



Monroe County Health Department

Serving the Community since 1921

14301 Co. Hwy. B, A18 · Sparta, WI 54656 · (608) 269-8666 · Fax (608) 269-8872

NOTICE OF MEETING

COMMITTEE: Monroe County Board of Health

TIME: 9:00 a.m.

PLACE: Community Services Building, Room 443-444

DATE: August 10, 2015

SUBJECT MATTER TO BE CONSIDERED:

- A. Call to Order
- B. Approval of July 13 Board of Health Minutes - Action
- C. 2015 Budget Reports – Discussion
 - Public Health
 - WIC
 - Loan Closet
- D. Program Reports - Discussion
 - Public Health
 - WIC
- E. Staff Comp Time and Mileage Report -Discussion
- F. Request for Line Item Transfer – Discussion and Action
- G. 2015 Flu Charges – Discussion and Action
- H. 2016 Budget Review - Discussion
- I. Social Media Policy & Procedure – Discussion and Action
- J. Meeting Date and Time
- K. Adjournment

Mary Cook, Chairperson 
DATE NOTICES MAILED: 8/3/15

“The mission of the Monroe County Health Department is to protect, promote, and improve the health of county residents”.

PLEASE NOTE: A quorum of the Monroe County Board or other committees may be present at this meeting. No business of the County Board or other committees will be conducted at this meeting, only the business noted above.

July 13, 2015

TIME AND PLACE: The regular meeting of the Monroe County Board of Health was called to order by Mary Cook at 9:07 a.m. Monday, July 13, 2015 in Room 443 of the Community Services Center, Bldg A, 14301 County Hwy B, Sparta.

ROLL CALL:

Present: Dean Peterson
Gene Treu
Dr. Emma Ledbetter
Marlene Sund
Mary Cook

Excused: Jim Rice

Absent: Kristy Brown
Wade Blackdeer

Staff: Sharon Nelson
Pam Rainwater

Guest: Jennifer Pederson, Public Health Nurse (PHN)

REVIEW OF MINUTES: Minutes of the June 8, 2015 meeting were reviewed. Motion by Dean Peterson, seconded by Gene Treu to approve minutes as presented; motion carried.

BUDGET REPORTS: Sharon Nelson presented the budget reports for Public Health, WIC, and Loan Closet to the Board.

PROGRAM REPORTS: Pam Rainwater presented the program reports.

STAFF COMP TIME & MILEAGE REPORT: Pam Rainwater presented the staff comp time and mileage report.

WISCONSIN WELL WOMEN PROGRAM UPDATE:

Sharon introduced Jennifer Pederson, PHN, to provide an update on the Wisconsin Well Woman Program (WWWP). Sharon noted that after 20 years of providing WWWP services, the health department is no longer doing so effective June 30, 2015, she also provided the history of the WWWP in Monroe County through the years. Sharon and Jennifer stated that there has been a change to WWWP statewide as it relates to the availability of providers and coordinating agencies but not services offered. Locally, WWWP providers will be available through Vernon Memorial Hospital, Gundersen and Mayo facilities and their satellite clinics. La Crosse County Health Department (LCHD) will be the multi-jurisdictional area coordinating agency consisting of LaCrosse, Monroe, Vernon, Crawford and Buffalo counties.

Jennifer shared Monroe County enrollment statistics with the board, stating that there was an average of 99 women enrolled annually from 2004-2015. In 2015 the health department has recognized a decrease in enrollment secondary to the Affordable Care Act. Prior to the transition of service providers, we met with the LCHD WWWP Coordinator to discuss the transition/transfer of clients and assure that needs were identified. Sharon provided board members with information/handouts on WWWP providers as of July 1, 2015; a map of WI highlighting access to individual WWWP providers throughout the state; and a state map depicting the multi-jurisdictional area WWWP service coordinating agencies. Sharon noted that we will continue to support the WWWP program with referrals to the La Crosse County Health Department.

VACCINE PREVENTABLE DISEASE REPORT IN WISCONSIN, 1978-2014:

Sharon distributed copies of the handout titled Selected Vaccine Preventable Diseases Reported in Wisconsin, 1978-2014. Sharon noted that not only does the handout outline the number of cases (in Wisconsin only) of selected diseases reported since 1978 but also highlights the value and success of vaccine preventable diseases. There was discussion about how routine childhood vaccinations have made such an impact on public health, that immunizations are considered one of the greatest medical achievements of the 20th century. Vaccines prevent disease in people who receive them and protect those who come in contact with unvaccinated individuals. Before vaccines, many children died from diseases such as measles and pertussis. Through the introduction of routine vaccinations many diseases are becoming rare in the U.S. The viruses and bacteria that cause them still exist, though. Vaccinations are one of the best ways to put an end to the serious effects of certain diseases.

