

WPHA 2013 Distinguished Service to Public Health
Sue Kunferman
Health Officer and Director, Wood County Health Department



Sue Kunferman, Director and Health Officer of the Wood County Health Department, has led the Wood County Health Department down a path none of the staff could have imagined when Sue first took over. Sue strongly supports grant applications and under her direction and guidance, Wood County received a \$2.3 million dollar CDC Communities Putting Prevention to Work grant. This allowed a team of community partners to make a difference in Wood County, with changes in school wellness policies, a successful farm to school program, workplace wellness initiatives, early childhood education and physical activity

and healthy food initiatives, healthy vending options, and other physical activity and nutrition initiatives throughout various organizations.

She has become a true leader locally, regionally and throughout the state. Sue truly understands the importance of implementing evidence-based initiatives in collaboration with our valued partners. She does everything in her power to embrace change and move public health to the forefront by utilizing best practice and evidence-based initiatives in all programming, use of social media, use of grant funding to make bold changes in public health initiatives, advocating public health research, encouragement of partnerships and collaborations, and by being a champion for national public health accreditation. A personal goal for Sue is to be among the first nationally accredited County Health Departments in Wisconsin. She took on this project, rallied the staff, submitted documentation by April 2012, which led to a long awaited Public Health Accreditation Board (PHAB) site visit in January 2013. She helped populate a state-wide website with documents, tools, and policies to assist other health officers seeking national accreditation.

Locally Sue sits on the Board of Directors for the Riverview Hospital Association in Wisconsin Rapids; she works with Incentive Community Foundation, and is a member of the Wood County Wellness Committee. Regionally, Sue is a northern region representative on the WALHDAB, Board of Directors; and is a member of the Wisconsin Counties Association Health and Human Services Committee. At the State level, Sue is at-large Board Member of WPHA, having served as president for a year and for 3 years on the Joint Public Affairs Committee, and is currently on the joint conference planning committee. Recently Sue was appointed to the Governor's Council on Physical Fitness and Health. Seeing a need for research in public health, Sue was instrumental in the development of the Wisconsin Public Health Practice-Based Research Network and currently serves as the steering Committee Chair. Sue has been asked to participate in the Wisconsin Department of Health Redesign Committee; she is co-chair of the Wisconsin Public Health Preparedness Advisory Committee. She is a member of a statewide Policy and Procedure Workgroup and has provided Wood County policies and procedures as examples for others. In addition, Sue is a member of the American Academy of Certified Public Managers.

If someone in the state needs help with a Public Health presentation, Committee or workgroup, Sue is the person to call, as she has a very hard time saying NO. She has made a difference in Wood County and in the state of Wisconsin and continues to demonstrate exemplary leadership. Sue Kunferman truly deserves the WPHA Distinguished Service to Public Health award.

WPHA 2013 Distinguished Service to Public Health
Carol Rollins
Sanitarian, Ho-Chunk Nation



Carol started her career in public health as a Sanitarian for the Ho-Chunk Nation. As a new Tribal Sanitarian she initiated the first Ho-Chunk Nation Environmental Health Program. Under Carol's leadership members of the Ho-Chunk Nation gained access to safe and potable water and appropriate septic systems. The Environmental Health Program expanded and many programs were added including food and safety inspections program of sites located on Ho-Chunk Nation lands, Injury Prevention Programming, Air Quality Programming, Environmental Assessments, Public Health Preparedness, Rabies surveillance and Vaccination Programsto name a few.

Carol's leadership and impact on public health also extends beyond the Ho-Chunk Nation. At the County and State level she worked on Public Health Emergency Planning, was a member of the Western Region Reorganization Team was a participant in statewide planning and implementation for Tribal Health Accreditation efforts in WI and was instrumental in providing guidance to coordinate the building of a Federally Qualified Dental Center by Family Health Center of Marshfield via the lease on Ho-chunk lands. She has been involved in a National Think Tank related to Global Warming and its impact on Native Cultures in the United States. For her many years of service, her ability to lead Public Health objectives forward with understanding, cultural sensitivity and compassion, her commitment , dedication and undeterred focus and her willingness and ability to create partnerships to assist in making the Ho-Chunk people and their environments healthier , Carol Rollins is awarded the 2013 Distinguished Service to Public Health Award.

WPHA 2013 Distinguished Service to Public Health
Beverly J. Larson
Retired



Bev has been a member of WPHA since 1978, serving in a variety of leadership positions, including as the WPHA president in 1990. More recently, as one of the founding (2011) members of the WPHA Retirees Section, Bev has been pivotal in helping launch the Section, increase its visibility and contribute to WPHA's strategic goals in the areas of retiree engagement in current public health issues and use of social media for public health advocacy. Bev spent 21years of her career at the Polk County Health Department (PCHD) as its Director.

