



HEALTHFIRST



# HEALTHFIRST NETWORK ANNUAL REPORT 2022 - 2023

# WHAT MAKES US HEALTHFIRST



## Our Purpose:

The purpose of Healthfirst is to improve the reproductive and nutritional health within our communities.

## Our Mission:

Healthfirst is dedicated to providing quality, confidential reproductive health care, education and nutrition counseling that is affordable and accessible through direct care and strategic partnerships.

## Our Core Values:

Healthfirst fulfills its purpose and mission through:

- Providing confidential services;
- Treating all with respect and dignity;
- Empowering through education;
- Maintaining honesty and integrity;
- Being kind, caring & empathetic; and
- Committing to innovative, high quality, evidence-based services.

# A Message from Healthfirst CEO, Jessica Scharfenberg

As 2022 came to a close, we had much to reflect on as an organization. It was a rough year for reproductive health and WIC. From formula shortages to the overturning of Roe v. Wade, adversity was the name of the game. However, we showed up. Every single day, we showed up. Ready to conquer the world and to continue to make an impact in the communities we serve. Although, many days the world felt like it was crumbling around us, there was a fire burning within the walls of Healthfirst. The fire and passion to persevere.

Upon news of the baby formula recall and shortage, Healthfirst went to work literally around the clock using any and all contacts, both professional and personal, to find a solution for our WIC participants. Our efforts, in conjunction with the United Way of Marathon County, the Community Foundation of Northcentral Wisconsin, and others, helped secure \$22,500 in funding to purchase formula. HFNI split the labor of distributing formula with the Neighbors' Place. We also secured 3 pallets of formula (1,000 cans) donated by the Hunger Task Force of WI out of Milwaukee that we brought on site to distribute to WIC families in need. On Monday, February 28th alone, we were able to distribute formula to over 120 families in need. One mother had her last bottle of formula in her diaper bag when she came in. She had no more and no way to get more until coming in to HFNI. One mother stated she was feeding her child recalled formula as she had nothing else to give them.

And then the unthinkable happened on June 24th, the Dobbs decision was released and Roe v. Wade was overturned. Our clients and communities were scared, unsure, and wanted answers. In turn we developed a resource center for our clients and communities so they had access to accurate and timely updates, including what impact they may see. We continued serving individuals and providing access to free and reduced cost healthcare, specifically reproductive health, to support every single one of our clients in achieving their fullest potential by allowing them to choose-when, if, and how they plan to grow their families. By leading this charge at Healthfirst and in Wisconsin, we are helping every individual to achieve their personal and professional goals by affording them choice.

Through the avenue of choice that we have created, fostered, and grown- individuals in the Healthfirst service area are more likely to achieve aspirational life goals, including increased likelihood of completing education, while decreasing adverse economic consequences. The network and clinics of Healthfirst have and continue to empower individuals to leave unhealthy relationships, while mitigating the disproportionate health inequities that individuals-who do not have a choice of when they get pregnant-face.

