

TRACKING 110

COUNTY ENVIRONMENTAL HEALTH PROFILES

Description: This tutorial gives an overview of the Wisconsin County Environmental Health Profiles.

Objectives: By the end of this tutorial, users will be able to:

- Explain the purpose of the County Environmental Health Profiles
- List the types of data that can be found in the County Environmental Health Profiles
- Identify where to access their County Environmental Health Profile

WISCONSIN ENVIRONMENTAL PUBLIC HEALTH TRACKING PROGRAM

Bureau of Environmental and Occupational Health

dhs.wisconsin.gov/epht | JULY 2019 | dhstracking@wi.gov

Wisconsin Department of Health Services | Division of Public Health | P-01201-110 (rev. 07/2019)



Hello and welcome to Tracking 110 – County Environmental Health Profiles. In this tutorial, you will learn the purpose of the County Environmental Health Profiles, the types of data included in them, and where to access them. Let's get started!



The County Environmental Health Profiles put together by the Tracking Program provide a quick snapshot of the data we have available on our data portal. They also help paint a picture of a county's overall environmental public health.

The profiles were first published by the Tracking Program in 2008. The most recent profiles were published in May 2019. And we have come a long way!



Prior to 2015, the profiles were generated using a statistical program. The result was a heavy report that was technical and wasn't very inviting to someone new to public health or environmental health.

A LOOK AT 2012 PROFILES

Dane County Environmental Health Profile, March 2012

Carcinogenic Emissions

Carcinogenic emissions are chemicals in the air that are known to cause or promote cancer. The exact impact of environmental pollutants on cancer is unknown, but it is believed approximately 10% of all cancers are related to environmental factors. In Wisconsin, industries report their annual emissions data to the Wisconsin Department of Natural Resources. These data are further submitted to the US Environmental Protection Agency where they are used in modeling programs to estimate health risks. The emission data presented here are based on models that estimate pollution concentration in outdoor air from industries' annual reports. If you would like specific information about emissions in an area, contact your regional Department of Natural Resources at <http://dnr.wi.gov/Contact/SSbyRegion.html>. The population data are from the 2000 U.S. Census. The emission concentration data are from the 2005 NATA (National-Scale Air Toxics Assessment) from the U.S. EPA <http://www.epa.gov/ttn/atw/nata2005/tables.html>.

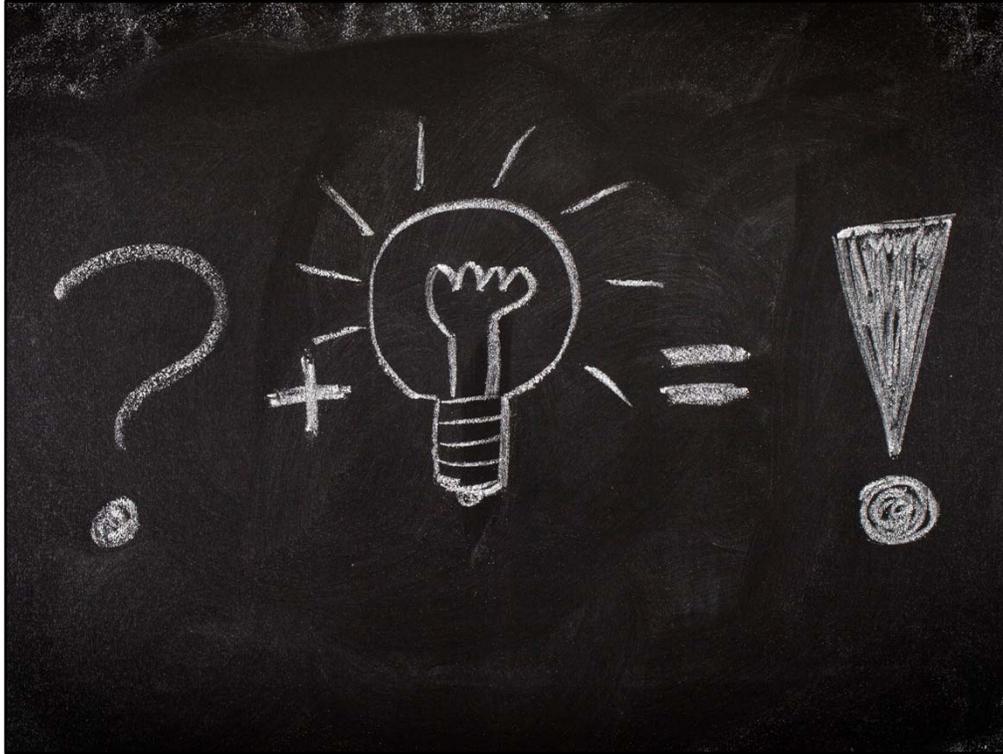
Percent of the population in the county in each lifetime cancer risk category, 2005

