



Public Health
Prevent. Promote. Protect.
Outagamie County



2025 ANNUAL REPORT

Outagamie County
Public Health



Mosquito Hill

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Introduction

1,000 Islands Area

I am pleased to present to you the Outagamie County Public Health (OCPH) 2025 Annual Report. With the support of the Outagamie County Health and Human Services Board and Health and Human Services Department, we continued to build and develop further effective programs and services for all county residents.



This year was defined by strengthening our core capabilities and fostering a culture of innovation. I am proud of the work my team accomplished including:

- Utilized innovation to enhance our public health infrastructure and initiatives.
- Built a solid foundation with community partnerships through deepening relationships with existing agencies and renewed engagement with key stakeholders.
- Continued to maintain effective and exceptional service through communicable disease follow-up, environmental health inspections, WIC nutritional programs for families, and authentic collaborations.
- Proudly participated in the first regional community health assessment (CHA) through the Tri-County Community Health Improvement Coalition.

My staff and I welcome the upcoming year and the new opportunities ahead to improve well-being in our community. With a sincere thank you to all staff at OCPH, working together in dedication to the health of our community.

Natalie Vandeveld



Public Health Administration

What is an Annual Report

An annual report is a way for our team to reflect on the past year. It is also an opportunity for us to see where we were and to point us in the direction of where we are going in the future. While we highlight many of our programs in this report, it is not comprehensive of everything we do.

If you want more information about our programs or any topics covered in this report, go to our [website](#) or contact us with questions by email or phone. Our contact information is on the back cover of this report.

Health and Human Services Board

The Health and Human Services Board is the governing body for the Outagamie County Health and Human Services Department. The Health and Human Services Board meets the statutory requirements of both the County Human Services Board and the Board of Health. Members of the Board consist of County Board and non-elected citizens-at-large:

- Five County Board members and
- Four members are Outagamie County residents, with at least three members being a consumer of services or a family member receiving services, a physician, or a Registered Nurse.

**Thank you to the Health and Human Services Board for
your support in 2025!**

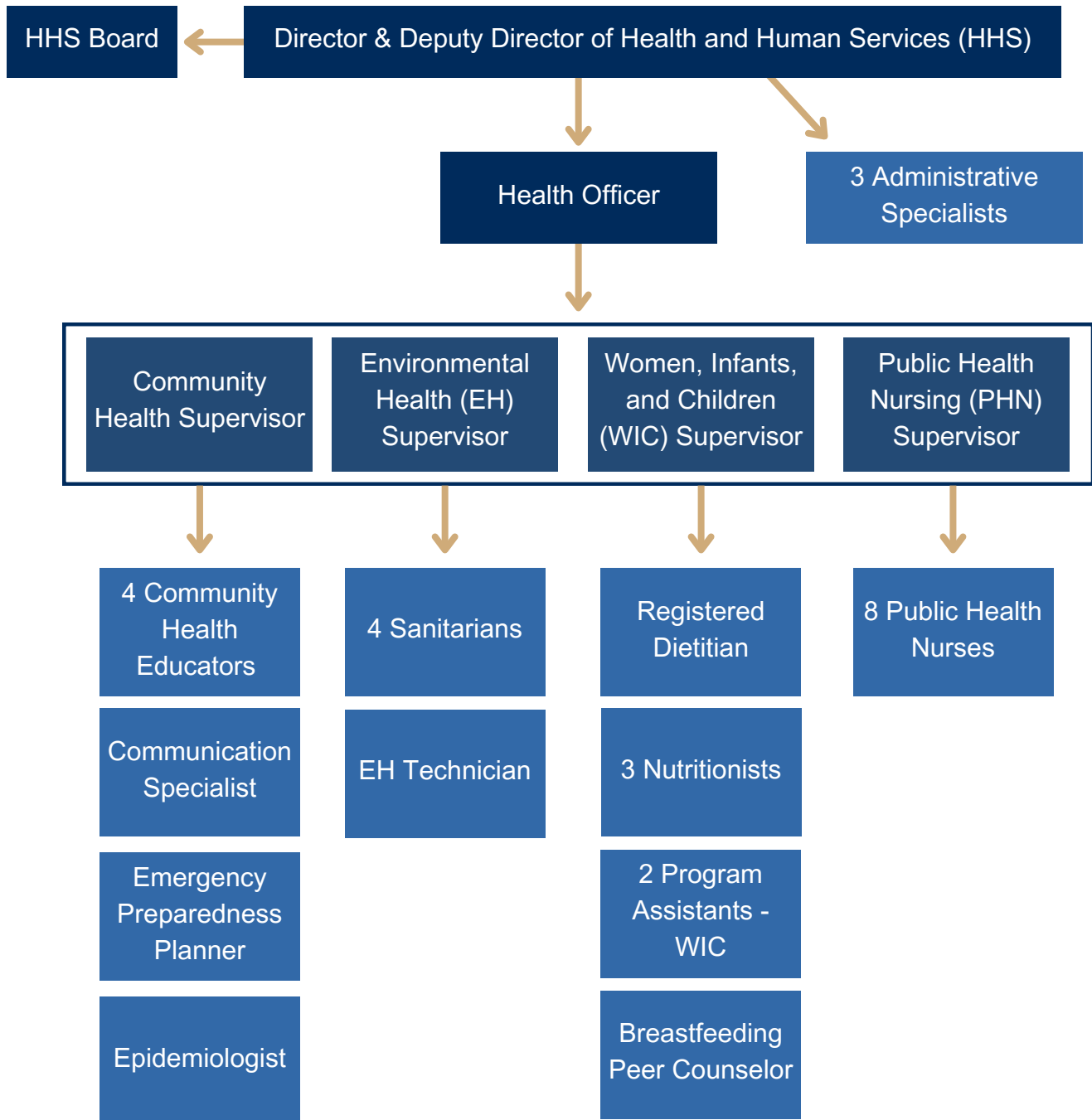
Supervisor Jeffrey McCabe	Citizen Member: Alexandra Baierl
Supervisor Justin Krueger	Citizen Member: Marian Moberg
Supervisor Dustin Koury	Citizen Member: Sara Lornson
Supervisor Cathy Thompson	Citizen Member: Thomas Lornson*
Supervisor Jerome Zabronsky*	

*Member served a portion of 2025.



