THE POWER OF COLLABORATION IN RURAL COMMUNITIES

Collective Impact for Underserved Populations













Immunize WI
Champions for Health:

Boosting Vaccination

Confidence in Uncertain Times









BECKY MROCZENSKI, BSN, RN
Public Health Nurse
Marathon County Health Department



FRANCISCO GUERRERO, LHN, CHW

Health Coverage Navigator/Covering WI Partnership Wisconsin Institute for Public Policy and Service & Hmong & Hispanic Network (H2N)



Population:

34,703 (41/72)

Large: 1,210 Sq.

Miles (7/72)

MARATHON COUNTY RURAL & URBAN

Population:

137,820 (10/72)

Largest: 1,545 Sq.

Miles (1/72)



SESSION OBJECTIVES

Collaborate with traditional and non-traditional partners to provide services for all.



Identify ways to make immunization services more culturally appropriate, make improvements to reach underserved populations, and reduce barriers.







POPULATIONS & PARTNERSHIPS TO BE DISCUSSED

Community Health & Resource Fairs

Marathon County & H2N Partnership

Clark County Plain Community Outreach



COMMUNITY HEALTH & RESOURCE FAIRS







COMMUNITY HEALTH & RESOURCE FAIRS

Late 2022: Local-faith based organization serving 200+ families per week. Drive-Through Food Pantry: 2nd Thursday of the Month - 2:00pm to4:00pm