Lifetime Cancer Risk	County		Dane					
	<1million		1 to <10million		10 to <100million		>=100million	
	Total Ambient Concentration (mcg/m3)	% Pop	Total Ambient Concentration (mcg/m3)	% Pop	Total Ambient Concentration (mcg/m3)	% Pop	Total Ambient Concentration (mcg/m3)	% Pop
Pollutant								
1,3-Butadiene	-	-	0.027337	8.3%	0.094420	91.7%	-	-
Acrylonitrile	0.008348	99.5%	0.022801	0.5%	-	-	-	-
Arsenic compounds	-	-	0.000479	100.0%	-	-	-	-
Benzene	-	-	0.997131	82.0%	1.620040	48.0%	-	-
Benzidine	0.000000	100.0%	-	-	-	-	-	-
Beryllium compounds	0.000077	98.1%	0.000419	1.9%	-	-	-	-
Cadmium compounds	0.000091	100.0%	-	-	-	-	-	-
Diesel engine emissions	-	-	-	-	0.284489	8.0%	0.966659	98.0%
Ethylene oxide	-	-	0.012389	100.0%	-	-	-	-
Formaldehyde	-	-	-	-	1.772218	100.0%	-	-
Methylene chloride	0.316226	100.0%	-	-	-	-	-	-
Perchloroethylene	0.122872	32.0%	0.274934	68.0%	-	-	-	-
Trichloroethylene	0.122064	100.0%	-	-	-	-	-	-
Vinyl chloride	0.000188	100.0%	-	-	-	-	-	-

Notes:

1 in a Million Cancer Risk - A risk level of 1 in a million implies a likelihood that up to one person, out of one million equally exposed people would contract cancer if exposed continuously (24 hours per day, 7 days a week) to the specific concentration over 70 years (an assumed lifetime). This would be in addition to those cancer cases that would normally occur in an unexposed population of one million people. Note that this assessment looks at lifetime cancer risks, which should not be confused with or compared to annual cancer risk estimates. If you would like to compare an annual cancer risk estimate with the results in this assessment, you would need to multiply that annual estimate by a factor of 70 or alternatively divide the lifetime risk by a factor of 70. A 1 in a million lifetime risk to the public in 1996 was 250 cancer cases over a 70 year period.

See for yourself. This is the second page of the profile. Kind of overwhelming, right?



With the 2015 profiles, we took the opportunity to change. We wanted the profiles to be easier to read, understand, and use. We also wanted them to be brighter and more attractive. And people loved them!

We used the same concepts with the 2017 and our most recent 2019 profiles.