Public Health Administration

Organization Chart



Public Health Administration

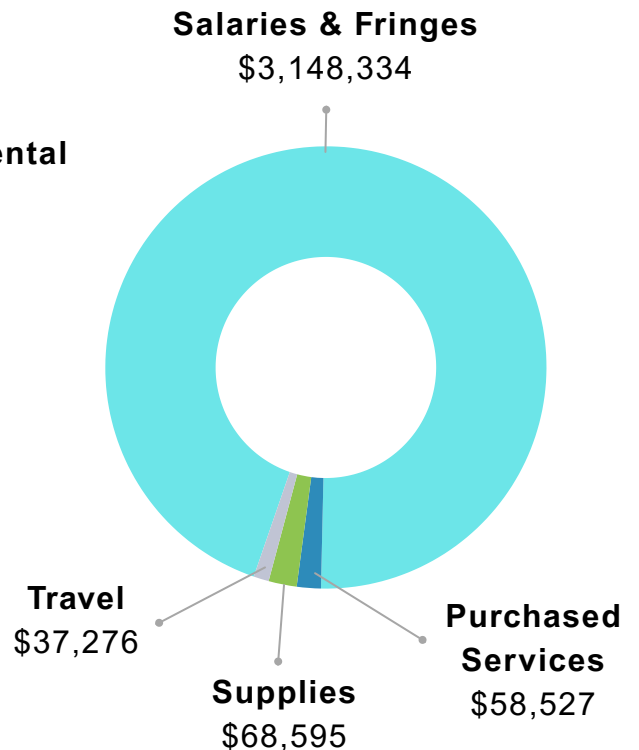
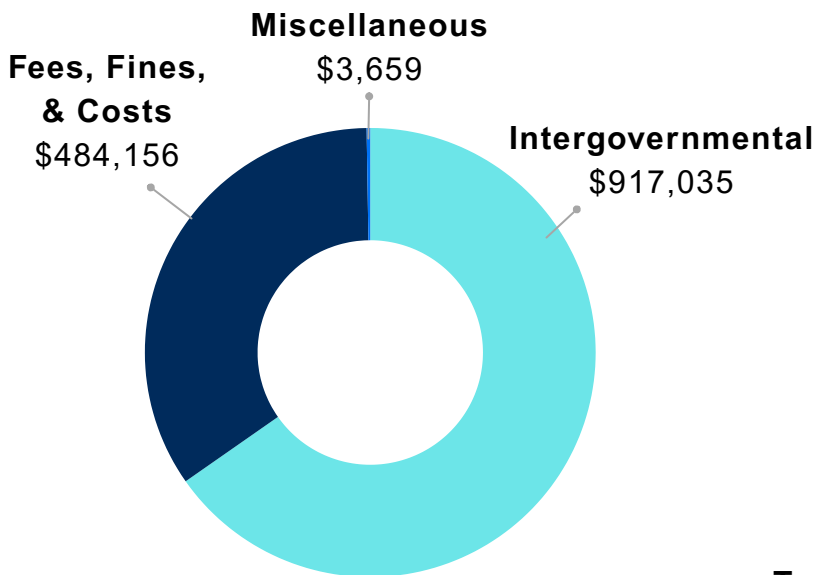
Financial Overview

Budget:

OCPH manages fiscal resources in collaboration with the Outagamie County Finance Department and is focused on resource utilization to optimize services. In 2025, OCPH operated within the adopted budget by the Outagamie County Board.

Total Revenues: \$1,404,851

Total Expenses: \$3,321,675



Net Cost: \$1,916,824

Most of our revenue comes from government grants, and most of that funding goes to salaries and fringe benefits. As needed, we adapt programs and services as funding sources change.



Public Health Overview

Mission

OCPH uses local data to prevent disease and injury, promote wellness, and protect the health of our communities through collaboration and best practice.

Vision

To be a leader in the pursuit of community-driven wellness.

Values

Invested in Serving

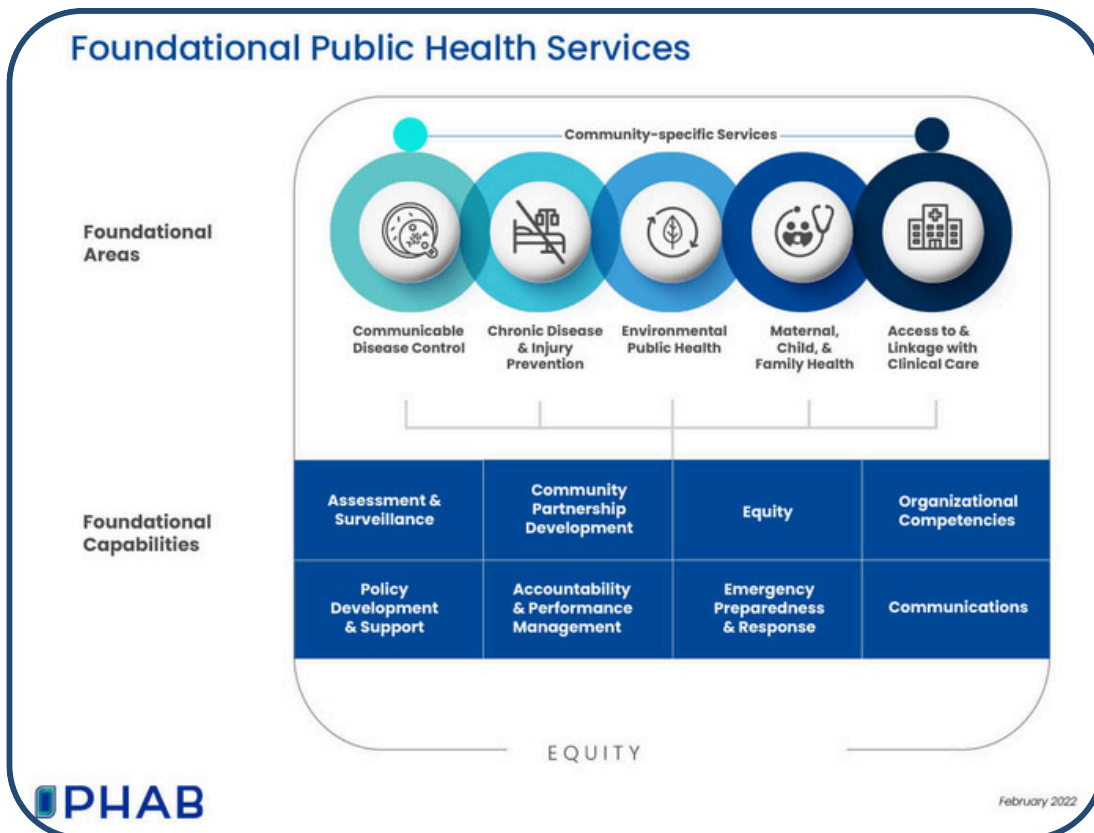
Better Together

Create Progress

Support Through Compassion

Public health is about keeping communities healthy and preventing illness before it occurs. Instead of focusing on treating individual people when they are sick, public health works to improve the health of everyone in a community. This includes ensuring the air and water are clean, helping people stay active and eat healthy, and providing programs to support those who need it most. Public health also focuses on stopping diseases from spreading and providing information to help people stay healthy. By focusing on prevention and education, public health helps create safer, healthier environments for everyone.

