Brown County, WI

Board of Health Educational Guide

Public Health
Prevent. Promote. Protect.

Brown County
Health & Human Services

Accredited Health Department
PHAB
Advancing Public Health Performance
Public Health Accreditation Board

Introduction

This guide has been developed as a comprehensive resource for Brown County Board of Health members to utilize at the beginning of and throughout their term. It is best utilized online, as it links to online trainings, videos, and other resources from trusted sources. Feel free to use or skip sections of this guide based on your prior knowledge and experience with public health.

If you have any feedback on this toolkit, email Anna Nick (anna.nick@browncountywi.gov) or Grace Rollin (grace.rollin@browncountywi.gov).

Thank you to Winnebago County Public Health for sharing their Winnebago County, WI Board of Health Educational Toolkit, which Brown County Public Health used to help create this document.

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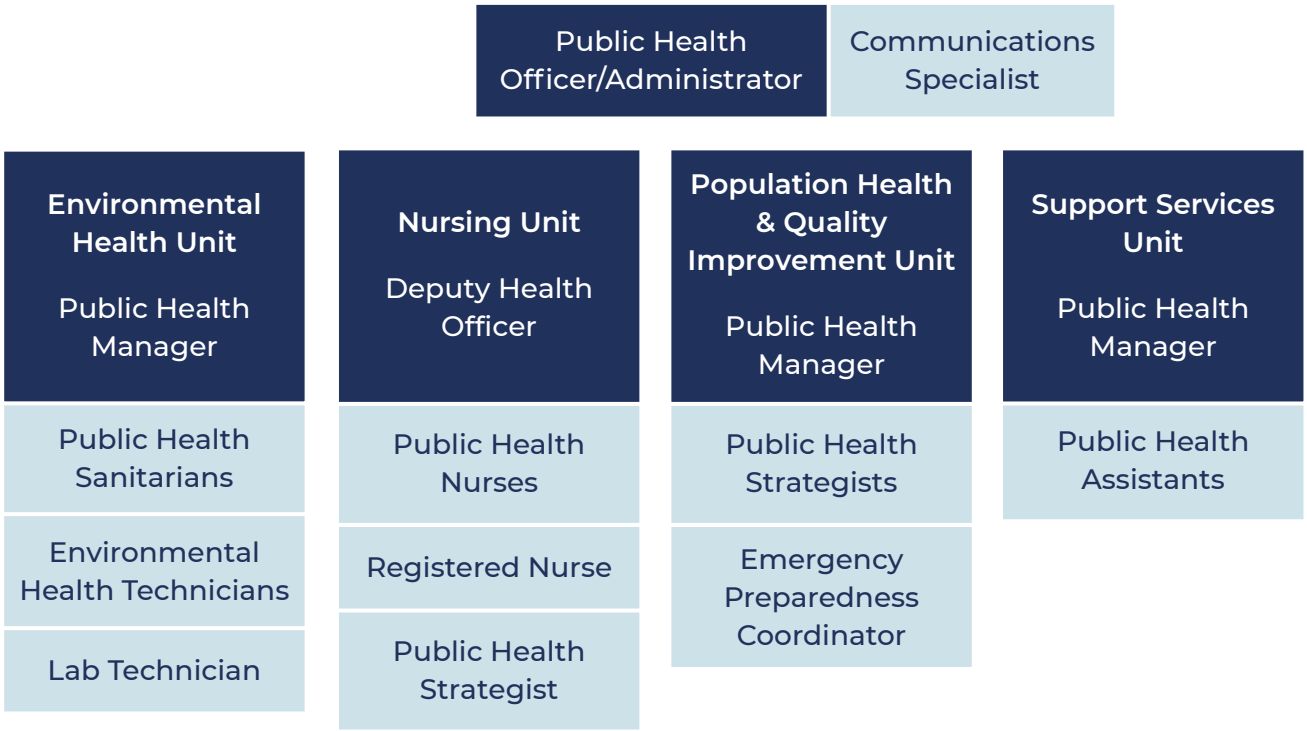
Brown County Public Health

Overview and Organizational Chart

Brown County Public Health (BCPH) is part of Brown County Health & Human Services. Within the Public Health Division there are four units – Environmental Health, Nursing, Population Health and Quality Improvement, and Support Services.