GREEN COUNTY

DASHBOARD | 2019 COUNTY ENVIRONMENTAL HEALTH PROFILE

COMMUNITY HEALTH

- Fluoride**
● 96.9% Percent of population with fluoridated public water*
● Wisconsin: 88.4%
- Alcohol Outlet Density**
● 1.6 Crude rate of alcohol licenses per 500 people
● Wisconsin: 1.5

HOME HAZARDS

- Carbon Monoxide Poisoning**
● 4.6 Rate of ER visits per 100,000 people
● Wisconsin: 7.9
- Childhood Lead Poisoning**
● 4.0% Percent of children <6 years old with blood lead level ≥5 µg/dL
● Wisconsin: 5.0%
- Radon**
● 54.0% Percent of tests with results ≥4 pCi/L
● Wisconsin: 50.0%

CLIMATE

- Heat Stress**
● 19.6 Rate of ER visits per 100,000 people
● Wisconsin: 12.6

PRIVATE WATER QUALITY

- Nitrate**



HOW TO USE ENVIRONM PUBLIC HEALTH TRACKIN

COMMUNITY HEALTH ASSESSMENTS

Tracking data can help flesh out your community health assessment and help meet state requirements.

COMMUNITY HEALTH IMPROVEMENT PLANS

Use Tracking data and [ideas for Taking Action](#) to prioritize environmental health and plan strategies for community improvement. Use the data to track progress in meeting your goals.

RESEARCH

Tracking data can be used to explore environmental health research questions.

MEDIA STORIES

Strengthen your interview, article, or press release with facts and figures from Tracking and [our resources](#).

ACCREDITATION

The Profiles can be used to address Public Health Accreditation Board standards, such as Standard 1.3: "analyze public health data to identify trends in health problems, environmental public health hazards, and social and economic factors that affect the public's health."

SOCIAL MEDIA

Localize your posts with Tracking data and reason. Learn develop rationale data can help justify ext where work needs to be

GRANT PROPOSALS

Tracking data and reason. Learn develop rationale data can help justify ext where work needs to be

EDUCATION AND

When creating program your community. Track your case and show the

POLICY DEVELOPMENT

Tracking data and these Health Profiles contain identify the need for a place, the data can be a progress over time.



GREEN COUNTY

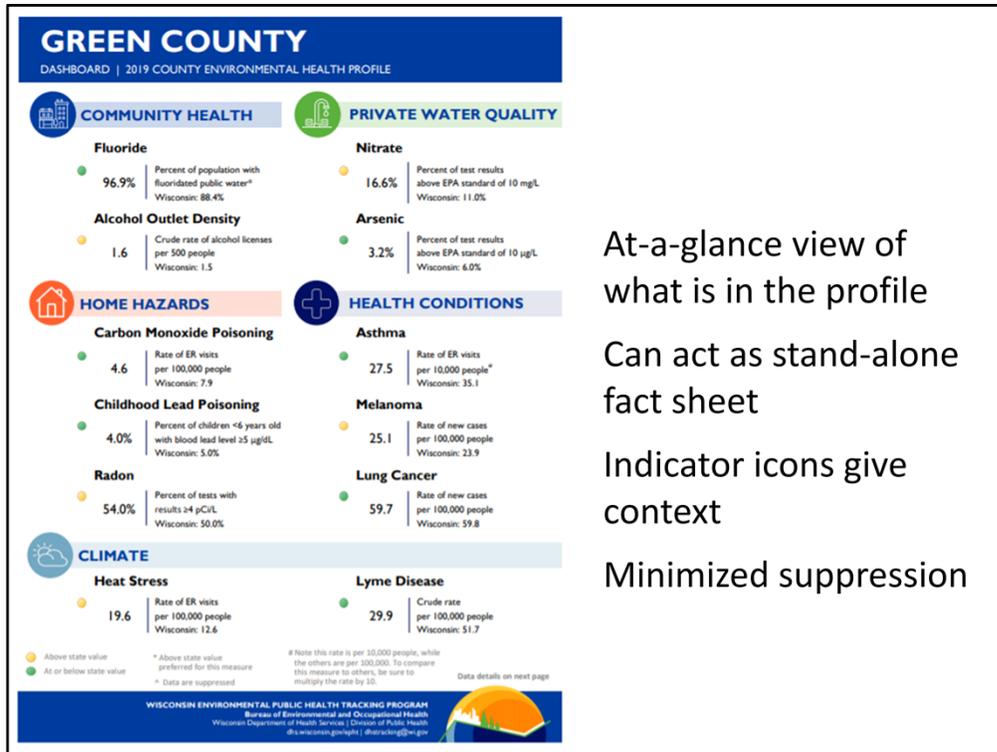
2019 COUNTY ENVIRONMENTAL HEALTH PROFILE

Wisconsin Environmental Public Health Tracking Program





Here's a look at the latest profiles. Much more inviting! Let's dive in.