St. Bernard and St. Louis

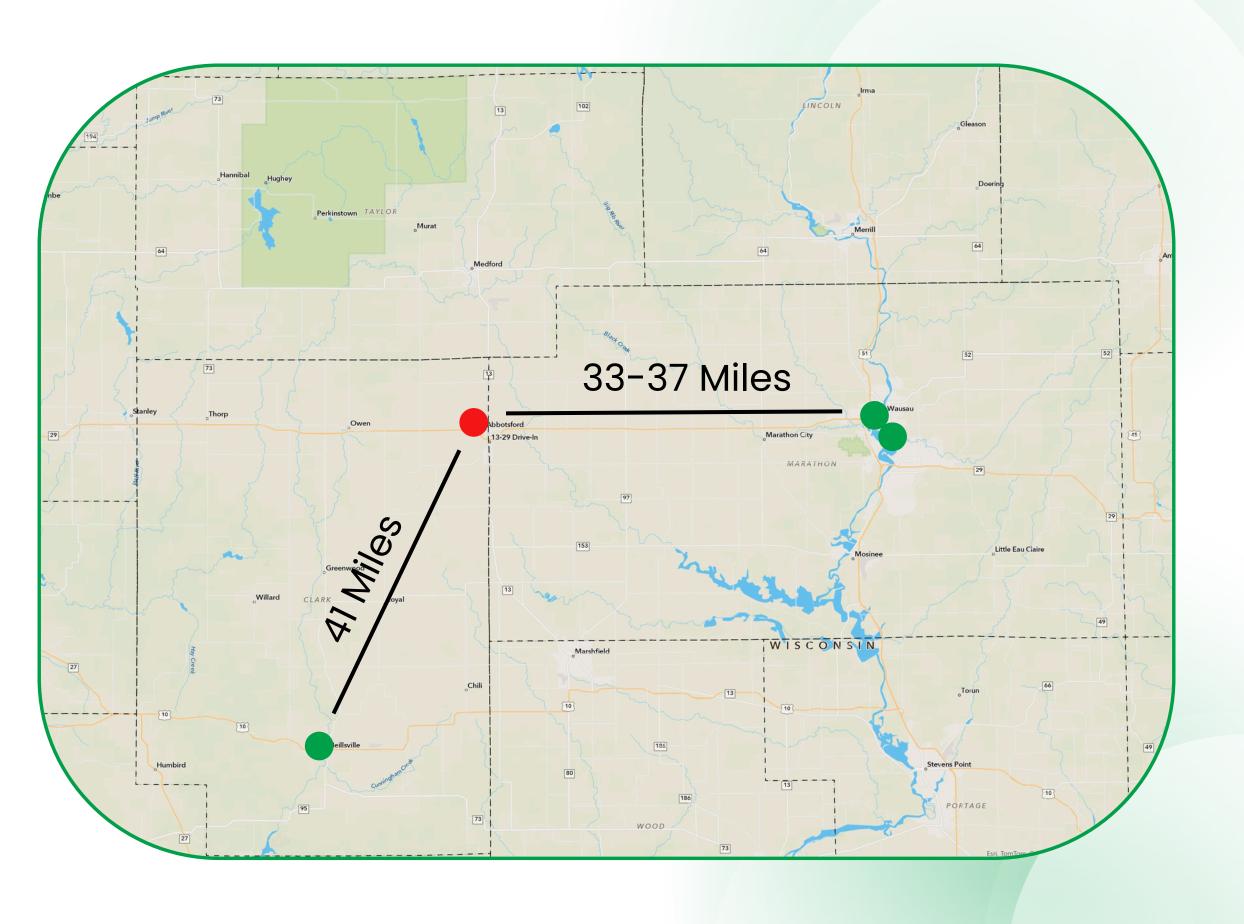
Catholic Churches

St. Bernard Church 400 N. 2nd Ave, Abbotsford, WI 54405

St. Louis Church 133 N. 3rd St, Dorchester, WI 54425

www.abbydore.org - (715) 223-4026 - parish@abbydore.org

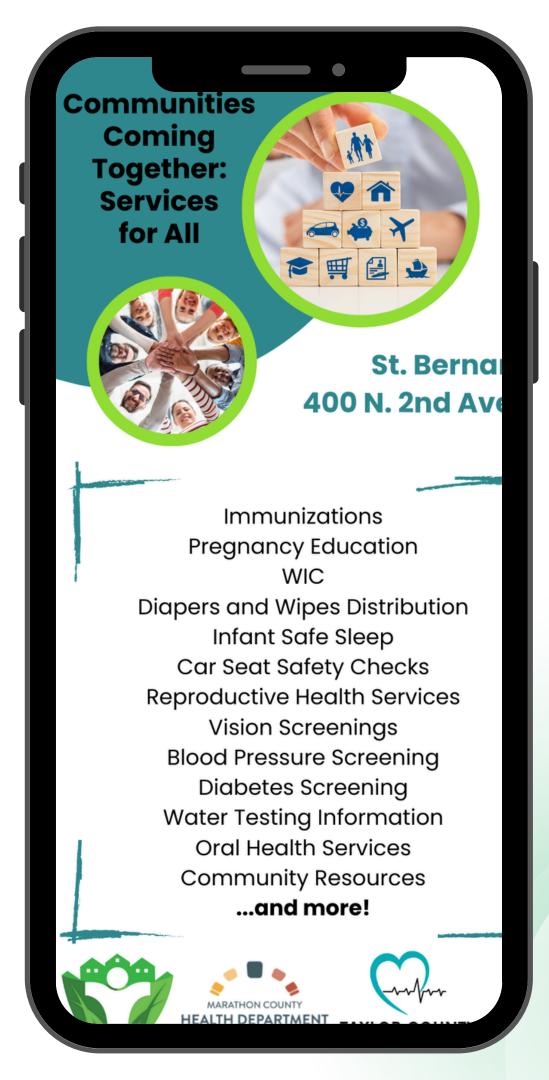




Food Pantry

Marathon County
Clark County
Taylor County

Hard for underserved populations to travel far distances to receive needed services.



COMMUNITY HEALTH & RESOURCE FAIRS

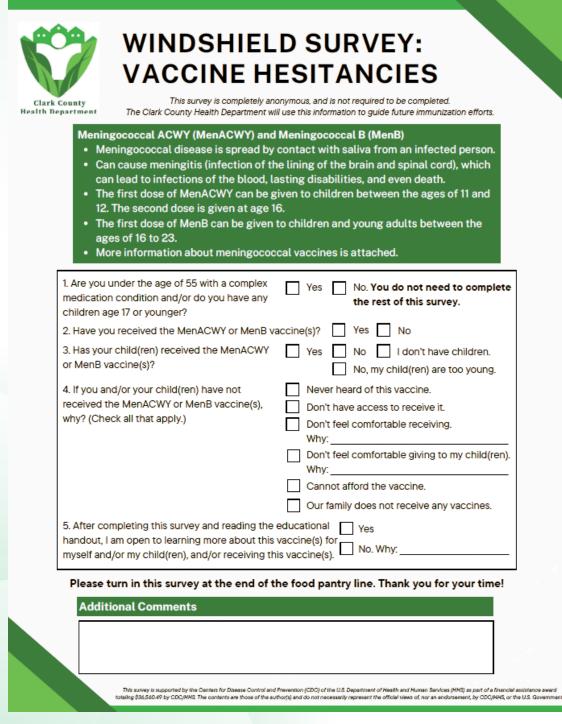
Began January 2023

Multiple community partners coming together in one place to provide services for all (focus on no-cost or low-cost services).