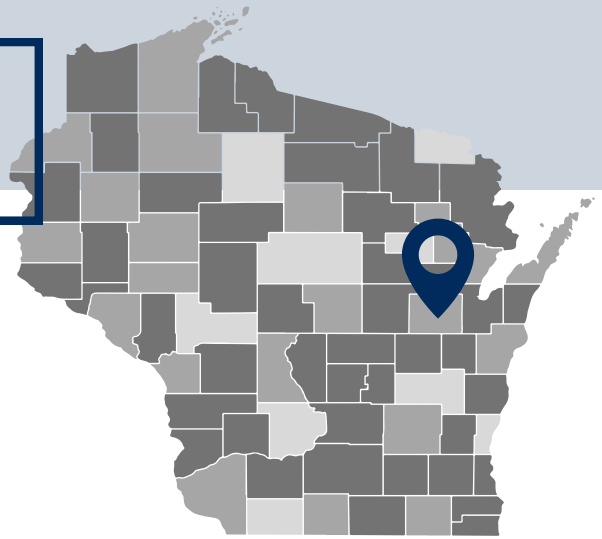
Outagamie County Public Health (OCPH) is a level III health department. This status is given to us by the Wisconsin Department of Health Services (DHS). We are also accredited by the Public Health Accreditation Board (PHAB), which supports our efforts to build our capacity for the Foundational Public Health Services (FPHS). The FPHS define the unique features of governmental public health.



Community Profile

Outagamie County, WI

Data on this page reflects the 1-year estimate provided by the American Community Survey.



Race

- 84.8% White
- 1.6% Black or African American
- 1.1% American Indian & Alaskan Native
- 4.0% Asian
- 1.8% Some Other Race
- 6.0% Two or More Races

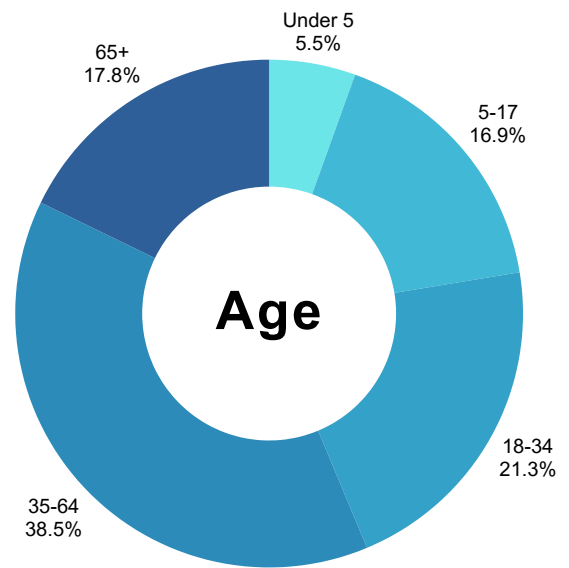
Racial group categories designated by the US Census Bureau

Ethnicity

- 5.7% Hispanic or Latino

Language Spoken at Home

- 91.2% English Only
- 3.6% Spanish
- 2.1% Other Indo-European
- 2.7% Asian & Pacific Islander
- 0.3% Other



195,390
Total Population



\$81,883
Median Household Income



Median Age: **39.6**
Median Life Expectancy: **79.4**



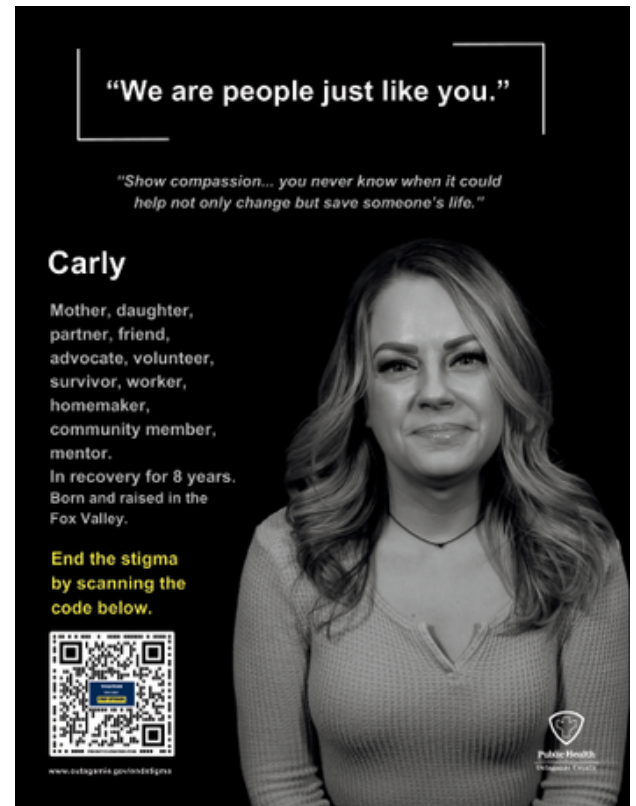
2025 Highlights

End Stigma Campaign

OCPH implemented an End Stigma Campaign featuring six individuals with lived experience of recovery within the community.

The campaign included a PSA broadcast on WFRV, posters, social media content, and print ads. The design and distribution of posters and print ads placed throughout Outagamie County include a QR code linking to stigma-reduction and recovery resources on the [Public Health harm reduction webpage](http://www.outagamie.gov/EndStigma) (www.outagamie.gov/EndStigma).

For more information on the campaign, see page 16 of this report.



Reaching More People

- OCPH made significant strides in decreasing language barriers amongst staff and residents with the purchase and utilization of handheld translation devices called Pocketalks.
- Improved accessibility for our breastfeeding WIC moms with the implementation of a Spanish-speaking breastfeeding peer counselor and communication methods most preferred by moms.
- The 2025 Supporting Our Peers Summit brought together more than fifty middle and high school peer helpers from schools in the county.
 - A collaboration between Outagamie County Public Health and the Pre-Action Network, the Summit's primary objective was to increase youth leadership and engagement as partners in advancing the mental health of their peers.



Communicable Disease Control

OCPH is committed to preventing and controlling the spread of disease in the community.

