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
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 wasn’t very inviting to someone new to public health or environmental health.
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.
Here’s a look at the latest profiles. Much more inviting! Let’s dive in.
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.
The community health section includes data on fluoride and places where people can buy alcohol—which is called alcohol outlet density.
The private water quality section includes data on nitrate and arsenic in private wells.
The home hazards section includes data on carbon monoxide poisoning, childhood lead poisoning, and radon.
The health conditions section includes data on asthma, melanoma, and lung cancer.
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!
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.
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.
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!