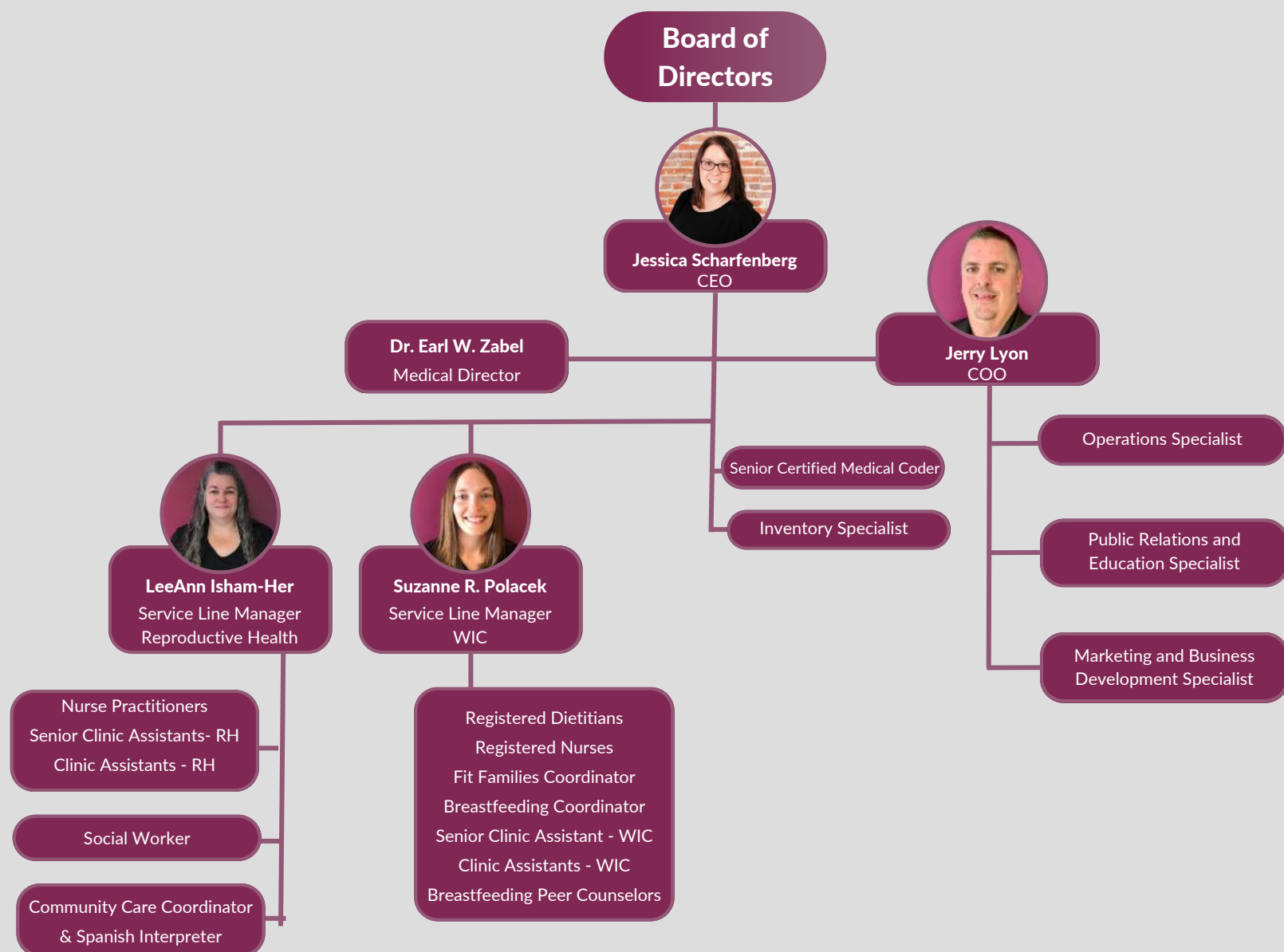


*Jessica Scharfenberg*

Jessica Scharfenberg, CEO

# HEALTHFIRST AT A GLANCE

## ORGANIZATIONAL STRUCTURE



## STAFFED FOR SUCCESS





# Reproductive Health

A review of strategic growth and continued commitment to our clients.

Our reproductive health service line provides essential reproductive healthcare services in central Wisconsin, assuring accessibility and affordability of comprehensive health services. We work with our clients to help support the reproductive life plan of their choice. By offering contraceptives to clients in our communities, we support pregnancy spacing initiatives, which reduce the rate of premature births, low birth weights, and congenital disorders, while giving new mothers' bodies adequate time to heal between pregnancies. Healthfirst also works towards preventing and controlling the spread of communicable diseases such as HIV/AIDS, syphilis, gonorrhea, and chlamydia. All of these communicable diseases lead to poor health outcomes and increased healthcare costs within our communities. Through education, early detection, and treatment individuals can lead productive lives as part of our communities.

Through our strategic partnerships, we are able to offer our reproductive health services to all individuals, regardless of income, race, gender identity, and insurance coverage. The right preventative care at every stage of life helps our community members to stay healthy, avoid or delay the onset of disease, and keep current diseases from worsening or becoming debilitating. We accomplish this by offering annual exams, health education, labs, testicular exams, clinical breast exams, and pelvic exams at all of our locations.