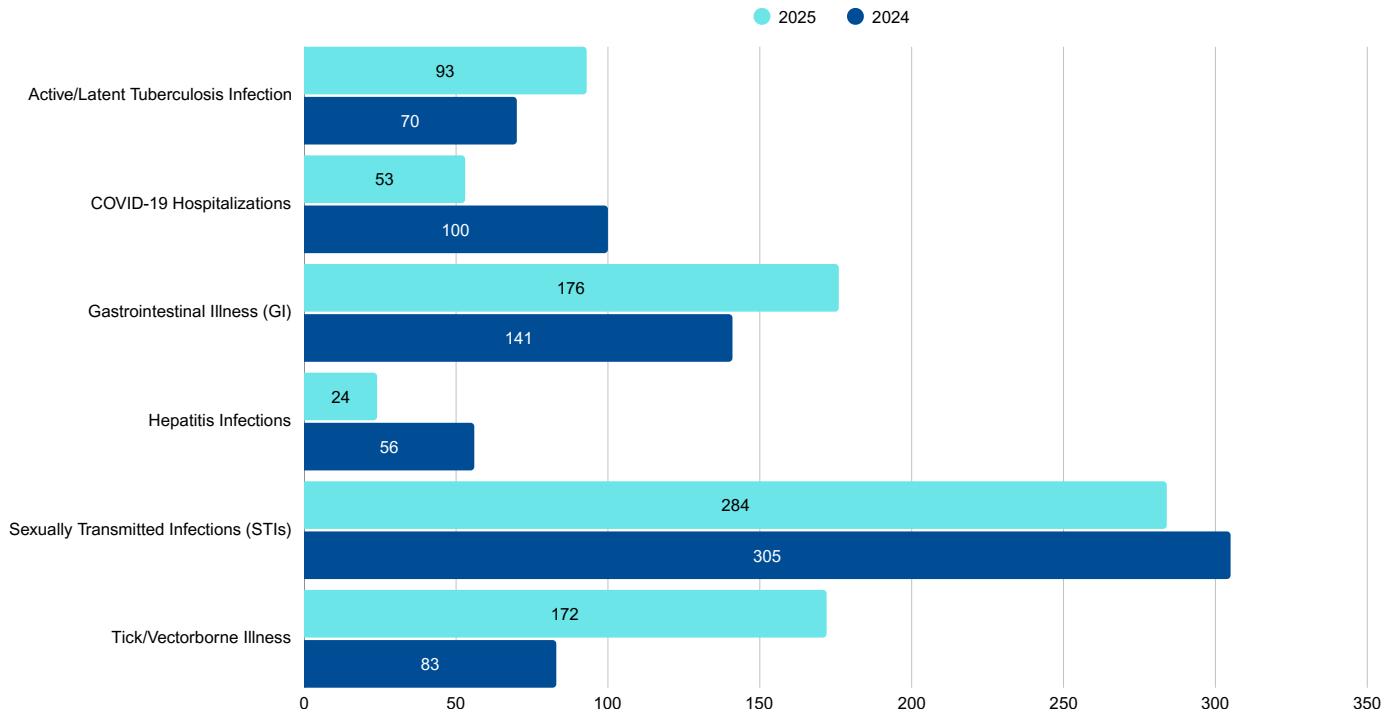
Services include:

- Communicable Disease Prevention & Education
- Outbreak Surveillance
- Tick Bite Prevention



Communicable Disease Prevention & Education

OCPH works to identify, respond to, and follow up with cases of communicable and infectious diseases in our county. We provide education, direct care, treatment, and case management. The data below do not include all reported communicable diseases.



Source: Public Health Analysis Visualization and Reporting (PHAVR) & Wisconsin Electronic Disease Surveillance System (WEDSS)

Additional Activities



Followed up on 230 animal bites (animal v. human)



29 animals sent for testing (2 bats tested positive for rabies)



Communicable Disease Control



Outbreak Surveillance

When we have an increase in communicable disease cases in our county, OCPH will investigate. This includes following up with individuals involved and taking steps to prevent the spread of illness.

OCPH regularly works with our skilled nursing facilities, assisted living facilities, and community-based residential facilities when suspected outbreaks of respiratory and gastrointestinal illness occur. Our nurses provide follow-up, education, guidance, and monitoring of these outbreaks. In 2025, our nurses investigated **41 outbreaks**.



Tick Bite Prevention

Illnesses spread by ticks are common in Outagamie County and across Wisconsin, but they are preventable. OCPH educates individuals and community partners about tick bite prevention and follows up with people diagnosed with tickborne illnesses.

Total Number of Tick Prevention Kits Distributed in 2025:

410



We collaborate with local libraries and the 1000 Islands Environmental Center to distribute our Tick Kits. They include a Tick Safety Guide, a pair of tweezers, an alcohol wipe, a bandage, insect-repellent wipes, and a guide on where to check for ticks on the body.



Chronic Disease & Injury Prevention

OCPH works to provide information, resources, and education to promote health and safety.

Services include:

- Child Passenger Safety
- Infant Safe Sleep
- Fit Families
- Harm & Risk Reduction
- Fatality Review Teams
- Public Health Vending Machine



Child Passenger Safety

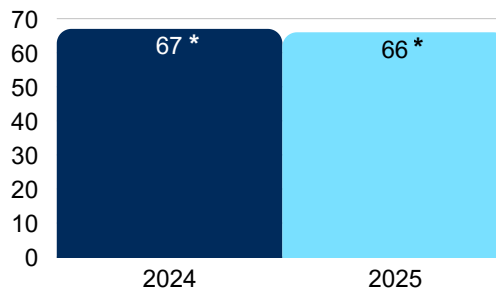
OCPH has four certified Child Passenger Safety Technicians (CPST) and one Child Passenger Safety Technician Instructor (CPSTI). Working with a CPST/I is a one-on-one learning experience that helps parents feel confident their child's car seat is installed correctly. OCPH holds a monthly fitting station at the Grand Chute Fire Department by appointment only.

In 2025 our team installed

150
car seats



Car Seats Provided to Eligible Residents



*In 2024, the City of Appleton Public Health Department started its own car seat program. Because of this, OCPH no longer provides seats for City of Appleton residents.



Infant Safe Sleep

Infant Safe Sleep initiatives educate families on current best practices for safely putting their baby to sleep, including naps. For eligible families, OCPH provides a pack n' play and a sleep sack to support families in achieving optimal safe sleep recommendations. Sleep sacks are also given to all Healthy Families and Pregnancy clients.



Provided **8**
pack n' plays



Provided **13**
sleep sacks



Chronic Disease & Injury Prevention



Fit Families

In July, 2025, the federal funding for SNAP-Ed was ended, effective September 30, 2025. Families enrolled in Fit Families continued to provide evaluation data until that date. Because the program ended early and not all participants were given the opportunity to graduate, the data does not represent the full reach of the program or the families served.

WIC Staff continue to support WIC families with children ages 2-4 in developing healthy habits related to nutrition and physical activity as an obesity-prevention effort and to improve the health of Outagamie County Families.