With each health fair, we adapted and learned how to better serve clients who had immunization needs.

WINDSHIELD SURVEYS

HPV & Meningococcal





WINDSHIELD SURVEY: VACCINE HESITANCIES

This survey is completely anonymous, and is not required to be completed.

The Clark County Health Department will use this information to guide future immunization efforts.

Human Papillomavirus (HPV)

- HPV is a common infection spread through close skin-to-skin contact. It can be found in men and women of all ages.
- 85% of people will become infected with HPV at some point in their lives.
- · HPV infections can lead to cancer.
- The first dose of HPV can be given to children between the ages of 11 and 12. The second dose is given 6-12 months later.
- Those who receive their first dose after their 15th birthday need three doses
 Mass information about the HDV yearing is attached.

1. Are you under the age of 45 and/or do you have any children age 17 or younger?	Yes No. You do not need to complete the rest of this survey.	
2. Have you received the HPV vaccine?	Yes No	
3. Has your child(ren) received the HPV vaccine?	Yes No I don't have children. No, my child(ren) are too young.	
4. If you and/or your child(ren) have not received the HPV vaccine, why? (Check all that apply.)	Never heard of this vaccine. Don't have access to receive it. Don't feel comfortable receiving. Why: Don't feel comfortable giving to my child(ren). Why: Cannot afford the vaccine. Our family does not receive any vaccines.	
5. After completing this survey and reading the educational handout, I am open to learning more about this vaccine for myself and/or my child(ren), and/or receiving this vaccine.		
Please turn in this survey at the end of the food pantry line. Thank you for your time!		
A Living Table 100 and		

This survey is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award

WINDSHIELD SURVEY RESULTS

HPV

- 75 Distributed 42 Returned
- 83% Spanish Speaking
- 19 have never heard of it.
- 11 can't afford it, or can't access it.
- 8 adults had received.
- 5 children had received.
- 27 were open to learning more.
 - even more so for our young children.

<u>Meningococcal</u>

- 75 Distributed 43 Returned
- 84% Spanish Speaking
- 23 have never heard of it.
- 7 can't afford it, or can't access it.
- 3 adults had received.
- 6 children had received.
- 27 were open to learning more.
- Pretty sure we've had MenB vaccine. I'm pretty sure me and kids of age have had MenB vaccine. Anything the doctor asks if we want this or that, we just get it and be done. ??
- **Recause no one realizes what vaccines are for. 99**
- 1 have no knowledge of this vaccine. It seems very important to our health. 99

TAKEAWAYS

Education

Access

Administration

CULTURALLY MINDFUL

Increase in service needs for those seeking immunizations for immigration.

Spanish-speaking only clients.



Increase in-person interpreters (gold-standard)

Vacuna Tdap (tétanos, dinariament): Lo que necesita sa de la vacuna contra Tdap puede prevenir el tétanos, la difteria y la tos ferina (tetanus, diphteria and pertussis, Tdap).

La difteria y la tos ferina se contagian de persona persona. El tétanos entra en el cuerpo a través de la so heridas.

"TANOS (T) causa rigidez dolorosa de la incamera de la cuerpo del cuerpo de la cuerpo del la cuerp

Hard-copy Spanish VISs Ade verificación de Intradicciones de las recontradicciones de las vacunas para niños y adolesce.

Para padres/tutores: las siguientes preguntas nos ayud, hoy a su hijo. Si responde "sí" a alguna pregunta, no signo Solo significa que se deben hacer otras preguntas. Si una atención médica que se la explique.

1. ¿El niño está enfermo hoy?

2. ¿El niño tiene alergias a medicamentos, alimentos, un componente de la vacuna o lá 3. ¿El niño ha tenido una reacción grave a una vacuna en el pasado?