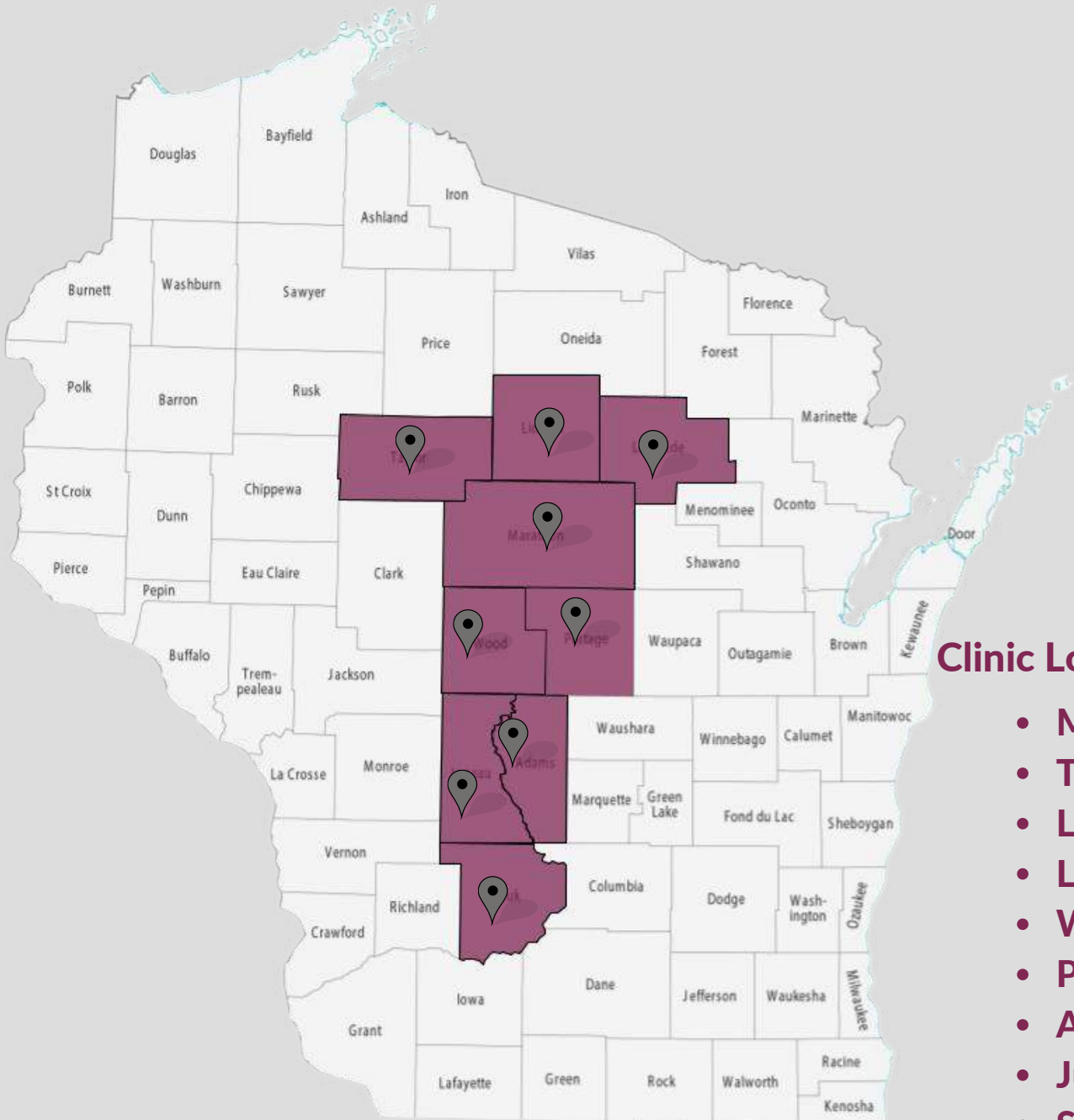
## Reproductive Health Services

- |                               |  |
|-------------------------------|--|
| -Annual Exams                 | -PrEP  |
| -Emergency Contraception      | -Pap Smears  |
| -Testicular Exams             | -Vaginal Checks  |
| -STI Testing and Treatment    | -HPV Vaccine   |
| -Pelvic Exams                 | -Urinary Tract Infection Testing and Treatment   |
| -Clinical Breast Exams        | -Pregnancy Testing   |
| -Labs                         | -Yeast Infection Testing and Treatment   |
| -Internal/External Condoms    | -Colposcopies  |
| -Health Education             | -Birth Control Methods including Long Acting Reversible Contraceptives (IUD/Nexplanon) |
| -Wisconsin Well Woman Program |  |



# Reproductive Health

A review of strategic growth and continued commitment to our clients.



## Clinic Locations:

- Marathon
- Taylor
- Lincoln
- Langlade
- Wood
- Portage
- Adams
- Juneau
- Sauk

3,497

Reproductive Health Clients Seen in 2022



\$27,040,214.57

in community savings by investing in reproductive health care, a \$5million increase from 2021