At-a-glance view of what is in the profile
 Can act as stand-alone fact sheet
 Indicator icons give context
 Minimized suppression

- We included a dashboard at the beginning of the profile to give users a quick look at what is included in the entire document.
- We know it's hard to get your stakeholders or board members to read through an entire report (although we did our best to keep it short!), so we branded this page and made it easy to be printed as a stand-alone fact sheet. The back side of the dashboard has abbreviated data details about the original dataset, the year presented, etc.
- We included indicator lights just to the left of each measurement to show how the county stacks up to the rest of the state. If a number is above the state average, it's gold with an exclamation point. If it's below, it's green with a check. The exception is with fluoride, where being above the state value is desired. All of this is in the small print on this page.
- Our epidemiologists also took considerable efforts to minimize suppression as much as possible. Values become suppressed if there are too few cases of a particular measure and people might

potentially be identified. Some smaller counties might be accustomed to seeing suppressed values on reports such as these. To prevent this, our epidemiologists grouped more years of data together.



The profiles feature 12 measures on the dashboard. Remember there are more data and maps on the interior pages; the dashboard is just a piece of the whole. The measures are broken up into 5 categories. Let's look at them individually.

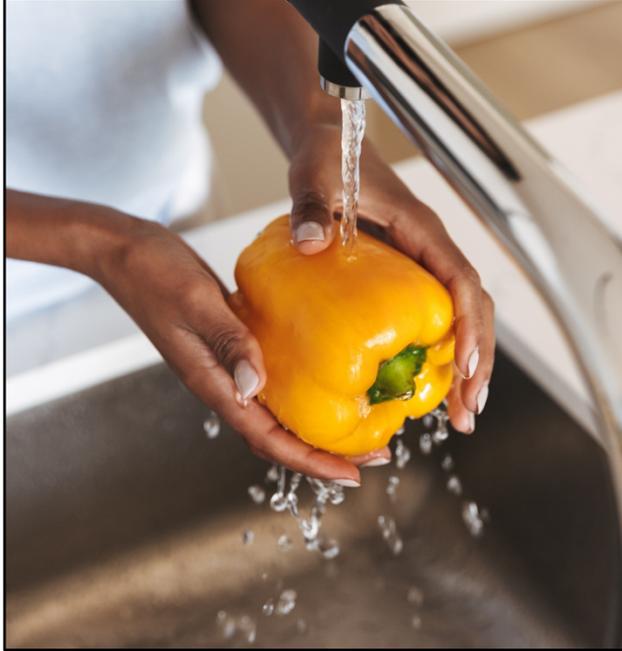
COMMUNITY HEALTH



Fluoride
Alcohol Outlet
Density

The community health section includes data on fluoride and places where people can buy alcohol—which is called alcohol outlet density.

PRIVATE WATER QUALITY



Nitrate in private wells

Arsenic in private wells

The private water quality section includes data on nitrate and arsenic in private wells.

HOME HAZARDS



Carbon monoxide poisoning

Childhood lead poisoning

Radon

The home hazards section includes data on carbon monoxide poisoning, childhood lead poisoning, and radon.

HEALTH CONDITIONS



Asthma
Melanoma
Lung Cancer

The health conditions section includes data on asthma, melanoma, and lung cancer.



HOW TO USE ENVIRONMENTAL PUBLIC HEALTH TRACKING DATA

COMMUNITY HEALTH ASSESSMENTS
Tracking data can help flesh out your community health assessment and help meet state requirements.