Resources

[BCPH Annual Reports]
This **website** provides links to BCPH's most recent annual report and previous annual reports. The annual report is required by DHS 140. The 2025 Annual Report is organized based on the FPHS framework.

[BCPH Strategic Plan Executive Summary]
This **document** provides a summary of BCPH's 2023-2027 Strategic Plan.

[stayhealthybc.com]
This is BCPH's **website**, which contains information on many programs and initiatives.

[Brown County Public Health's Facebook]

Brown County Public Health

Environmental Health Unit

The Environmental Health Unit works with businesses, local and state agencies, and individuals to ensure that food, water, and homes are safe. Programs include:

- Licensing Program (including restraunts, swimming pools, campgrounds, taverns, tattoo and body piercing establishments, and short-term rentals)
- Water Testing
- Lead Risk Assessments

Nursing Unit

The Nursing Unit works with with individuals, service providers, community organizations, and other public health agencies to prevent disease and illness and protect the health of community members. Programs include:

- Immunization
- Wisconsin Well Woman Program
- HIV Partner Services
- Lead Poisoning Case Management
- Communicable Disease Case Management (including tuberculosis)
- Rabies Control
- Household Sharps Program
- Breastfeeding

Population Health and Quality Improvement Unit

The Population Health and Quality Improvement Unit works to improve the health and well-being of the community. Programs include:

- Public Health Accreditation (including Quality Improvement, Workforce Development, Performance Management, and Strategic Planning)
- Community Health Assessment and Community Health Improvement Plan
- Injury Prevention
- Emergency Preparedness
- Substance Use and Mental Health

Support Services Unit

The Suppport Services Unit is crucial in assisting with many programs, such as immunization clinics, licensing, and animal bite surveillance. They also manage phone lines and BCPH's intake system.

Roles of Local Health Departments

State Statutes and Rules

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.

In Wisconsin, all LHDs are classified as either Level I, II, or III health departments. The level of the health department determines which services and programs must be addressed by the health deparment. All LHDs must provide at least Level I services. **Brown County Public Health is a Level III health department.**

> **Resources**
>
> Wisconsin Local Public Health
> This **website** provides an overview of the requirements for Level I, II, and III health departments.
>
> Wisconsin State Legislature DHS 140
> This **chapter of administrative code** contains the required services of local health departments in Wisconsin.
>
> Wisconsin Administrative Codes Important for Public Health
> This document lists all administrative codes that are related to public health, including DHS 140.

Local Ordinances

The Brown County Code of Ordinances are the local laws or regulations passed by the Brown County Board of Supervisors.

> **Resources**
>
> Brown County Code of Ordinances
> This **website** links to all chapters of the Code of Ordinances. The following chapters are relevant to BCPH:
>
> - Chapter 35 – County Board of Health and County Health Department
> - Chapter 37 – Public Health
> - Chapter 38 – Public Health Nuisance
> - Chapter 39 – Noise Control

Guiding Framework

Foundational Public Health Services

The Foundational Public Health Services (FPHS) framework outlines the unique responsibilities of governmental public health and defines a minimum set of Foundational Capabilities and Foundational Areas that must be available.

Foundational Areas, or public health programs, are topic-specific programs aimed at improving the health of the community.

Communicable Disease Control

Chronic Disease and Injury Prevention

Environmental Public Health

Maternal, Child, and Family Health

Access to and Linkage with Clinical Care

Foundational Capabilities are the cross-cutting skills and capacity needed to support basic public health protections, programs (including the Foundational Areas), and activities that are key to ensuring community health.

Assessment & Surveillance	Community Partnership Development	Equity	Organizational Competencies
Policy Development & Support	Accountability & Performance Management	Emergency Preparedness & Response	Communications

Resources

Foundational Public Health Services (4 minutes)
This **video** provides an overview of the FPHS and how health departments use the framework.