2016 BUDGET PREPARATION:

Sharon informed board members of guidance received from Cathy Schmit, County Administrator, regarding the 2016 budget timeline. Sharon plans to begin working on the budget in July in anticipation of presenting the proposed 2016 budget at the August 10th Board of Health meeting and then forwarding to Cathy Schmit.

WIC HEALTH SCREENER RESIGNATION:

Sharon informed board members that Sue Shie, WIC Clerk/Health Screener, has tendered her resignation effective August 24, 2015. Sharon read Sue's letter to the board noting that Cathy Schmit, County Administrator, and the Personnel department have been informed of the resignation. Sharon noted that an ad is currently running for the position to be filled at 24-32 hours per week due to WIC budget decrease in funding, previously 40 hours. Motion made by Emma Ledbetter, seconded by Marlene Sund to approve the WIC Clerk/Health Screener position being filled at 24-32 hours per week; motion carried.

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ANIMAL BITES POLICY & PROCEDURE:

Pam summarized the Animal Bites policy and procedure. Motion made by Dean Peterson, seconded by Gene Treu to approve the Animal Bites policy as written; motion carried.

ADJOURNMENT:

The next Board of Health meeting will be held on August 10, 2015 at 9:00 a.m. in Room 443 of the Community Services Building. Motion to adjourn the meeting at 10:12 a.m. made by Dean Peterson, seconded by Emma Ledbetter; motion carried.

Respectfully submitted by,

Sharon L. Nelson, RN
Director/Health Officer

Pamela J. Rainwater, RN
Recording Secretary

sln/pjr/ld



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TITLE: Social Media Policy and Procedure

POLICY: Monroe County Health Department is committed to providing communications to support the goals and objectives related to health department business by sharing information via social media.

DOMAIN/STANDARD/MEASURE: 11.1.1

RELATED DOCUMENTS/GUIDANCE:

11.1.1 HIPAA-Access to Protected Health Info
11.1.1 Record Retention Policy
11.1.1 Communications Policy & Procedure
Information Systems Department

EVIDENTIARY REFERENCES:

CDC Health Communicator's Social Media Tool Kit-

http://www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

Social Media Tools for Consumers and Partners- <http://www.cdc.gov/socialmedia/>

WI DHS Using Social Media Platforms, such as Twitter, Facebook, MySpace and LinkedIn-

https://www.dhs.wisconsin.gov/sites/default/files/rl_DSL/Publications/pdfmemos/11-026.pdf

Wisconsin WIC Digital Toolkit 2014- (Attachment 1)

Social Media and Web 2.0 Standard Operating Procedures: Guidance Material-

<https://idisaster.wordpress.com/2010/09/16/social-media-and-web-2-0-standard-operating-procedures-guidance-material/>

Center for Technology in Government Designing Social Media Policy for Government: Eight Essential Elements- http://www.ctg.albany.edu/publications/guides/social_media_policy/social_media_policy.pdf

PROCEDURE:

Health department staff shall adhere to the following in the utilization of social media:

1. Social media is a new and potentially valuable means of better communicating with the citizens of Monroe County. As this tool is phased into use for Monroe County Health Department (MCHD), social media is limited at this time to the following purposes:
 - a. Community outreach and engagement by providing health promotion ideas, prevention tips, and community resource links.
 - b. Time-sensitive notifications such as disasters or weather emergencies, public health announcements, agency sponsored events, partner sponsored events, and volunteer opportunities.