4. ¿El niño tiene un problema de salud a largo plazo con enfermedades cardiacas, pu' hepáticas, del sistema nervioso o metabólicas (p. ej., diabetes), un trastorno de la o una fuga de liquido cefalorraquideo? ¿Está tomando regularmente aspirina o para niños de 2 a 4 años: ¿Le ha dicho un proveedor de atención médica "mos 12 meses?

¿Le han dicho alguna vez que el niño tuvo intusur"

Laminated
Spanish
screening forms



Both health departments offering VFC and VFA vaccines

FLU VACCINES



H₂N

No-Cost Flu Vaccines (Age 2+)

Donated By: Aspirus Health System



Clark County

No-Cost Flu Vaccines (Age 6 Months - 18)



Marathon County

Assisted Clark County in administering to children (efficiency).

MOBILE UNIT





SCHOOL REQUIRED VACCINES



Saw the largest turnout in October 2024.

Turned 20+ families away.

Planned last minute clinic for November 2024.

Sign waivers (after 40th day of school).

Planning special school-based clinic for end of September 2025.





BY THE NUMBERS

2024: 311 Vaccines Administered

6 Health Fairs (4 Hours Each)

MARATHON COUNTY & H2N PARTNERSHIP



ADDRESSING NEEDS POST COVID

End of AMI COVID vaccine clinics.

COVID Vaccines = All Vaccines?

Identified underserved populations that meet eligibility requirements.



DAIRY FARMS



Marathon County:

2nd Largest Amount of
Dairy Farms in
Wisconsin



Total # of Farms in Marathon County: 347

STRENGTHENING PARTNER RELATIONSHIPS



Visited 2 dairy farms, multiple times.



MCHD administered vaccines.
2024 Total: 111



What other services do employees and their families need?

ADDITIONAL SERVICES



Stop the Bleed Training



Health Navigation

STAFF & FAMILIES



HEALTHY STAFF, BUSINESS & ECONOMY



"Healthy Tour"

Identified Latina/o populations that may need vaccinations.

2 Restaurants 2024 # of Vaccines: 55

IMPORTANCE OF COMMUNITY HEALTH COLLABORATION



H2N Liaisons

Where to go?
When?
What needs?



Community
Health Workers

Extend relationships past vaccines.
What other services?

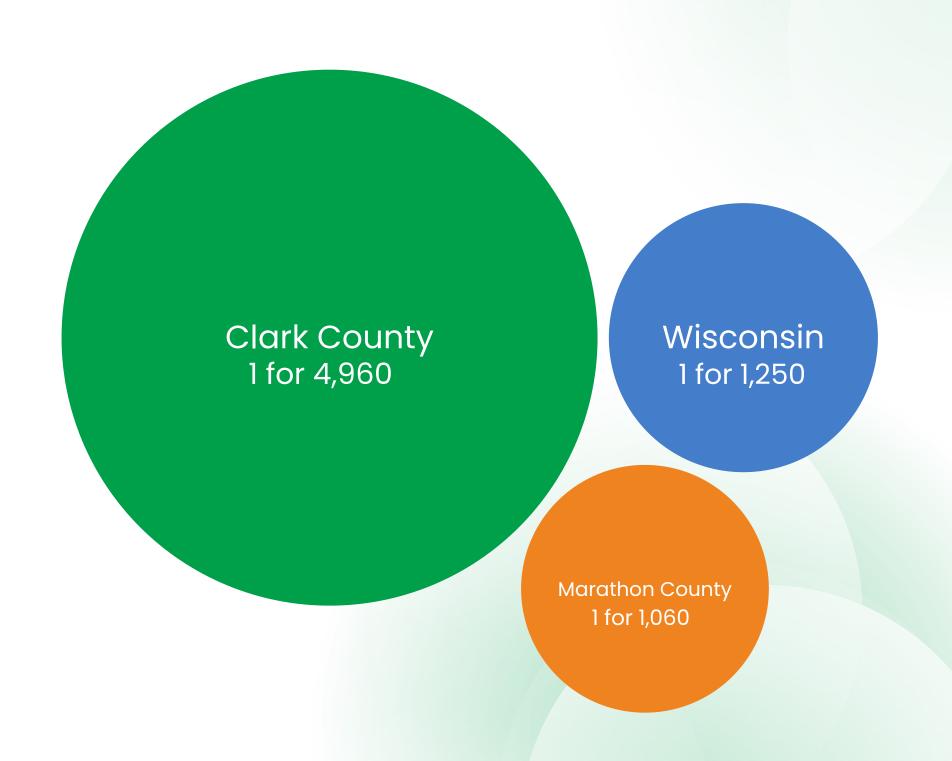


MCHD Vaccines

STI Testing Added in 2025

TB Screenings?