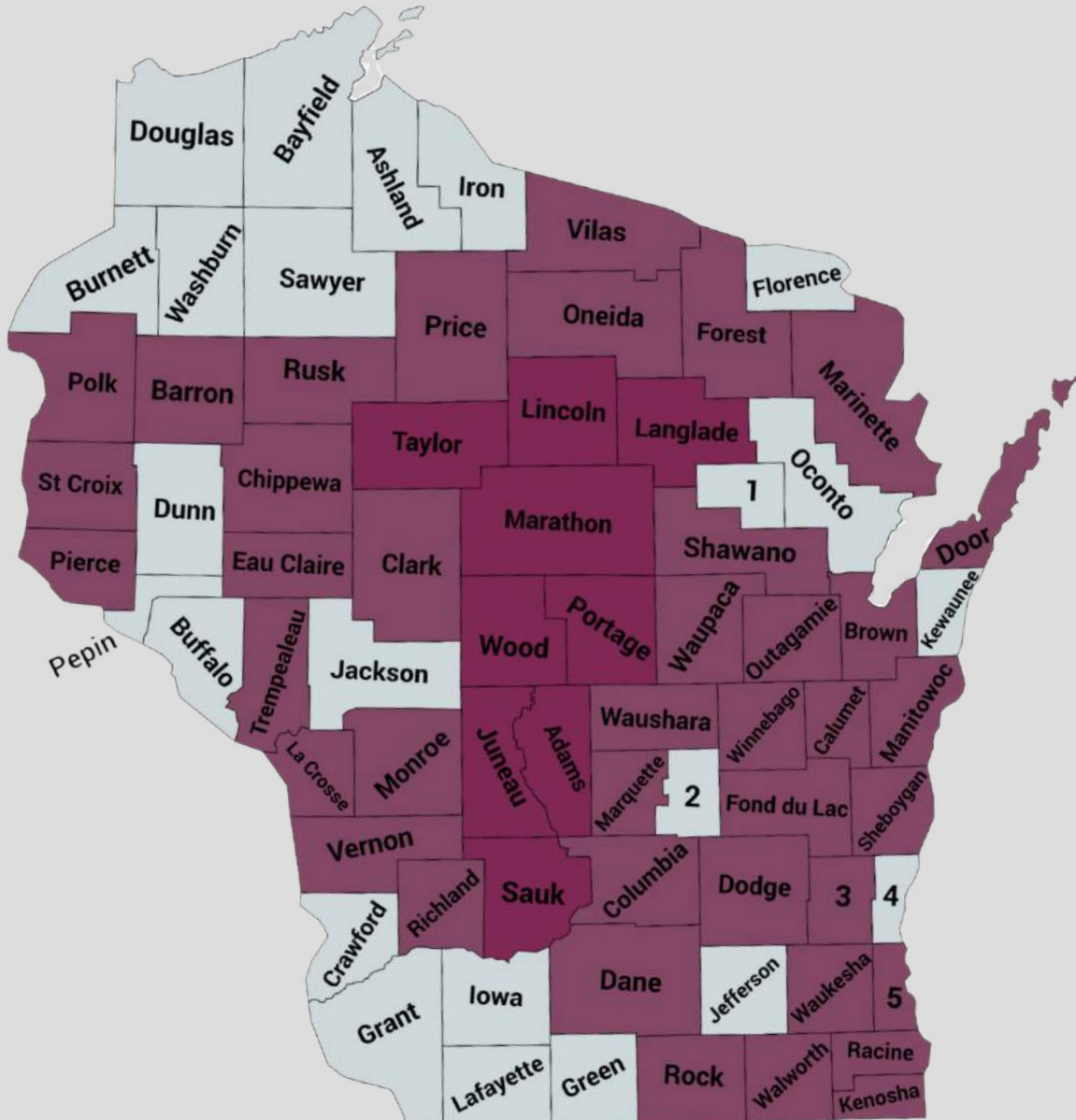


# Reproductive Health

A review of strategic growth and continued commitment to our clients.

## Reproductive Health Beyond Our Borders:

Healthfirst's reach has continued to grow year after year. In the most recent analysis of client reach, it was determined that Healthfirst has provided services to individuals from over 50, or 69%, of Wisconsin's 72 counties.



69%

Of Counties in the State of Wisconsin  
have at least 1 Healthfirst Client.



1. Menominee
2. Green Lake
3. Washington
4. Ozaukee
5. Milwaukee







## Reproductive Health Client Testimonials:

I am very blessed to get my issues resolved "EVERYTIME" in a quick timely fashion.

The staff here is wonderful, friendly & non-biased which I appreciate.

Love going here because I don't feel judged. I can ask questions and it feels like a conversation, not a lecture or as if I'm incompetent. They treat you like a person.

Hands down the best staff. The care and compassion they display are far superior to anyone I have ever encountered at any other clinic.

I started going there about when I was 17 years old. I'm now 27 and tried to make a "normal" checkup with my PCP but they made me feel judged and unheard. I never feel like that with healthfirst in stevens point! They listen and I feel so comfortable with lady checks

I love how nice everyone is the moment I step foot into the clinic. I always feel welcomed there and especially with the fact that they're always dealing with such sensitive topics, I love how it's always such a comfortable and relaxing environment.



## Reproductive Health Client Testimonials:

As much as I hate and refuse to go to a doctor in general, let alone a gyno, Healthfirst made me feel safe

I have always had great experiences at HealthFirst. I feel I can openly answer questions comfortably and without judgement, and they have given me the best care I have ever received every time I'm there!