COMMUNITY HEALTH IMPROVEMENT PLANS
Use Tracking data and [Ideas for Taking Action](#) to prioritize environmental health and plan strategies for community improvement. Use the data to track progress in meeting your goals.

RESEARCH
Tracking data can be used to explore environmental health research questions.

MEDIA STORIES
Strengthen your interview, article, or press release with facts and figures from Tracking and [our resources](#).

ACCREDITATION
The Profiles can be used to address Public Health Accreditation Board standards, such as Standard 1.3: "analyze public health data to identify trends in health problems, environmental public health hazards, and social and economic factors that affect the public's health."

SOCIAL MEDIA
Localize your posts with data from your community.

GRANT PROPOSALS
Tracking data and resources can help you and your team develop rationale for funding requests. These data can help justify existing programs and show where work needs to be done.

EDUCATION AND OUTREACH
When creating programs and outreach materials for your community, Tracking data can help you make your case and show the extent of the problem.

POLICY DEVELOPMENT
Tracking data and these County Environmental Health Profiles contain measures that can be used to identify the need for a policy. Once a policy is in place, the data can be used as a baseline to track progress over time.

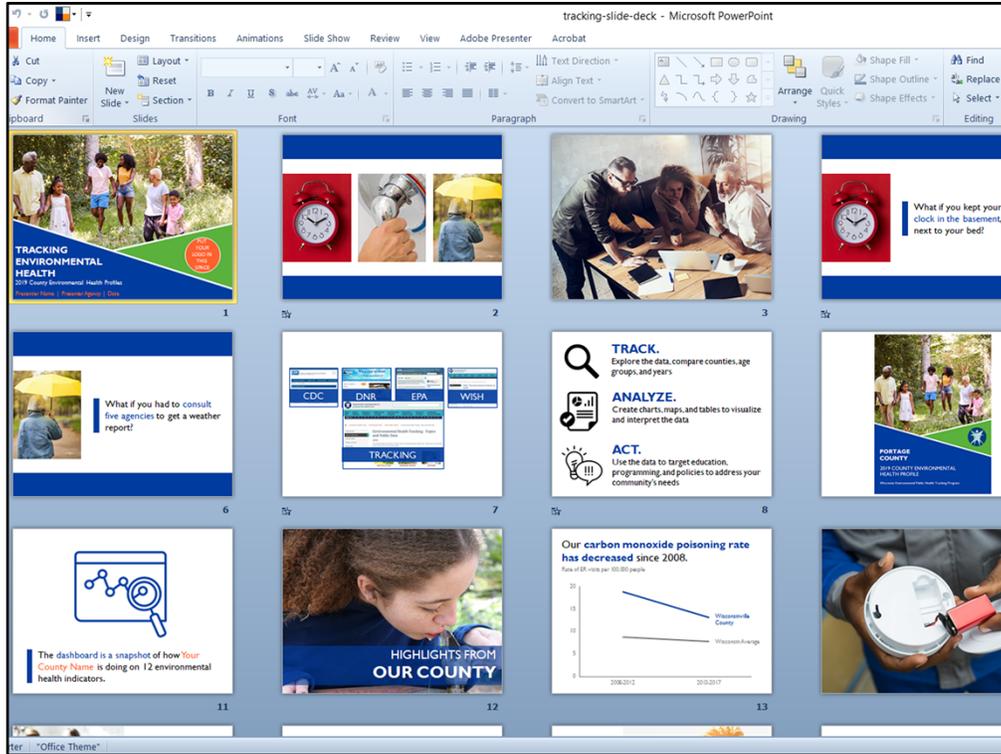
 **If you have questions about how to use Tracking data in your work, let us know!**
dhsstracking@wi.gov

Prime readers with ideas up front

Lets readers know we can help

And we didn't want people to flip through the report and then toss it in a pile on their desk; we want them to use it! To help with that, we included a page on the back of the front cover to suggest ways to use the profiles. We wanted to prime readers up front with potential uses. And please do contact us if you have questions about how to use Tracking data! We made this list with some ideas, but we know there are more out there. Let's talk!