77 Parents received coaching including those that enrolled in FY24 and continued into FY25



535 Contacts delivered by Fit Families coaches



fit families
Eat healthy • Be active • Your kids are watching



92 Children participated including those that enrolled in FY24 and continued into FY25



51 Enrolled in Fit Families during FY25

60

Children Graduated Fit Families

between Oct 1, 2024 and Sept 30, 2025

Families that Received 10+ Coaching Sessions*

Contacts occurred through in-person visits, phone calls, texts and emails.

73%

Percent of graduated children whose parent/guardian received **10+ contacts** from coaches.

27%

Percent of graduated children whose parent/guardian received **5 to 9 contacts** from coaches.

**Fit Families is an evidence-based program with an intended dose of 10 or more coaching sessions during the 13-month program.*

Children Meeting Healthy Goals at Enrollment and Graduation

Percent of children meeting or exceeding the recommended amount of each healthy behavior. **28** children had enrollment and graduation data.



31% Ate more than 1 type of **Veggies** most or every day at graduation, compared to **28%** at enrollment



83% Watched 2 hours or less of **Screen Time** per day at graduation, compared to **67%** at enrollment



73% Drank **Water** 3+ times per day at graduation, compared to **50%** at enrollment



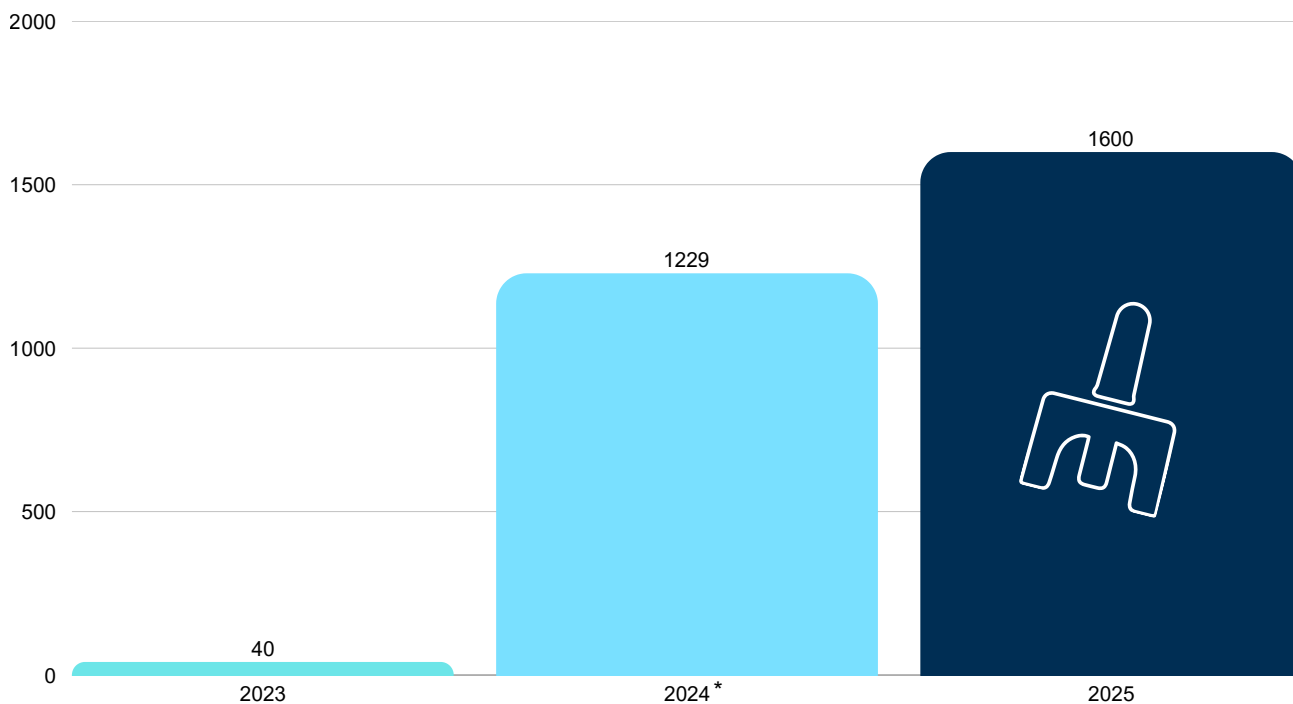
Chronic Disease & Injury Prevention



Harm & Risk Reduction

Harm Reduction is a public health approach that focuses on reducing the harmful consequences of substance use, including the prevention of injury, transmission of infectious disease, and overdose.

Distribution of the Overdose Reversal Medication Naloxone



*Community Health Educator - Substance Use Prevention Specialist was hired in January 2024 to lead OCPH's overdose prevention efforts.

300+

People who live or work in Outagamie County were trained on how to use naloxone.



OCPH distributed 30 Overdose Aid Kits (OAK boxes) throughout the community. OAK Boxes contain naloxone, resources (211, 988 cards), CPR masks, and gloves.



Chronic Disease & Injury Prevention



Harm & Risk Reduction

\$100,000

Vital Strategies
matching grant secured.

Vital Strategies Grant –

Systems-Level Overdose Prevention

OCPH Community Health Educator - Substance Use Prevention Specialist, Carri Ciske, successfully applied for and received a \$100,000 Vital Strategies matching grant. Work on the grant is underway in 2026 to support comprehensive opioid overdose prevention efforts.

Regional Collaboration & Emergency Medical Services Partnership

OCPH partnered with Waupaca, Calumet, and Winnebago Counties, along with the Cities of Appleton and Menasha, to pilot a Leave Behind Kit initiative in collaboration with Gold Cross Ambulance Service. As part of this effort, OCPH provided training to Gold Cross staff on:

- Local substance use conditions
- Naloxone administration
- The importance of lived experience perspectives in overdose prevention



COAT
COMMUNITY OVERDOSE
ACTION TEAM

The Community Overdose Action Team (COAT) completed the Community-Wide Substance Use Assessment. Based on the findings, COAT established the following priority initiatives:

- Medication Safety Across the Lifespan
- Development of the Recovery Starts Here Resource Guide and Website
- Hospitality Overdose Aid Kit (OAK) Box Distribution

COAT also strengthened community representation by recruiting two additional community members to the team.