During that time, her peers recognized her as a source of knowledge and innovation; and a fellow professional who was always willing to share and collaborate with others. She impacted public health nursing practice in the Western Region and across Wisconsin; and contributed a local perspective on public health policies. She has served on many statewide committees and advisory groups, including the 2000 State Health Plan, the public health nursing leadership group that developed the strategic plan for public health nursing in Wisconsin, and the precursor group to WALHDAB called the Wisconsin Council of Local Public Health Administrators. Her distinguished career continues long after retirement as she looks for new opportunities to advance the integration of quality improvement and performance management principles into practice.

**WPHA 2013 Carol Graham Lifetime Achievement
Margaret Schmelzer
Director of Public Health Nursing and Health Policy, WI Division of Public Health**



The Carol Graham Lifetime Achievement award is presented to recognize special career-spanning contributions through leadership, advocacy or service to public health in Wisconsin. Margaret Schmelzer has positively impacted the state of Wisconsin and the nation through her transformative approach to creating a state health plan and process that was built on sound science and forged through broadbased partnerships and participation. A new public health system emerged as a result of her state health plan work, recognizing the roles of many needed to 'lift all boats'. Margaret works tirelessly for things she believes in and always makes time to help others in need. She is quick to share recognition and praise small successes. Her scholarship is keen and makes her a much sought after source of public health history as well as current thinking around public health practice in many fields and specialties, including public health law. During some of the tough times, Margaret has been the voice of public health, speaking the truths that needed to be said - sometimes to resistant audiences. But most often, she is the voice of passion, encouragement and wisdom. Margaret's impact on public health is HUGE. Her legacy will be measured by the number of people she has brought to the table; the number of new leaders she has mentored and counseled; the systems' changes that define the Wisconsin Idea; and the many lives that have been improved because of her leadership.

**WPHA 2013 Excellence in Health Promotion and Disease Prevention
Lisa Bullard-Cawthorne
Public Health Educator, Public Health – Madison and Dane County**



Lisa Bullard-Cawthorne has worked as the Health Education Coordinator – Madison and Dane County (PMDC) since 1996. Her title however, does not begin to fully characterize Lisa's broad range of skills and experience in prevention and promotion activities, beginning with her work in public health services in England for ten years before returning to the US.

Lisa has been key to the development of the community's Safe Community and Safe Kids coalitions, as well as groups focusing on safe sleep for infants, safe walking and riding to school, fall safety programming, and more recently, prevention of overdose deaths in Dane County. She is co-presenting on the prevention of opiate overdose and death at this conference.

Lisa has been a leader in the development of needed oral health services in Dane County, including Give Kids a Smile, a nationally recognized model for oral health, a school-based fluoride program and in the development of the Oral Health Coalition of Dane County. In the last few years, Lisa has served on the data committee of the Oral Health Coalition, culminating in the report: "The Health of Dane County: The Oral Health Crisis" (2012). Lisa has collaborated with Amy Vieth on local Public Health Week activity planning and annual Public Health Awards in Dane County, recognizing the work of others in our community, whose work and service promote the public's health. If you like the idea of marching around the Capitol Square in April, wearing a broccoli, corn or carrot costume, Lisa Bullard-Cawthorne is your woman. Years before others were considering the issues of food security and childhood obesity, Lisa was implementing a variety of programs that dealt innovatively with these issues. And, Lisa is very skillful in attracting the public's attention to public health issues through media and other means.

Lisa has helped lead the PHMDC to implement community health improvement planning, program evaluation, and local public health data collection to assure programmatic faithfulness to community health needs. She knows many, if not most, of the local key stakeholders and is skilled in drawing them into community health improvement programs, utilizing their data, their knowledge and their resources for change. Lisa is a tireless advocate for public health, who can spot the serendipitous moment and utilize

those opportunities of the moment to advance public health action. She has been a gift to public health in Dane County and an inspiration to her colleagues.

WPHA 2013 Excellence in Public Health Research

Fred Binkowski

Senior Scientist, University of Wisconsin Milwaukee, Great Lakes Water Institute



Fred Binkowski, MS, is Senior Scientist at the UW Milwaukee's Great Lakes Water Institute. Fred's research originated in the study of Great Lakes fish species' metabolism, but has led to a rapidly growing area of study that supports more easily available and affordable source of healthy protein for an urban population. As a result of Fred's "green thumb" in fish rearing, he realized that perfecting fish culture could not only translate to healthy food production, but could grow jobs in urban areas, including the inner cities of the US. His next steps involved studying and perfecting the necessary fish culture systems, including a system that would recirculate water