HEALTH RANKINGS: PRIMARY CARE PROVIDERS



Access to Healthcare (also affordable)

Transportation

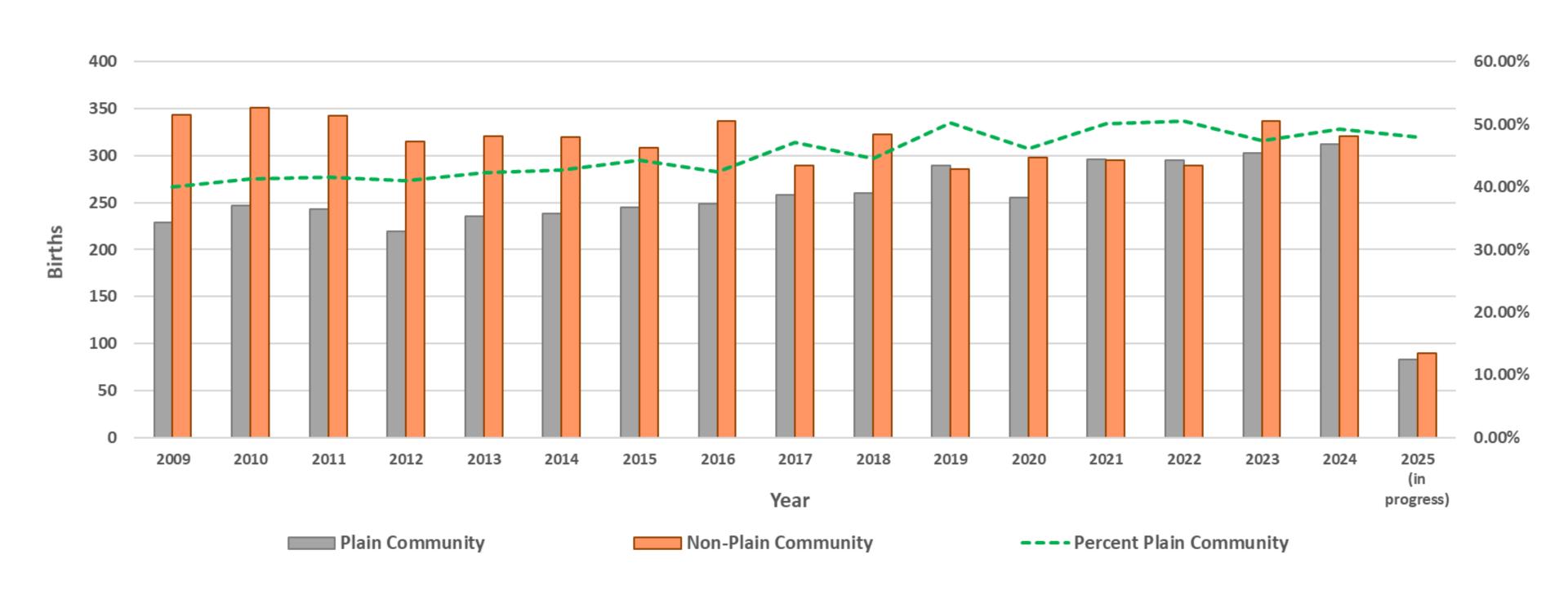
Trust & Relationships

Community Health Workers
Health Navigators

CLARK COUNTY PLAIN COMMUNITY OUTREACH

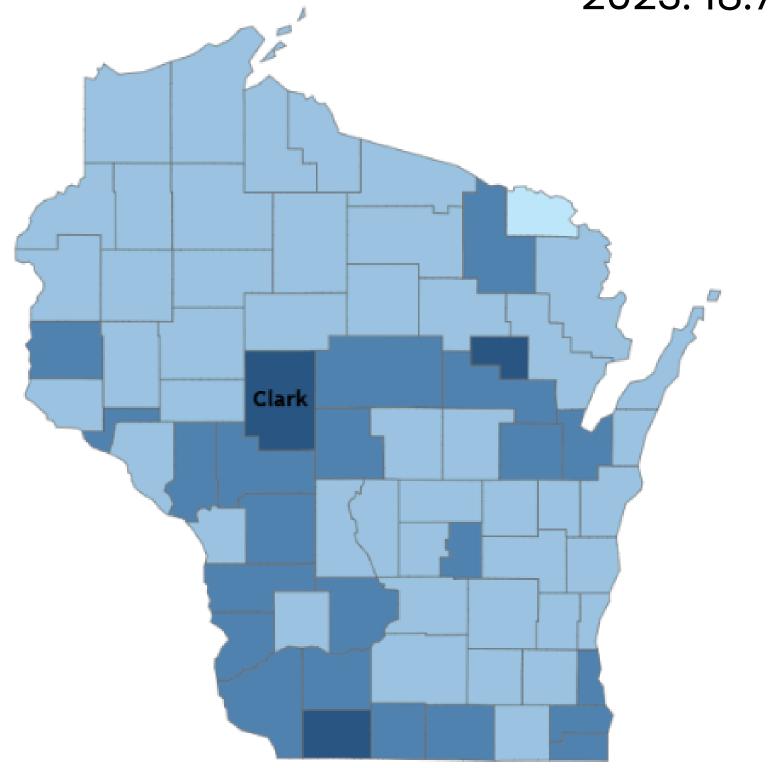