Not only do we want you to use the profiles, but we also want to give you tools to share the profile data with your partners.



We've made it easy for you to present on the data in your profile with our template slide deck. Any text you should change is in orange. We've got pictures, charts, and notes: just plug in your data and GO!

TAKE THE NEXT STEP



LYME DISEASE

TAKING ACTION
We know it's a challenge to translate data into a menu of potential strategies for addressing Lyme disease. To help communities of all sizes and resource levels, we organized this guide by the scope of the strategy, from addressing knowledge, attitudes, and skills to addressing laws and policies.

INDIVIDUAL LEVEL | Knowledge, Attitudes, Skills

- Promote tick prevention activities such as using repellent and removing ticks promptly, especially among hikers
- Make yards less hospitable to ticks through landscaping

INTERPERSONAL LEVEL | Family, Friends, Social Networks

- Educate doctors about how to talk to patients about it
- Educate doctors on current guidelines for diagnosis and treatment
- Encourage veterinarians to talk to their clients about it
- Post about tick prevention activities on social media

ORGANIZATIONAL LEVEL | Organizations, Schools, Workplaces

- Work with camp associations to incorporate Lyme disease prevention into their programs
- Encourage supervisors of grass and wooded work sites to use tick prevention measures

COMMUNITY LEVEL | Design, Access, Connectedness

- Encourage outdoor recreation areas to offer or sell repellent
- Encourage outdoor recreation areas to post signage about ticks
- Clear overgrown grass and brush along trails

POLICY LEVEL | National or Local Laws and Policies

- Encourage organizations involved with outdoor recreation to promote Lyme disease prevention
- Encourage campgrounds and outdoor recreation areas to provide information on ticks and prevention of infection and a repellent on site



CHILDHOOD LEAD POISONING

Ideas for Taking Action
Wisconsin Environmental Public Health Tracking Program

TAKING ACTION
We know it's a challenge to translate data into action. To help get you started, we created a menu of potential strategies for addressing childhood lead poisoning. To help communities of all sizes and resource levels, we organized this guide by the scope of the strategy, from addressing knowledge, attitudes, and skills to addressing laws and policies.

INDIVIDUAL LEVEL | Knowledge, Attitudes, Skills

- Encourage families in high-risk areas to get their children tested for lead poisoning at the age of 1
- Encourage community members to seek out certified lead-safe renovation contractors
- Educate people who work with lead on the job or as a hobby on ways to reduce their exposure

INTERPERSONAL LEVEL | Family, Friends, Social Networks

- Educate doctors about the importance of having children tested for lead poisoning
- Educate doctors to ask patients about their jobs and hobbies that might involve lead

ORGANIZATIONAL LEVEL | Organizations, Schools, Workplaces

- Educate staff at work sites that have lead about how to prevent lead from going home
- Educate contractors about the advantages of lead certification
- Work with child care settings to talk with parents of children in their care

COMMUNITY LEVEL | Design, Access, Connectedness, Spaces

- Encourage neighborhood organizations to talk to residents about lead hazards
- Eliminate lead-based paint in homes

POLICY LEVEL | National or Local Laws and Policies

- Encourage legislators to develop policies to minimize exposure to lead and lead dust leaving homes
- Promote existing policy around certified lead-safe renovation
- Promote housing rehabilitation loan and grant programs



ASTHMA

Ideas for Taking Action
Wisconsin Environmental Public Health Tracking Program

TAKING ACTION
We know it's a challenge to translate data into action. To help get you started, we created a menu of potential strategies for addressing asthma. To help communities of all sizes and resource levels, we organized this guide by the scope of the strategy, from addressing knowledge, attitudes, and skills to addressing laws and policies.