Foundational Public Health Services Factsheet
This **document** provides an overview of the FPHS and descriptions of what is included in each capability and area.

Public Health Accreditation

Overview

In 2024, BCPH applied for and received accreditation status through the Public Health Accreditation Board (PHAB). Accreditation provides a framework for health departments to identify performance improvement opportunities, demonstrate credibility, develop leadership, and improve relationships with the community. It also serves as a mechanism for accountability and transparency. The Foundational Public Health Services are incorporated into the Accreditation Standards & Measures. Accredited health departments must apply for reaccreditation every five years to maintain their status.

Resources

Public Health Accreditation Board

This **website** explains why accreditation is important and how health departments benefit from seeking accreditation.

Beyond Health

Overview

Beyond Health is a collaborative group, co-facilitated by Brown County Public Health and De Pere Health Department. It is made up of partners representing local public health, healthcare, and other health-focused organizations. Together, Beyond helps works on the Community Health Assessment (CHA) and Community Health Improvement Plan (CHIP). These documents guide work done in the community to improve health outcomes.

Community Health Assessment

The CHA is an effort to gather data that tells the story of health in a community. Both secondary data, from a variety of sources, and primary data, that is collected locally through BCPH and Beyond Health, are used in the CHA. Administrative Code DHS 140 mandates that local health departments complete a five years. Beyond Health completes a CHA on a three-year cycle to align with healthcare requirements.

Community Health Improvement Plan

The CHIP is a long-term effort to address public health problems in a community. Like the CHA, Brown County's CHIP is updated on a three-year cycle.

Below are focus areas for the 2025-2027 CHIP:

1. Mental Health and Substance Use
2. Healthy and Safe Homes
3. Pathways to Healthcare

Resources

Community Health Assessment
This **website** provides more information on the CHA and the most recent CHA.

Community Health Improvement Plan
This **website** provides more information on the CHIP and the most recent CHIP.

Board of Health

Board of Health's Role

Boards of Health for local health departments have different authorities and responsibilities, depending on the structure of each county and health department. Brown County's Board of Health serves in an advisory role.

Mission: *"Brown County Board of Health protects and promotes equitable health and wellness through leadership, partnerships, and support of community initiatives focused on prevention, education, and wellness."*

Brown County Board of Supervisors	This is the policy making body, made up of elected officials representing each district in the county.
Human Services Committee	This is an oversight board of the Brown County Board of Supervisors. They provide budget and policy oversight for health and human services related departments, including Brown County Public Health.
Board of Health	This is an advisory board for Brown County Public Health. They discuss best practices and advocate for public health at the local and state levels.
Brown County Public Health	The Brown County Public Health Division carries out public health operations for the county, and the Public Health Officer is responsible for operational oversight.

Resources

Brown County Board of Health Bylaws

Being an Effective Board of Health Member
This **document** provides a description of Boards of Health and their roles.

Brown County Board of Health
This website contains all meeting agendas and minutes for the Board of Health.

Brown County Human Services Committee
This website contains all meeting agendas and minutes for the Human Services Committee.

Resources for Boards of Health

Wisconsin Association of Local Health Departments and Boards

Wisconsin Association of Local Health Departments and Boards (WALHDAB) has a mission to serve as the statewide leader and voice for local governmental public health. WALHDAB membership is made up of individuals from local health departments and their boards of health. WALHDAB works with WPHA on health policy and lobbying efforts.

National Association of Local Boards of Health

The National Association of Local Boards of Health (NALBOH) informs, guides, and is the national voice for boards of health. NALBOH works to strengthen boards of health and governance through connecting board of health members and providing resources to help them understand their roles.

Wisconsin Public Health Association

Wisconsin Public Health Association (WPHA) is an organization that plays a key role in advocating for public health. WPHA's Policy and Advocacy Committee promotes health policy development by recommending action and educating members and public officials about legislative issues. WPHA also supports a lobbyist to lobby for specific legislation affecting public health.

In addition to Policy & Advocacy, WPHA has several other committees that run different operations of the association. Section represent professional disciplines or fields of interest for association members and non-members.