Chronic Disease & Injury Prevention



Harm & Risk Reduction

End Stigma - Harm Reduction Campaign



There were **more than 21,000 views** of our PSA during WFRV-CBS's special presentation, *The Next Generation: Breaking Fentanyl's Grip*

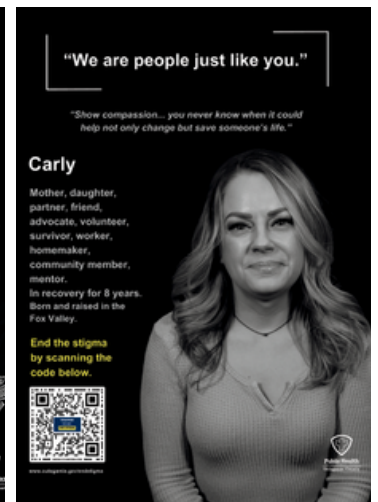
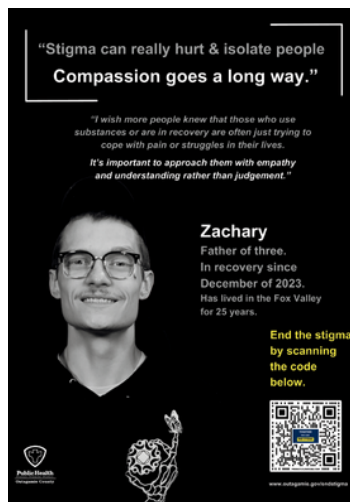
Facebook Campaign

- 859 link clicks
- 29,444 views
- 17,809 accounts reached

300 Posters Distributed



2 Large Displays at the Fox River Mall in July



OCPH plans to expand the End Stigma campaign in 2026.

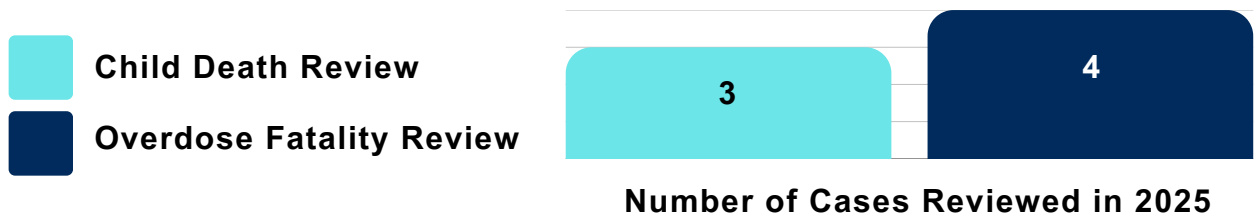


Chronic Disease & Injury Prevention



Fatality Review Teams

The primary focus of fatality review teams is to identify risk factors and develop recommendations to prevent future deaths. The Child Death Review Team reviews deaths of children ages 0 to 18. The Overdose Fatality Review Team reviews unintentional drug overdose deaths.



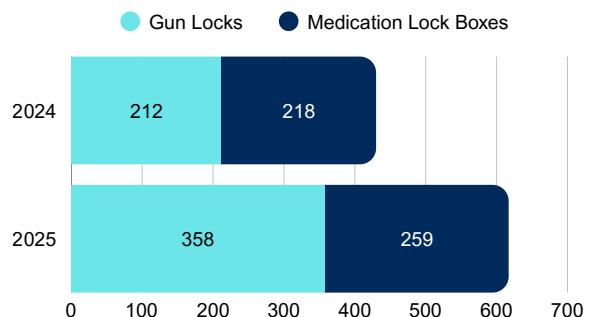
Adolescent Wellbeing

In 2025, the nursing team, with support from community health educators, undertook initiatives to enhance adolescent well-being as part of the state Maternal Child Health Grant. These initiatives focused on collaborating with community partners to implement evidence-based strategies to promote mental health and prevent youth suicide.

Strategies included training youth and adults to be suicide prevention gatekeepers, distributing gun locks and medication lock boxes to protect youth in crisis, training young people, and those that work with them, in mindful breathing, talking to teens about substance use, and promoting youth leadership and engagement in supporting peers.

23+
New Community Partners

Items Distributed



Chronic Disease & Injury Prevention



Public Health Vending Machine

2,414

Items vended in 2025,
a **more than 27% increase** from 2024

Our Public Health Vending Machine (PHVM) is a free community resource stocked with prevention items, including naloxone, gun locks, condoms, medication disposal bags, and more. The items in the machine are free of charge.

Learn more about the machine on the [Public Health Vending Machine](http://www.outagamie.gov/PHVM) webpage. (www.outagamie.gov/PHVM)

Top Items Vended	
	355 Gun Locks
	228 Boxes of Naloxone
	193 Bike Locks
	183 Seasonal Sick Day Kits
	173 STI Prevention Kits



Environmental Public Health

OCPH works to protect and promote a healthy environment by preventing, monitoring, and controlling environmental factors that could harm people's health and well-being.

Services include:

- Childhood Lead Poisoning Prevention & Intervention
- Radon
- Licensing Program



Childhood Lead Poisoning Prevention & Intervention

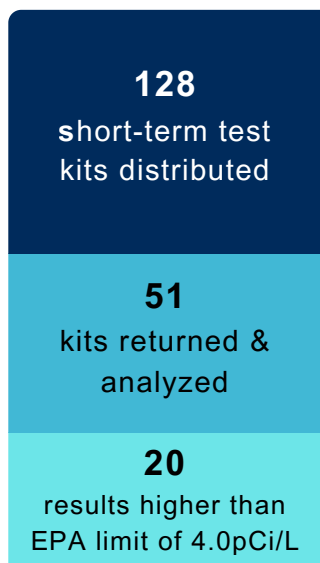
Childhood Lead Poisoning Prevention & Intervention supports children with elevated blood lead levels by providing education, investigation, and follow-up to reduce the risk of lead exposure from the child's environment.

Outagamie County Public Health receives lead testing results for children in our jurisdiction. Intervention is based on the level of lead in the child's blood. In 2025, we had **five children** who required high-level intervention.



Radon

Radon is a naturally occurring gas that is radioactive and can cause lung cancer. Radon can leak into your home and is common in Wisconsin. While you can't see or smell it, you can test your home to determine your radon levels. OCPH sells low-cost test kits to our community.