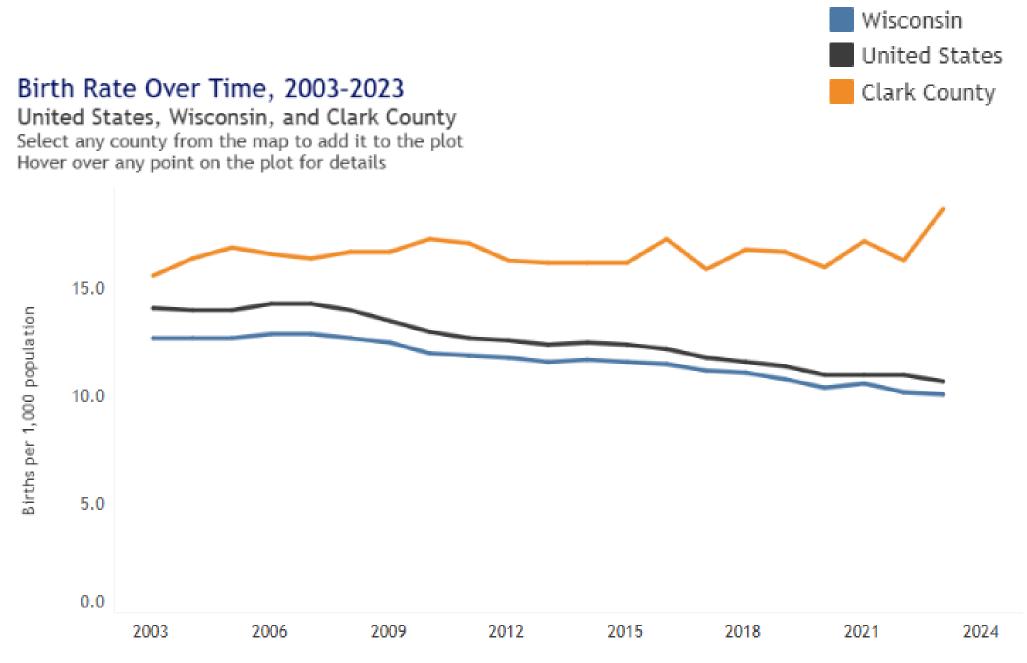
CLARK COUNTY BIRTH RATES



CLARK COUNTY BIRTH RATES

2023: 18.7 live births per 1,000 people





An "X" indicates that the count is less than 5 (but more than zero) and has been suppressed to protect confidentiality.