I have always had great experiences at HealthFirst. I feel I can openly answer questions comfortably and without judgement, and they have given me the best care I have ever received every time I'm there!

I absolutely adore everyone at this clinic and how lovely they all are every single visit. They reflect the kind of care I wish all medical facilities had they go out their way to make sure you get seen & put your Health first!

I have nothing bad to say, they have been very kind to me, even in spite of the language I do not speak well apart from providing me with an interpreter, they give me the confidence to express myself and try to understand me and help me, for that I want to say, thank you very much .

I absolutely love health first and have been attending for 6 years now, never have I had bad service or a problem their. They always meet my needs and have always gone above and beyond for me and other patients! They are the best and I feel comfortable and safe there !



## Advancement in Services:

Healthfirst Network strives to advance our service line to further improve our client's experiences.

### Visby Rapid Sexually Transmitted Infection Testing:

Healthfirst was introduced to Visby by our group purchasing organization. Visby is a rapid sexually transmitted infection (STI) test, which can be used for individuals with vaginas. The test allows for clients to have results in as little as 30 minutes, that is a large decrease in wait time from the more traditional lab test, which may take up to a few days. The introduction of Visby testing to Healthfirst's clinics has increased the accessibility of same day STI test results, and in turn, treatment. The Visby rapid test gives our clients peace of mind by allowing them to know their status before they leave our clinics. While the expense shakes out in the end, the purpose of adding this testing method was not based on Healthfirst's needs, but instead the needs and concerns of our clients.

### Testimonial

We went live with the Visby testing on 8/17/22 and we are actively using them at all 9 of our locations, plus our Visa offsite location. The results are taking about 20-28 minutes, allowing us to treat and dispense EPT before the client leaves. Within the first 3 weeks we had completed 180 tests which is 71% of all tests completed at HFNI during that time frame; and the process has been seamless. Clients have been very excited and satisfied that they are receiving results before they leave. It really gives them peace of mind.



**Quick Results - Faster Treatment - Peace of Mind**





## Advancement in Services:

Healthfirst Network strives to advance our service line to further improve our client's experiences.

### Addition of On-Staff Social Worker:

While working to identify needs within our community, Healthfirst saw that many of the individuals seeking services or resources in our communities did not know how to find them.

With that realization, the idea of adding a social worker to Healthfirst's staff was born. In March of 2023, Healthfirst welcomed Darcy Wall, BSW, to the team. Darcy has acted as a resource coordinator and listening ear to Healthfirst clients since the day she arrived.

Darcy is able to help clients with:

- Smoking Cessation
- Intimate Partner Violence
- Addiction
- Homelessness and Housing
- Job seeking
- Clothing Closets
- Sexual Identity
- Food Insecurity and Pantries