without discharge into the environment, choice of the appropriate fish species for these systems, and identifying willing partners to practice and fine tune these methods. Fred translated his lab findings into his work with growers, both in aquaculture and aquaponics, and worked with Milwaukee's Green Power and Sweetwater Organics, the Milwaukee County House of Corrections (raising fish to stock county park lagoons), Bell Aquaculture in Indiana, and is advising a proposed aquaculture center in Racine and is working to help develop aquaculture with other organizations in Wisconsin, Indiana, Illinois, and New York state. Particularly interesting is his work with Growing Power/Sweetwater Organics' sustainable vertical farming with fish tanks below and beds of produce above, with the "flushed" water from the fish fertilizing the produce and recycled to support the fish. Even more impressive is Fred's research to figure out how to convince perch to spawn at "off-cycle" times, so the culture of fish is a continuous process. In addition, fingerlings grown as a part of his research are distributed to fish farmers and urban aquaponics facilities without cost. Mature fish are provided to the area Hunger Task Force. Fred's research, his work to use his research to solve real life public health problems, to outreach and educate potential fish farmers, and his work to establish an Aquaculture Specialist program at the School are excellent examples of the Wisconsin Idea. The Wisconsin Idea is the principle that the University should improve people's lives beyond the classroom, using education, research, outreach and public service. Fred Binkowski's work certainly embodies the Wisconsin Idea and exemplifies research benefitting the public's health.

WPHA 2013 Media Award

Gannett Central Wisconsin Media

Carrie Hutton, "12 for '12" Project Editor

Mark Treinen, Wausau Daily Herald Editor



Michael Beck, serving on Marathon County LIFE (Local Indicators for Excellence) Steering Committee, saw the connection between the health of individuals and the health of communities. He along with his colleagues met with Local Health Officers of Marathon, Portage and Wood Counties to pitch the concept of "12 step themes for 2012." They wanted to share an idea – how can the local newspaper serve as a catalyst to improve the health of individuals and communities.

The "12 for '12" campaign was launched in January, outlining a series of topics for each month, ranging from losing weight, getting active, managing obstacles, influencing family, trying a holistic approach, eating right at home, resting/relaxing for health, dining out/ dining right (alcohol use), and celebrating well. As part of the "12 for '12" campaign, the Gannett Central Wisconsin Media papers - Wausau Daily Herald, Marshfield News-Herald, Stevens Point Journal, and the Wisconsin Rapids Daily Tribune teamed up with Healthy Marathon County to bring a "Biggest Loser" event to Wausau.

The "12 for '12" campaign increased Marathon, Portage and Wood County resident's awareness that health is a choice. The campaign success has resulted in the next generation "13 for '13" Live Longer. Feel Better. Be Happier." campaign for 2013. To view a series, go to www.wausaudailyherald.com and click on 13 for 13.

WPHA recommends viewing the series and is pleased to present a 2013 Media Award to Gannett Central Wisconsin Media notably Michael Beck, General Manager, Carrie Hutton, Editor, and the "12 for '12" staff.

WPHA 2013 Media Award

Jerry Gallagher

News Anchor/Assistant News Director, WQOW News - Eau Claire



Frac sand mining has been a hot topic in Western Wisconsin for quite some time. Jerry Gallagher, News Anchor/Assistant News Director, WQOW News - Eau Claire developed a keen interest in frac sand mining and developed a special series covering this topic.

Looking for more information, Mr. Gallagher contacted Buffalo County Department of Health and Human Services in 2012 regarding the topic of frac sand mining. His goal was engage the public health department on this important issue affecting area residents. The information Mr. Gallagher provided to the viewers was always thorough and objective. He was always more concerned with the quality and accuracy of the story than the deadline.

Mr. Gallagher expands his reporting to all public health issues happening throughout the Chippewa Valley. He partners with the health department and has always been responsive when timely information needs to be provided in the community.

WPHA is pleased to present a 2013 Media Award to Jerry Gallagher, News Anchor/Assistant News Director, WQOW News - Eau Claire.

WPHA 2013 Media Award

Trista Pruett

Reporter, Beaver Dam Daily Citizen



Since Trista Pruett arrived in Dodge County as a reporter for the Beaver Dam Daily Citizen, there has been a remarkable increase in coverage of Public Health issues. Ms. Pruett works hard to get the message out to the community, recognizing the importance of Public Health programs and services on the overall health of county residents.

Trista is an important connection between public health concerns and the residents of Dodge County. She is a reliable, conscientious, and knowledgeable public health media partner. Dodge County receives accurate and timely public health information because of her. This is demonstrated by her articles about disease prevention, safety and injury prevention, and accessible mental health services. She works closely with the staff from the health department often quoting public health nurses and referring readers to the public health web site for more information on health issues that are of interests to Dodge County citizens.

WPHA is pleased to present a 2013 Media Award to Trista Pruett, reporter for the Beaver Dam Daily Citizen.