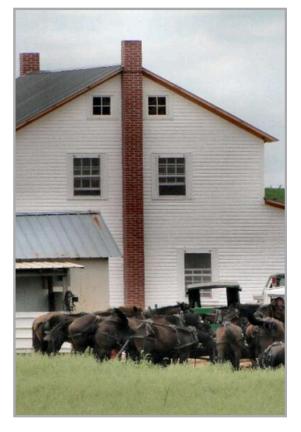
CULTURAL PRACTICES

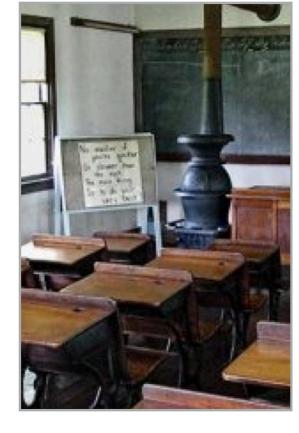
Decline health insurance.

Shy of government support/assistance.

Less Preventative More Reactive

















2025 CLARK COUNTY HEALTH DEPARTMENT IMMUNIZATIONS

THORP & WITHEE AREA

CURTISS, LONGWOOD & GREEN GROVE AREA

3rd Tuesday of Even Months

February 18th, April 15th, June 17th, August 19th, October 21st, December 16th

NEW LOCATION!

8:30AM

Norman & Elaine Martin Home W11243 Pine Road, Stanley

9:30AM

Marlin & Linda Zeiset Home N14352 Gorman Ave, Thorp

10:30AM

Reuben & Esther Zimmerman Home W7782 Cty Hwy X, Withee

11:30AM

Country Echos School W6792 County Hwy X, Withee

Larry & Elva Newswanger Home N15150 Catlin Ave, Dorchester

8:30AM

9:30AM

3rd Wednesday of Even Months

February 19th, April 16th, June 18th, August 20th, October 22nd, December 17th

> Chickadee Hollow School W1417 Eddy Road, Colby

10:30AM

Earl & Mary Ann Horning Home W4413 County Road N, Owen

11:30AM

Marvin & Malinda Burkholder Home N12733 Cty Hwy O

APPOINTMENTS RECOMMENDED

Call the Immunization Hotline a few days in advance. All vaccines are dependent on stock.

IMMUNIZATION HOTLINE: 715-743-5292

Clark County Health Department Nurses You May See



Brittany Mews



Kelsev Wussow



Katie Cook



Spencer



Megan Lindau



Judy Crothers

IMMUNIZATION CLINCS

8 Plain Community Clinic Sites (Mennonite Schools & Homes)

Every other month.

15-20+ years of building relationships.

Trust building from phone call to administration.





TRUST & RELATIONSHIPS TAKE TIME











FALL SCHOOL ROUNDS

Visit Plain Community schools in the fall x2

Assist schools in completing 40 day reporting (WI Student Immunization Law)



2024: 58 Schools

24 - Amish

34 - Mennonite



Spread throughout county.

FALL SCHOOL ROUNDS: 1ST VISIT

School Contact Information

Student Rosters

Student Immunization Records Forms

Vision Screening Consent Forms





Date: September 2024

Dear Parent/Guardian,

The Wisconsin Student Immunization Law requires that all students meet a minimum number of required immunizations before school starts. These requirements can be waived only for health, religious, or personal conviction reasons.

New for 2024-2025 school year (and moving forward):

- 1 dose of Meningococcal ACWY vaccine for entry to 7th grade
 - Meningococcal disease refers to any illness caused by the meningococcal bacterium (also called Neisseria meningitides). These illnesses often are severe and can be deadly. The bacteria infect the blood, brain, and spinal cord.
- Scholars with a history of Varicella (Chickenpox) disease must obtain a signature from the child's doctor to verify history of disease. (Previously Parent-Reported)
- Parents still have the right to not vaccinate their scholar for personal conviction, religious, or health reasons.

In order to make sure that your child is in compliance with the law, please fill out the attached (back page) Student Immunization Record form for your first grader and/or new student.

Please provide the month, day, and year that your child received the required immunization(s), or select one of the waiver options. Immunization history and waivers provided on the Student Immunization Record form will be documented in the Wisconsin Immunization Registry (WIR).

Return the form to your child's school before September 24th, 2024.

Please contact us at 715-743-5292 if you have any questions related to your child's immunization record, or for general immunization-related questions.