### Community Outreach Taskforce:

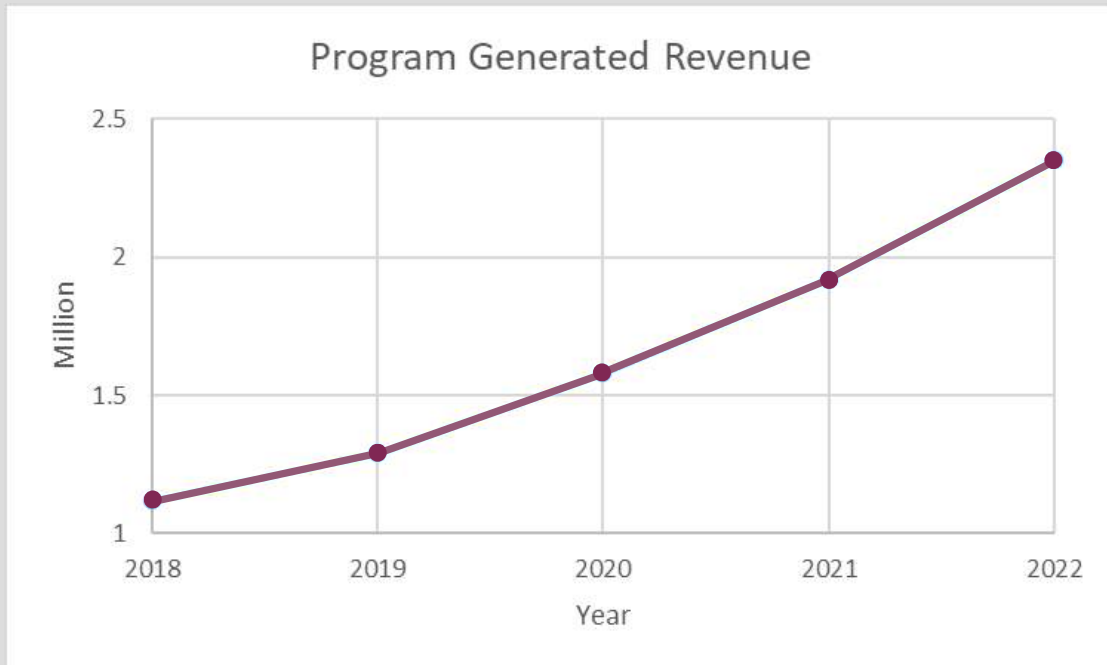


Since starting her work with Healthfirst, Darcy has also taken a role on the Board of Directors for the Community Outreach Taskforce in Wausau. The Community Outreach Taskforce is dedicated to supporting vulnerable populations in Wausau. The taskforce provides survival items to the unhoused community, and advocates for low-income elderly, people with disabilities, and families in need.



## Program Generated Revenue

A review of strategic growth and continued commitment to our clients.



Healthfirst continues to strive for a sustainability model that minimizes reliance on grant funding. In 2022, our goal was to hit \$2 million in program generated revenue, which we surpassed by October of 2022. As well, 2022 marked the year in which we doubled our program generated revenue from 2016, when our new CEO took the helm. Healthcare sustainability is difficult in the current environment, but Healthfirst is proud to stand by our quality of care, which has only grown as our revenue has grown.

## Healthfirst's Dedication to Affordable Care:

Part of Healthfirst's mission and core values is to provide affordable reproductive healthcare services, and part of affordable is free services for many of our clients. We are proud to stand behind the ability to offer our services to the communities we are in, regardless of individual's ability to pay. By meeting individuals where they are at financially, we are able to provide them the opportunity to meet their healthcare goals.

**\$248,819.56**

Donated Services in 2022



**Compare To: \$43,000**

Donated Services in 2021





# WIC - Women, Infants, and Children

A supplemental nutrition program dedicated to providing food and nutrition education to families.

## The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

provides federal grants to states for supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age 5 who are found to be at nutritional risk.

The WIC program aims to safeguard the health of low-income women, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care.

## All participants receive:

- Screening for nutrition and health needs.
- Information on how to use WIC foods to improve health.
- Benefits to buy foods that help keep them and their children healthy and strong.
- Referrals to doctors, dentists, and programs like FoodShare, Medicaid, BadgerCare Plus, Wisconsin Works (W-2) and Head Start.

## Women receive:

- WIC foods.
- Information on healthy eating during pregnancy and breastfeeding.
- Help with starting or continuing breastfeeding.

## Infants receive:

- Help with starting or continuing breastfeeding.
- Infant formula, if needed.
- Immunization referrals.

Parents/caregivers receive information on taking care of babies.

## Children receive:

- WIC foods.
- Immunization referrals.

Parents/caregivers receive information on food shopping, recipes and feeding a child.

## Health benefits of WIC:

- Premature births reduced.
- Low birthweight reduced.
- Long-term medical expenses reduced.

4,449

WIC Participants in 2022



HEALTHFIRST





# WIC - Women, Infants, and Children

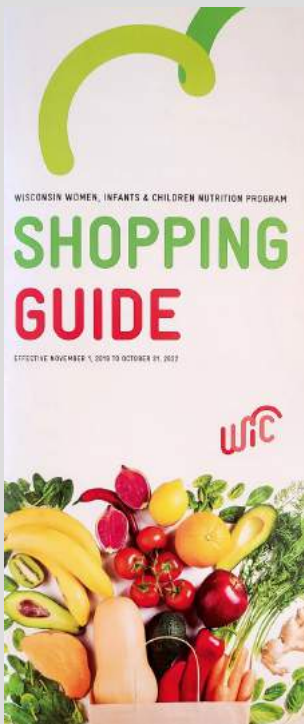
A supplemental nutrition program dedicated to providing food and nutrition education to families.


## Food Packages May Include:


- |                            |                                   |
|----------------------------|-----------------------------------|
| 1. Fruits:                 | 8. Milk & Soy Beverage            |
| a. Fresh/Frozen/ or Canned |                                   |
| 2. Vegetables:             | 9. Yogurt                         |
| a. Fresh/Frozen/ or Canned | 10. Cheese                        |
| 3. 100% Juice              | 11. Tofu                          |
| 4. Beans, Peas, or Lentils | 12. Eggs                          |
| 5. Peanut Butter           | 13. Fish                          |
| 6. Cold & Hot Cereals      | 14. Select Infant foods & Cereals |
| 7. Whole Wheat/Grain Foods |                                   |

