.5-Board-adopted-FINAL-01-24-20141.pdf>

- working on the accreditation prerequisite of developing an agency strategic plan.
- developing a Performance Management Plan
- developing a Quality Improvement Plan
- conducting a Quality Improvement project
- developing processes, a database, and/or record-keeping systems to meet public health accreditation documentation standards.
- completing an agency accreditation self-assessment.

<http://www.instituteforwihealth.org/wiqi-resources.html> <http://www.naccho.org/topics/infrastructure/accreditation/strategic-plan-how-to.cfm>

<http://www.naccho.org/toolbox/tool.cfm?id=4274> [http://www.dhs.wisconsin.gov/r\\_counties/voluntaryaccreditation/index.htm](http://www.dhs.wisconsin.gov/r_counties/voluntaryaccreditation/index.htm)

<http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=35>

<http://www.dhs.wisconsin.gov/hw2020/evidence.htm> <http://www.phaboard.org/accreditation-process/accreditation-materials/>

<http://www.phaboard.org/wp-content/uploads/National-Public-Health-Department-Readiness-Checklists.pdf>

(see next page)

## Contract Objective Details - Complete

Contract #: 24221

Agency: Winnebago County Health Department

Contract Year: 2014

Program: Preventive Health and Health Services

Objective #: 1 of 2

Objective Value: \$2,799

Block Grant 2013-2015

### Objective: Risk Profile

#### Percent of Objective Accomplished

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%
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#### Corresponding Percentage Recoupment

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#### Corresponding Potential Recoupment Amounts

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#### Definition of Percent Accomplished

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#### Conditions of Eligibility for an Incentive

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## Contract Objective Details - Complete

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**Agency:** Winnebago County Health Department

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**Objective #:** 1 of 2

**Objective Value:** \$2,799

Block Grant 2013-2015

### Objective: Other Details

**Objective Based on Local Document, If Any**

**Document Reference**

**Applicable Objective Type**

**Applicable Federal 2010 HSO**

**Applicable MCH Theme**

**Bio Terror Focus**

**Applicable Healthiest Wisconsin Health Priorities**

**Applicable Healthiest Wisconsin Essential Services**

**Applicable Healthiest Wisconsin System Priority**

## Contract Objective Details - Complete

**Contract #:** 24221

**Agency:** Winnebago County Health Department

**Contract Year:** 2014

**Program:** Preventive Health and Health Services

**Objective #:** 2 of 2

**Objective Value:** \$14,876

Block Grant 2013-2015

### Objective: Primary Details

#### Objective Statement (Template Objective)

Template Objective 13- Injury Prevention

By August 31, 2015 Winnebago County Health Department will implement two evidenced based strategies to prevent or reduce injuries.

Strategy 1 Offer fall risk screening program called Stay Active Be Confident (SABC) program at no cost to Winnebago County residents at risk for a fall. Stay Active Be Confident program uses the materials of the evidenced based fall screening program called STEADI (Stopping Elderly Accidents, Death and Injury) program from CDC.

Strategy 2 Develop and implement a health communication and social marketing campaign to increase awareness of fall risk and steps to reduce risks targeting individuals 65 and older and/or their adult children.

**Deliverable Due Date:** 10/31/2015

#### Contract Deliverable (Evidence)

A report entered into an electronic data collection tool that describes:

1. Strategies implemented and outcomes measured

2. Challenges or barriers to success

3. Actions to address challenges

4. If Prevention funded activities were used to obtain additional funding, donations or in-kind contributions

#### Programs Providing Funds for this Objective

Preventive Health and Health Services Block Grant 2013-2015: \$14,876

#### Agency Funds for this Objective:

#### Data Source for Measurement

Agency report to be entered into an electronic data collection tool to be provided by the WI Division of Public Health.

#### Baseline for Measurement

Strategy #1: In 2014 we reduced at least one risk for falls in 100% of the fall risk assessments completed. In 99% of the assessment we reduced multiple fall risks.

Strategy #2 is a new initiative.

#### Context

Describe why this objective was chosen and the expected outcome measure(s).

Strategy 1: Falls continue to be a problem for our 65 and older population. According the WISH data of 2012 Winnebago County emergency room visit rates per 100,000 related to falls by 65 + are higher than the States rate - 4144.93 in Winnebago County and 3639.53 for Wisconsin. Hospitalizations and deaths have been trending down but remain high for Winnebago County from 2009-2012.

The Oshkosh Fire Department and Gold Cross EMS are now offering fall risk assessments (our SABC program) to all falls calls they respond to. In 2014 we reached out to sixteen senior housing apartment complexes to offer falls prevention education and

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Block Grant 2013-2015

SABC. It is our plan to keep these services available while implementing a health communication and social marketing campaign that offers the assessment as one of the methods to reduce fall risks.