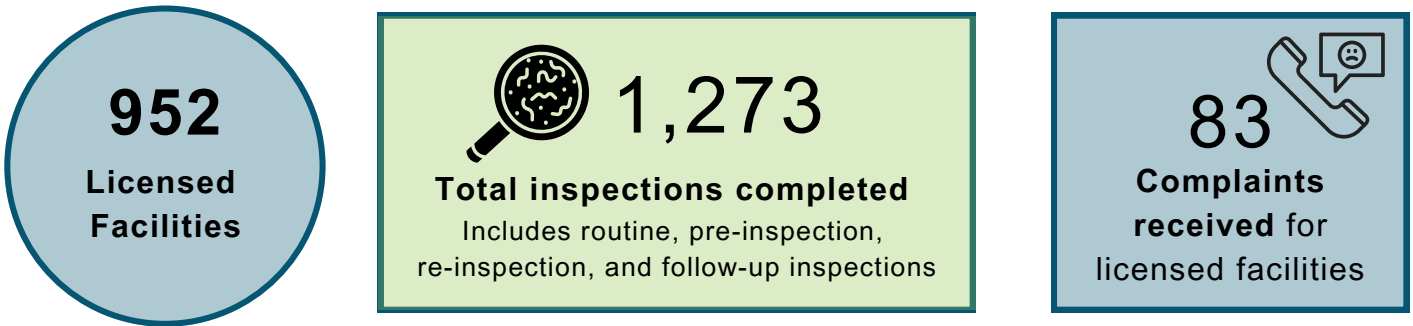
- Average radon level result – 7.11 pCi/L
- The EPA recommendation for mitigation level is anything higher than 4 pCi/L
- Highest radon level reported – 21.7 pCi/L



Environmental Public Health

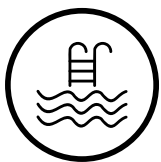
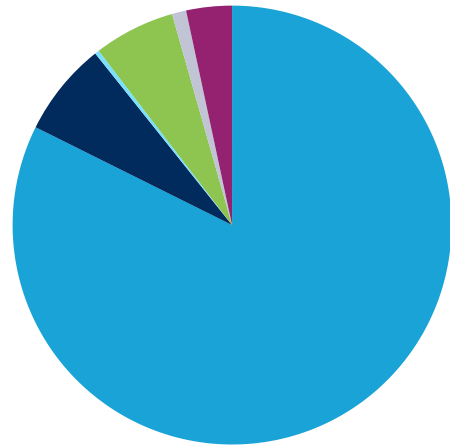
Licensing Program

Environmental Health Sanitarians inspect businesses to ensure they comply with state regulations. Sanitarians work with the business owner and staff to correct violations and provide education and training.



A portion of the licenses are inspected twice a year due to more complex operations, types of food served, and food preparation processes used. 24% of licensed establishments have an increased annual inspection frequency.

- Retail Food - 784 Facilities
- Pools - 66 Facilities
- Lodging - 57 Facilities
- Campgrounds - 3 Facilities
- Manufactured Homes - 10 Facilities
- Body Art - 32 Facilities



Recreational Water Testing



447
Water Samples Collected



99%
of Samples Collected Were Bacteriologically Safe

*Data according to licensing year: July 1, 2024 - June 30, 2025



Maternal, Child, & Family Health

OCPH works to improve the health and well-being of mothers, children, and families in Outagamie County.

Services include:

- Healthy Families & Pregnancy
- Breastfeeding
- Diaper Bank
- Women, Infants & Children (WIC)
- WIC Farmers' Market



Healthy Families & Pregnancy

Healthy Families and Pregnancy is a free, voluntary program run by our Public Health Nurses (PHNs). It offers education, support, and resources to parents of infants and/or parents-to-be.



Before birth our PHNs support families by providing education on:

- labor
- birthing
- and parenting topics



After delivery, our PHNs offer support via phone calls and home visits. They provide education on topics such as child development, breastfeeding, health, and safety.

Referrals come from many sources, including Children, Youth, & Families, Women, Infants and Children (WIC), health care providers, and self-referral.

94 clients referred

59 clients enrolled

771.25
hours
spent
serving
clients



Maternal, Child, & Family Health



Women, Infants and Children

The Outagamie County Women, Infants and Children (WIC) program serves pregnant, breastfeeding, and postpartum women, infants, and children up to age 5 to improve their health and well-being. WIC Services include:

Nutrition Assessment & Education

Personalized nutrition education, recipes, and tips to raise healthy eaters

Breastfeeding Education & Support

Breastfeeding assessment and Breastfeeding Peer counselor support

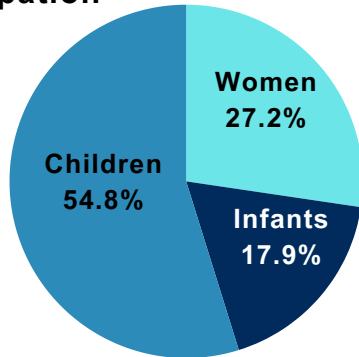
Supplemental Healthy Foods

Healthy foods including fruits, vegetables, whole grains, and dairy.

Referrals to Healthcare & Community Agencies

Health care providers, immunization, car seats, safe sleep resources, and parenting resources

WIC Participation



Average monthly participation: **2,097**



More than **\$1.5 Million** in WIC Benefits redeemed in Outagamie County



Farmers' Markets*

Through the WIC program, we offer vouchers to use at farmers' markets. WIC participants can use these vouchers to get fresh foods and support local farmers' markets.



\$29,432 redeemed with local farmers in the community.



85% of those who received checks used some or all of their checks.

**The 2025 WIC Farmers' Market program was delayed this year due to a delay in Federal allocation and a decrease in federal funding. The program began issuing checks a month later than the previous year. Due to the decrease in funding, the amount of checks issued to eligible participants was decreased from \$40 to \$25.*



Maternal, Child, & Family Health



Breastfeeding

Breastfeeding is one of the core pillars of the WIC program. To support all of the moms interested in learning about and needing support, WIC Nutritionists have completed standardized training to provide accurate education and solutions. In addition, WIC has two Designated Breastfeeding Experts to provide support to more challenging breastfeeding concerns. Public Health Nursing has two nurses who are certified to provide breastfeeding education and support.



WIC Breastfeeding Peer Counselor

The WIC Breastfeeding Peer Counselor offers support and encouragement to all breastfeeding moms to help them meet their breastfeeding goals. This voluntary program is offered to all pregnant and breastfeeding women at enrollment. It is available at any time support and encouragement are needed.



43% of all pregnant women have at least 1 peer contact. Nearly double the amount from 2024.

47% of all breastfeeding women have at least 1 peer contact. A 100% increase from 2024.



Added a Spanish-speaking breastfeeding peer counselor to improve access to breastfeeding support

WIC & Breastfeeding in 2025



77% report ever breastfeeding, and those on WIC prenatally start breastfeeding at **79%**, compared to the state average of **76%**



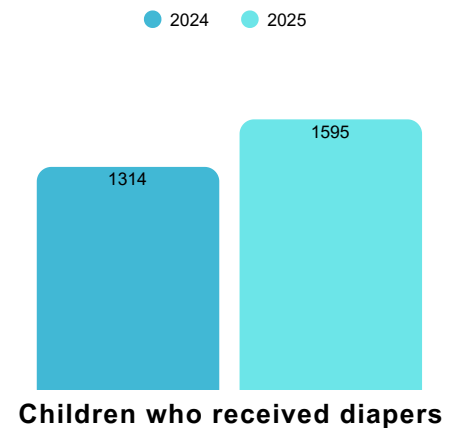
46% of all WIC infants are breastfed for at least 6 months compared to the state rate of **40%**.