American Public Health Association

The American Public Health Association (APHA) works to build public health capacity on a national level and to influence federal policy to improve the public's health.

Investing in Public Health

Financial Investment in Public Health

Funding for public health is crucial as it allows public health systems to be prepared to address public health emergencies and respond to other health issues, such as chronic disease. Even small investments in public health programming can have a significant return on investment through preventing disease and injury. Wisconsin is the state with the second lowest amount of funding allocated at $69 per person. **Board of Health members can play a key role in advocating for sustainable public health funding.**

Every dollar invested in public health through prevention saves about $14 in healthcare spending. (Source: Pew)

Resources

Barriers and Benefits of Investment in Public Health

This **article** discusses underfunding in public health and the return on investment of public health interventions.

Prevention Means Business

This **document** explains how making investments in health can improve productivity and make businesses stronger.

What is Public Health?

Public Health 101

Health is defined as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." (World Health Organization)

Public health is defined as "the science of protecting and improving the health of people and their communities." (Centers for Disease Control) Public health works at the population level to protect and improve health outcomes for everyone.

> **Resources**
>
> What is Public Health? Crash Course Public Health #1 (12 minutes)
> This **video** provides an introduction to what public health is, how public health differs from clinical medicine, an example of public health intervention, and information about public health funding.
>
> Public Health 101 Series (approximately 30-45 minutes)
> This **interactive course** goes deeper into the purpose of public health, key terms, historic events, core functions of public health, the role of stakeholders in public health, and what influences the public's health.

History of Public Health

Throughout history, public health approaches have been used to decrease illness and increase quality and length of life. Here are a few major public health achievements of the 20th century to show the positive impacts of public health:

- Vaccination
- Motor-vehicle safety
- Safer workplaces
- Control of infectious diseases

> **Resources**
>
> John Snow and Cholera - What's the Connection? (2 minutes)
> This **short video** explains a classic example of how public health has been used to prevent the spread of disease.
>
> How Has Public Health Changed
> This document explains the differences between public health 1.0, 2.0, and 3.0.

Public Health Concepts

Social Determinants of Health

The Social Determinants of Health (SDoH) are non-medical factors that affect health outcomes. They include the conditions in which people are born, grow, work, live, and age. The five SDoH are:

- Economic Stability
- Education Access and Quality
- Health Care and Quality
- Neighborhood and Built Environment
- Social and Community Context

Resources

How Do Social Determinants Impact Public Health? (4 minutes)
This **short video** provides examples of how each SDoH can impact heath.

Healthy People 2030 - Social Determinants of Health
This **website** provides Healthy People 2030's objectives for improving each SDoH.

Systems Thinking

Systems thinking in public health is an approach that views health issues as complex, interconnected systems rather than linear cause and effect problems.

Resources

Systems Thinking in Public Health (70 minutes)
This **training** from University of Wisconsin Population Health Institute provides an in-depth explanation of systems thinking and tools related to systems thinking that can help strengthen public health work.

Public Health Concepts

Health in All Policies

Health in All Policies (HiAP) is a collaborative approach to improving the health of all people by considering health when making decisions across sectors and policy areas. HiAP is a way to address the Social Determinants of Health. Essentially, HiAP means that whenever decisions are being made, the people making those decisions should think about the impacts that they can have on health.

Resources

Health in All Policies: Better Policies, Better Health (3 minutes)
This **short video** explains that more than just healthcare impacts health and how HiAP benefits communities.

An Introduction to Health in All Policies: A Guide for State and Local Governments
This document provides an explaination of HiAP and links to an in-depth guide to HiAP for state and local governments.

Links

American Public Health Association

Brown County Public Health

Centers for Disease Control and Prevention

National Association of Local Boards of Health

Public Health Accreditation Board

Wisconsin Association of Local Health Departments and Boards

Wisconsin Department of Health Services

Wisconsin Public Health Association

To view the online version of this guide with clickable links, scan the QR code or visit: https://www.stayhealthybc.com/about/board-of-health/.