Strategy 2: Developing and implementing a health communication and social marketing campaign to increase awareness of fall risk is being chosen as falls remain an issue individuals at risk do not see themselves at risk. Less than one third of the fall referrals we receive from EMS actually allow a nurse to make a home visit. The Winnebago County falls coalition surveyed primary care providers about doing fall risk screening (STEADI) during an office visit. One of the top three reasons for not doing an assessment as individuals do not feel they are at risk. There are a few evidence based programs such as Stepping On, Matter of Balance, and Strong Bones available in the community to reduce fall risk but filling the classes has been difficult. The Community Guide of the Community Preventive Services Task Force has identified that there is strong evidence for health communication and social marketing that combine two components - messages used to increase awareness must be delivered through multiple channels one of which must be mass media and 2 - distribution of a health related product free of charge among targeted users. The Falls Coalition has developed a Falls Prevention Guide that educates and offers resources for reducing risks. It was designed by a local advertising and design company and has been very well received by local service providers.

A social marketing campaign is one of the recommendations of the Fall Prevention among Older Adults: An Action Plan for Wisconsin 2010-2015. It states goal #2 - Increase public awareness about falls prevention

Expected Outcomes:

Strategy #1 Ninety percent of falls screenings completed will reduce at least one fall risk.

Strategy #2: Increase awareness of adults over 65 and their adult children of fall risks and how to reduce risk.

### Context Continued

Describe the strategies to be used and identify the associated web links

Strategy 1: The fall screening titled "Stay Active Be Confident" mirrors CDC's evidence based tool kit called "STEADI" (Stopping Elderly Accidents, Death and Injury). It involves:

1) a home visit to do a multifaceted fall screening including fall history, medication review, vital signs, cognitive and depression screening, environmental assessment and functional mobility screen.

2) The assessment identifies risks, and provides education about how to reduce or remove those risks.

3) If the client has a risk requiring MD interaction a referral is made to the MD.

4) All clients are helped to develop an exercise plan that they would be most likely to do; in home exercises (from the "Stay Safe, Stay Active"; evidenced based community program such as stepping on or Strong bones or other exercise programs offered at community facilities such as senior centers or the YMCA.

5) All clients receive education about the importance of vitamin D and are encouraged to talk to their physician about including it in the medication regimen.

6) All clients receive follow up with a contact one month later to see how the individualized plan worked, if changes were made, barriers to carrying out the plan.

The USPSTF recommends exercise or physical therapy and vitamin D supplementation to prevent falls in community-dwelling adults aged 65 years or older who are at increased risk for falls. Exercise and vitamin D are the primary focus of our recommended interventions.

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Strategy 2: WCHD will develop and begin implementation of a health communications and social marketing campaign to increase awareness of fall risk and how to reduce risks. We will deliver campaign messages via the following venues:

- 1) Mass media  $\zeta$  Oshkosh Northwestern newspaper  $\zeta$  webisodes  $\zeta$ , Oshkosh CATV channel 2 Re:TH!NK TV show and You Tube
- 2) Small media  $\zeta$  Fall prevention placemats at local meal sites; Fall Prevention guide distribution by EMS
- 3) Interpersonal communications through older adult home visits and community facility or group presentations
- 4) Community events such as Senior Games annual event

CDCynergy will be used to guide our planning, management and evaluation of our message.

<http://www.cdc.gov/healthcommunication/cdcynergylite.html>

CDC's Health Comm Works suite of tools will be used to help us craft the messages.

<http://www.cdc.gov/healthcommworks/>

### Input Activities

See context for the strategies.

The evidence for these strategies is stated here: The USPSTF recommends exercise or physical therapy and vitamin D supplementation to prevent falls in community-dwelling adults aged 65 years or older who are at increased risk for falls. Exercise and vitamin D are the primary focus of our recommended interventions.

The Community Guide of the Community Preventive Services Task Force has identified that there is strong evidence for health communication and social marketing that combine two components - messages used to increase awareness must be delivered through multiple channels one of which must be mass media and 2  $\zeta$  distribution of a health related product free of charge among targeted users. The Falls Coalition has developed a Falls Prevention Guide that educates and offers resources for reducing risks. It was designed by a local advertising and design company and has been very well received by local service providers.

A social marketing campaign is one of the recommendations of the  $\zeta$  Fall Prevention among Older Adults: An Action Plan for Wisconsin 2010-2015  $\zeta$ . It is the state's goal #2  $\zeta$  Increase public awareness about falls prevention

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**Percent of Objective Accomplished**

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**Corresponding Percentage Recoupment**

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**Corresponding Potential Recoupment Amounts**

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**Definition of Percent Accomplished**

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**Conditions of Eligibility for an Incentive**

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