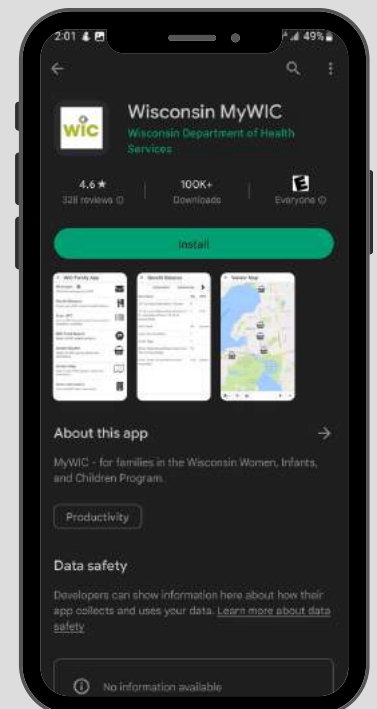
## Using Benefits:

WIC participant's benefits expire each month, and benefits can be used at any time during the month. Participants can structure the use of their benefits to fit their families needs best. While shopping, WIC participants can find out which foods are approved for their benefits by using the WIC shopping guide. The shopping guide is available on paper, or through the Wisconsin MyWIC app.



 **\$2,220,054.11**  
Healthfirst WIC benefits that were used in 2022  
\$503,398.57 more than 2021

**\$503,398.57 more than 2021** 





## WIC Participant Testimonials:

Super sweet staff and really listen to you and help you with what you need and information that is helpful and important

The ladies are always so cheerful & kind. They genuinely seem to care!

They were absolutely wonderful with my children and acceptance of their excitement of being back in a office.. kind ladies

I would say thank you for all of your good services. The service was grateful to my little family.

All the support my Family gets from WIC is really helpful  
**THANK YOU**

I enjoy how the staff listen to all concerns and are able to give the best advice to their ability



## Breastfeeding Support

WIC Breastfeeding Peer Counselors are moms just like our clients. They breastfed their babies, and support clients by answering their questions, being by their side if they need help, and cheering them on.

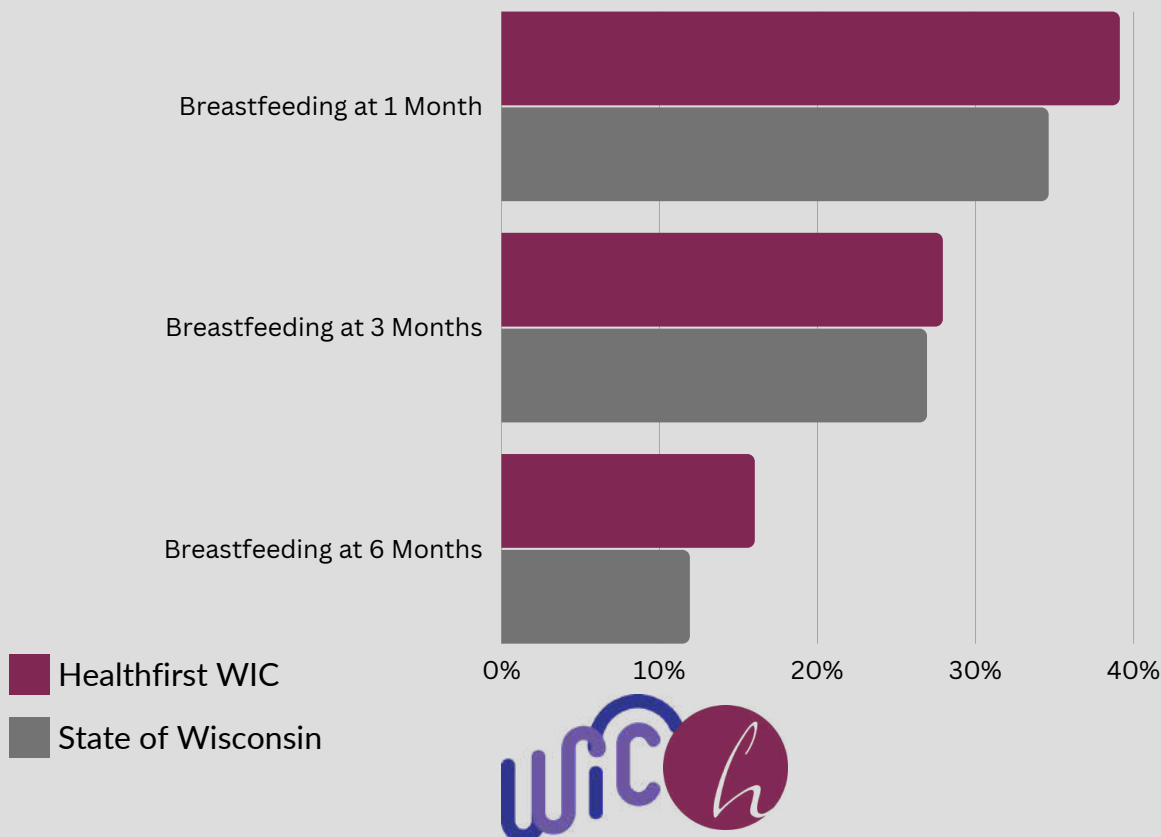
### What do WIC Breastfeeding Peer Counselors Do for Our Clients?