Sincerely,

Clark County Health Department

517 Court Street, Room 105 Neillsville, WI 54456

Phone: 715-743-5105 Fax: 715-743-5115

Immunization Hotline: 715-743-5292

PLAIN COMMUNITY OUTREACH

WAIVER

Available for health, religious, or personal conviction reasons.

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Step 4	Compliance Data			
	Student Meets All Requirements			
	Sign at Step 5 and return this form to school.			
	Or ————————————————————————————————————			
	Check the appropriate box below, sign at Step 5, and return this form to school. Please note that incompletely immunized students may be excluded from school if an outbreak of one of these diseases occurs.			
	Although my child has not received all the required doses of vaccine, the first dose(s) has/have been received. I understand that the second dose(s) must be received by the 90th school day after admission to school this year, and that the third dose(s) and fourth dose(s) if required must be received by the 30th school day next year. I also understand that it is my responsibility to notify the school in writing each time my child receives a dose of required vaccine.			
	Note: Failure to stay on schedule may result in exclusion from school, court action and/or forfeiture penalty. Waivers (List in Step 2 above, the date(s) of any immunizations your child has already received) For health reasons this student should not receive the following immunizations			
	SIGNATURE - Physician Date Signed			
	For religious reasons, I have chosen not to vaccinate this student with the following immunizations (check all that apply) □ DTaP/DTP/DT/Td □ Tdap, □ Polio □ Hepatitis B □ MMR (Measles, Mumps, Rubella) □ Varicella □ MenACWY			
	For personal conviction reasons, I have chosen not to vaccinate this student with the following immunizations (check all that apply) □ DTaP/DTP/DT/Td □ Tdap □ Polio □ Hepatitis B □ MMR (Measles, Mumps, Rubella) □ Varicella □ MenACWY			
Step 5	Signature			
	This form is complete and accurate to the best of my knowledge. Check one: (I do I do not I) give permission to share my child's cur immunization records and as they are updated in the future with the Wisconsin Immunization Registry (WIR). I understand that I may revoke consent at any time by sending written notification to the school district. Following the date of revocation, the school district will provide no ne records or updates to the WIR.			
	SIGNATURE - Parent/Guardian/Legal Custodian or Adult Student Date Signed			

FALL SCHOOL ROUNDS: BETWEEN VISITS

Review Immunization Records

Reminder/Recall Letters

2024: 1,629 student records reviewed.

REMINDER/RECALL LETTER

School: Choose an item.	Child Name:	DOB:
•	·	ntable, Wisconsin Student Immunization Law requires all nool immunizations <u>or</u> have a signed waiver.
vaccines. If you want to kr	ow more information about e	me to our attention that your child is due for one or more ach type of vaccine, and the disease(s) that they protect munization Hotline at 715-743-5292.
enclosed flyer to lear (CCHD).	n how to schedule a vaccine app	ccine(s) below, please see your family doctor, or refer to the pointment with the Clark County Health Department aive (decline) the marked vaccine(s). Please indicate by
☐ Dose 1 ☐ Dose 2 ☐ Dose 3 ☐ Dose 4 ☐ Dose 5 ☐ If a vaccine		n]) - Checked below are doses <u>NEEDED</u> yet:

FALL SCHOOL ROUNDS: 2ND VISIT

Completed Student Immunization Record Forms

Reminder/Recall Letters - Plain Community Clinic Schedule

Visions Screenings - Referral Letters



IMPACTS OF FUNDING CUTS

Estimate:

- 72 Hours Physical Staff Time
- Review 1,600+ Immunization Records
- Preparation (Planning, Scheduling, Printing)
- Mileage

BUILDING RELATIONSHIPS AND TRUST

STRATEGIES & TAKEAWAYS

- Build Relationships Patience
- Personal Connections
- Investment/Time
- 1st relationships may not be perfect, but may lead to the 2nd or 3rd - which is the building block/key relationship
- Identify out-of-the-box partners to better utilize limited resources
- Underserved population pockets: where are they located?
- Reach out to partners across county lines (not being siloed to own county/community)



COLLABORATION IS KEY



QUESTIONS & ANSWERS



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BECKY MROCZENSKI, BSN, RN rebecca.mroczenski@marathoncounty.gov 715-261-1900



FRANCISCO GUERRERO francisco.guerrero@wisconsin.edu 715-450-5518