10% exclusively breastfeeding until 6 months compared to the state rate of **11%**.

Diaper Bank

We partner with the Kimberly-Clark Eastern Wisconsin Diaper Bank to provide free diapers to our WIC families in need of this support.

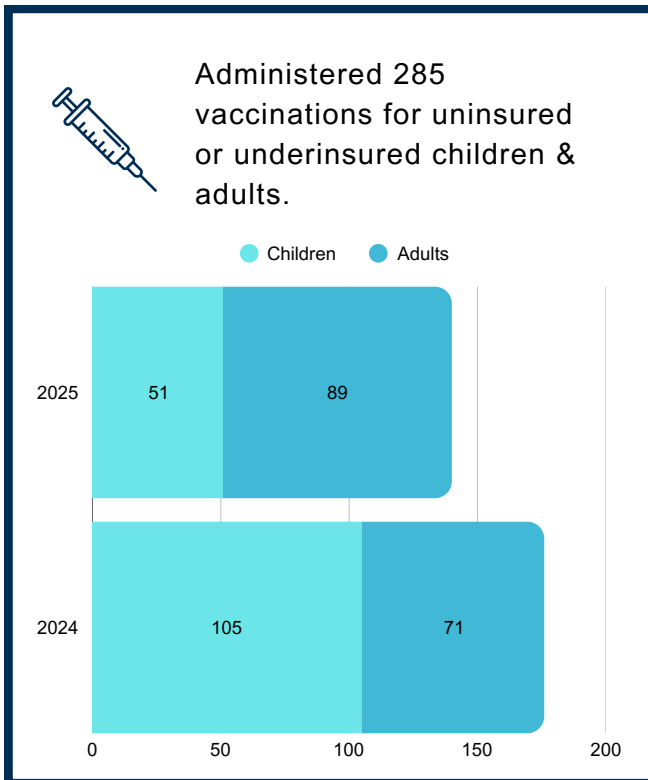


Access to & Linkage with Clinical Care

OCPH works to assist the community with access to preventive and health services.

Services include:

- Vaccines for uninsured or underinsured children & adults
- Pregnancy testing
- Sexually Transmitted Infection (STI) education, counseling & resources



At-Home STI Test Kits

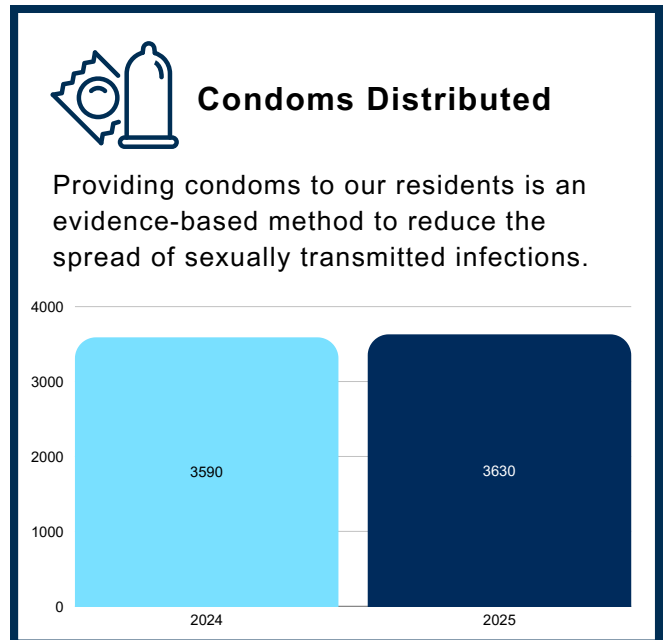
53 kits were distributed through our public health vending machine, our WIC staff, Public Health Nursing staff and support staff handed out to clients.

This is a new initiative to break down barriers residents may have and help prevent the spread of disease. The kits are free.

Offered an off-site clinic to help reach people closer to their homes:

One clinic in Hortonville

17 kids vaccinated



Foundational Capabilities

As described in the Foundational Public Health Services framework, the Foundation Capabilities are the infrastructure needed to support the basic public health protections. The Foundational Capabilities are outlined in this section and are also included throughout the report to demonstrate support for the Foundational Areas. This shows the cross-cutting effects of the Foundational Capabilities and our focus on building skills and expanding capacities.



Assessment & Surveillance

Activities included:

- Completed the Tri-County Community Health Improvement Coalition Community Health Assessment
- Completed the Substance Use Prevention Community-Wide Health Assessment
- OCPH Sharing Information Team responded to a possible outbreak, resulting in an investigation



Community Partnership Development

Activities included:

- Worked with First Five Fox Valley to establish a Help Me Grow program in OCPH
- Established/expanded partnership with Parent Connection for breastfeeding initiatives
- Added two residents to the Community Overdose Action Team multi-sector partnership to advance opioid prevention strategies in Outagamie County



Organizational Competencies

Activities include:

- Added the capability to bill for Tuberculosis services as a new financial resource
- Secured a \$100,000 Vital Strategies matching grant to invest in opioid prevention strategies in Outagamie County
- Began implementation of Public Health Nursing and Environmental Health Core Competencies to increase staff skills



Foundational Capabilities



Policy Development & Support

Activities include:

- Trained County Administration staff on naloxone use/administration to inform internal policies/practices
- OCPH staff in leadership roles of state-wide committees, councils, associations, and workgroups to inform decision-making at a larger scale
- Two sessions were held during the monthly division meeting regarding Public Health 3.0 to strengthen the knowledge/experience of staff



Emergency Preparedness & Response

Activities included:

- OC Health and Human Services Department Operations Center creation to more efficiently respond to emerging events and access resources
- Continuity of Operations plan updates for HHS Divisions
- Collaboration with OC Emergency Management to conduct H5N1 and Joint Information Center workshop and exercise with partners



Accountability & Performance Management

Activities Include:

- Improvements were made and efficiencies gained to achieve the target “No Show” rates of WIC participants
- 2 active Quality Improvement (QI) projects that show our commitment to QI and improvements to customer service
- OCPH alignment of PHAB to incorporate best practices and national standards into daily operations



Communications

Activities included:

- Conducted the first OCPH communication preference survey for residents
- Coordinated and executed Tri-County communications for measles awareness and the NFL draft
- Increased awareness of rabies prevention with a multi-layer campaign, including 5 media interviews, 80,702 Facebook accounts reached, and the post was viewed 165,325 times and shared 428 times
- Launched a successful End Stigma Campaign





Public Health
Prevent. Promote. Protect.
Outagamie County



Contact Information

If you have any questions about the data or information included in this report, or for general inquiries, please call or email us.

Outagamie County Public Health

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