2. Staff shall follow three basic principles when participating in on-line work-related activities: Be respectful, be honest and accurate, and post only appropriate content. Staff shall avoid posting complaints or criticism, using statements, photographs, video or audio that could be viewed as malicious, obscene, threatening or intimidating, or anything that might constitute harassment or bullying. Posts meant to intentionally harm someone's reputation (defamation of character) or contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law shall be avoided. Never post false information or rumors about Monroe County, fellow employees, clients, providers or those working on behalf of Monroe County.
3. Staff shall refrain from accessing social media while on work time or on the equipment provided, unless work-related as authorized by administration or consistent with Monroe County's Computer Policy.
4. The MCHD Director/Health Officer or Assistant Director shall designate staff, herein known as moderators, responsible for chosen social media venue. Each staff member assigned to serve as moderator must sign the Social Media Training Acknowledgement (Attachment 2) form. The signed statement will be placed in the respective personnel file.
5. The director/health officer or assistant director shall approve all health department social media platforms.
6. All assigned staff will receive training on how the health department will use social media and how individual staff will be permitted to access, monitor and interact with MCHD's social media platforms. Social media moderators shall be trained regarding the terms of this policy.
7. Assigned staff, are authorized to create and post content on behalf of the health department, but do not own the accounts. Staff shall not create a link from their personal blog, website or other social networking site to a Monroe County website.
8. Posting of information shall be done at a minimum of twice per month.
9. Each social media profile page shall include an "about us" section that shall contain MCHD's address, phone number, mission statement. Page(s) shall be designed for the target audience. Page(s) shall clearly indicate that opinions expressed by visitors do not reflect the opinions of Monroe County Government. The Facebook email account will be checked daily during normal business hours for notifications of comments posted to the Facebook page. The Social Media Comments Policy (attachment 3) shall clearly state that any content posted or submitted for posting is subject to public disclosure. Posted comments will be monitored and MCHD staff reserve the right to remove obscenities, off topic comments, personal attacks, or any other inappropriate postings which will be captured by a screenshot, saved in ..\\..\\..\\..\\0 D3 Inform Educate\3.2 Promote PH info & functions\3.2.4 Make info available externally\Social Media\Deleted Comment Log.xlsx, and retained pursuant to MCHD's Record Retention Policy and Procedure.
10. Page(s) shall abide by copyright, trademark, and service mark restrictions. Page(s) shall exclude political or private business activity. Monroe County's Information Systems (IS) Department shall be notified and given administrative permissions to all MCHD social media sites.
11. Bear in mind that postings are the "voice" or position of the Health Department.
12. MCHD's name and logos may be used on social media platforms owned and maintained exclusively for health department purposes.
13. If a posting contains an error, the mistake shall be acknowledged, corrected quickly and reported to administration.

14. When the role of moderator ends, the employee shall surrender all rights, including administrative authority and passwords, to these accounts.
15. MCHD will endeavor to establish social media performance objectives and a measurement system for assessing outcomes of social media platforms with tracking in MCHD's Strategic Plan- ..\..\..\..\0 D5 PH P & Procedures\5.3 MCHD strategic plan\5.3.2 Adopt a dept strategic plan\Strategic Plan 2015-19\MCHD Strategic Plan 2015-19.doc
16. Open records laws and policies apply to social media content; content must be able to be managed, stored and retrieved to comply with these laws. Social media content will be stored at ..\..\..\..\0 D3 Inform Educate\3.2 Promote PH info & functions\3.2.4 Make info available externally\Social Media\Facebook Log.xlsx
17. Staff shall maintain the confidentiality of protected health information. Information of a personal health nature that is protected under the Health Insurance Portability and Accountability Act (HIPAA) or Wisconsin confidentiality statutes posted to MCHD's social media platform shall be immediately removed and is not subject to archiving. Information sufficient to enable the department to contact the poster to address their individual health-related need/inquiry will be collected and internally referred to the staff for confidential follow up.
18. Individual, confidential work-related communications with clients via social media is not permitted.
19. Employees found in violation of this policy may be subject to disciplinary action up to and including termination of employment.
20. Monroe County encourages staff to report violations to appropriate administration and prohibits taking negative action against any employee for reporting such.
21. Staff shall refer to Definitions (Attachment 4) for additional social media details.

<u>Date</u>	<u>Approved</u>	<u>Reviewed</u>	<u>Revised</u>	<u>SIGNATURE (NAME/TITLE)</u>

- Attachments:
1. Wisconsin WIC Digital Toolkit 2014
 2. Social Media Training Acknowledgement
 3. Social Media Comments Policy
 4. Definitions

Author/Date: Rebecca Campbell, RN, Public Health Nurse
 Jennifer Pederson, RN, Public Health Nurse
 Patricia Hagen, RD, WIC Coordinator/Nutritionist

Review Frequency: Annually