INDIVIDUAL LEVEL | Knowledge, Attitudes, Skills

- Promote asthma self-management education
- Ensure asthma patients have an up-to-date asthma action plan
- Create educational materials that are culturally appropriate and written in plain language

INTERPERSONAL LEVEL | Family, Friends, Social Networks

- Offer environmental home assessments to identify and remove asthma triggers
- Train doctors to create asthma management plans with their patients
- Encourage homeowners to practice integrated pest management
- Create a circle of support among families, clinicians, and school nurses

ORGANIZATIONAL LEVEL | Organizations, Schools, Workplaces

- Encourage child care centers and schools to identify environmental asthma triggers via a facility walk-through
- Ensure students with asthma have an updated asthma action plan on file at school
- Train teachers, child care workers, and school nurses how to administer rescue inhaler medication

COMMUNITY LEVEL | Design, Access, Connectedness, Spaces

- Promote the school flag program to alert the community to outdoor air quality
- Promote nonsmoking environments and smoking cessation options for community members

POLICY LEVEL | National or Local Laws and Policies

- Promote best practices for cleaning and pest management in schools and child care centers
- Promote school policies that limit school bus idling
- Encourage property owners and operators to adopt smoke-free policies in apartment buildings
- Promote housing rehabilitation loan and grant programs

Find more strategies at [poisoning.data.wisconsin.gov](#)

Find more strategies and explore asthma data at [dhs.wisconsin.gov/lept](#)

WISCONSIN ENVIRONMENTAL PUBLIC HEALTH TRACKING PROGRAM

We also created documents that have a menu of strategies to address each topic in the profiles. We call this document series Ideas for Taking Action, and it's designed to help communities with that next step. Say your county has a high asthma rate. You might not be sure which strategies would help address that. This document outlines several evidence-based ideas. We wanted to accommodate communities of all sizes and resource levels, so on each document we list strategies from the individual level to the policy level. Each strategy is hyperlinked to the evidence, like What Works for Health and The Community Guide. Keep in mind this is just to get the conversation started; it's not an exhaustive list.

Tracking Home
Topics & Data
County Profiles
Ideas for Taking Action
Data Details & Glossary
Training
Resources

Environmental Public Health Tracking: County Environmental Health Profiles

✉️ f t in

The 2019 County Environmental Health Profiles are summary reports of the data on the Tracking portal[®] and provide a snapshot of a county's environmental health.

Readers can delve deeper into the data and create maps, charts, and tables on our data portal[®].

The 2015 County Environmental Health Profiles and the 2017 County Environmental Health Profiles are still accessible in combined files.

Please email us directly^{✉️} if you'd like the individual 2017 or 2015 Profile from your county.

Choose the county name listed below to view a county's Profile.

You reviewed your profile, now what?

- ▣ Present to stakeholders and partners. We created a [Profile Template Slide Deck \(PowerPoint\)](#) as a guide for presentations. It's customizable and the notes section is full of ideas and considerations for tailoring your talk. Let us know^{✉️} if you need help making the slide deck work for you!
- ▣ Plan strategies for taking action. [Ideas for Taking Action](#) is a series of documents that offer evidence-informed educational activities, programs, and policies to address topics from the Profiles.
- ▣ Join our quarterly newsletter. Stay up-to-date on the status of future Profiles by [subscribing to our newsletter](#)^{✉️}.

A-H	I-O	P-Z
<ul style="list-style-type: none"> ▣ Adams ▣ Ashland ▣ Barron 	<ul style="list-style-type: none"> ▣ Chippewa ▣ Clark ▣ Columbia 	<ul style="list-style-type: none"> ▣ Dunn ▣ Eau Claire ▣ Florence

The profiles, the template slide deck, and links to the Ideas for Taking Action series can be found on the County Profiles page of our website.



TRACKING 110
COUNTY ENVIRONMENTAL
HEALTH PROFILES

Have a question?
dhstracking@wi.gov

That wraps up Tracking 110: County Environmental Health Profiles. Be sure to check out our other tutorials to learn more about the Tracking Program and our free data portal by visiting dhs.wisconsin.gov/epht and clicking on the Training tab. Happy Tracking!