They will:

- Listen to clients and encourage them
- Share current breastfeeding information
- Respect their wishes and help them meet their goals
- Connect them with other breastfeeding moms and groups
- Answer their breastfeeding questions and concerns
- Arrange for them to see a breastfeeding expert, if needed
- Meet them where they are at, whether that be at WIC, on the phone, or by text or email

Healthfirst offers free monthly breastfeeding classes for all community members regardless of WIC enrollment.

### Exclusive Breastfeeding Rates (compared to State of Wisconsin)







# Breastfeeding Support

WIC Breastfeeding Peer Counselors are moms just like our clients. They breastfed their babies, and support clients by answering their questions, being by their side if they need help, and cheering them on.

## Healthfirst WIC Breastfeeding Bungalow:

The WIC Breastfeeding Bungalow is a unique project that Healthfirst WIC began working on in the final quarter of 2022. While the project was not completed until early 2023, the need for this resource was established early in 2022. The Healthfirst WIC Breastfeeding Bungalow is a fully enclosed tent designed to give both comfort and privacy to individuals breastfeeding their children. The space was planned with breastfeeding in mind, and has the following features to add comfort to the space:

- One reclining and one rocking chair, for breastfeeding parents to have comfortable options that fit their feeding preferences.
- Personal fans on each chair for optimal comfort in warmer conditions.
- A small table to hold breast pumps, bottles, or any other supplies.
- A cooler that will be stocked with cold water for parents feeding.







# The 2022 Infant Formula Shortage

When the infant formula shortage began in 2022, Healthfirst WIC stepped up to fill the gaps where formula was needed.

## Healthfirst WIC's Response to the Formula Shortage

In 2021, due to Coronavirus supply chain issues, infant formula had already seen near-shortage stock levels. However, the situation worsened in September of 2021 when Minnesota health officials delivered the first report of a *Cronobacter* illness in an infant to the FDA. The infant had recently consumed baby formula from the Abbott factory located in Sturgis, Michigan. This factory produces almost 20% of the infant formula that is made in the United States. After two inspections and limited compliance with investigations, Abbott ceased production of formula and formally recalled the products. With the factory offline, the already near-shortage levels of infant formula were not able to sustain all of the families relying on it. Healthfirst WIC stepped up within the Wausau community, and paired with community organizations like the Hunger Task Force of WI, The Community Foundation, and the Marathon County Hunger Coalition. With these partnerships Healthfirst WIC was able to obtain over 2,500 cans of infant formula for the community!



After establishing a supplier for formula, Healthfirst staff made the trip from Wausau to Milwaukee to pick up pallets of formula. In the following weeks/months, Healthfirst and WIC distributed this formula to families in need, whether they were WIC participants or not.



# Fit Families

Encouraging families to make healthy decisions through coaching and goal setting.

## Fit Families at a Glance

Wisconsin Fit Families is a multi-level program that strives to prevent child obesity by empowering families to adopt healthy eating and physical activity behaviors. The Fit Families program works to improve the health habits of preschool age children, 2-5 years old and their families, within the community. Families set a goal around one or more of the following areas: increasing fruit and vegetable consumption, increasing physical activity and decreasing screen time, and/or reducing sugared beverage consumption. Fit Families participants receive monthly coaching contacts and reinforcement items quarterly to assist them in meeting their goal(s).

## Fit Families Goals:

### Goal 1

Provide behaviorally focused, evidence-based nutrition education and obesity prevention interventions consistent with current dietary guidelines and USDA food guidance with and for families eligible for SNAP-Ed.

### Goal 2

Collaborate with other projects, programs, partners, and coalitions who share common goals to maximize opportunities and resources.

## Participation:

Fit Families has a **goal of 200 participants** per year, **in 2022 Healthfirst WIC's Fit Families served 273 children** in total.

## Families Report Fit Families Helped Their Children:

"My daughter was drinking a lot of juice and didn't really care about veggies. Now she is just drinking water and loves veggies!"



"My child looks forward to trying new things."

"My child has explored so many more fruits"

"My child now asks for water between meals instead of juice or koolaid."



"Fit Families helped my kiddo to drink less juice and more water."

"Now my child drinks more milk and water than soda"

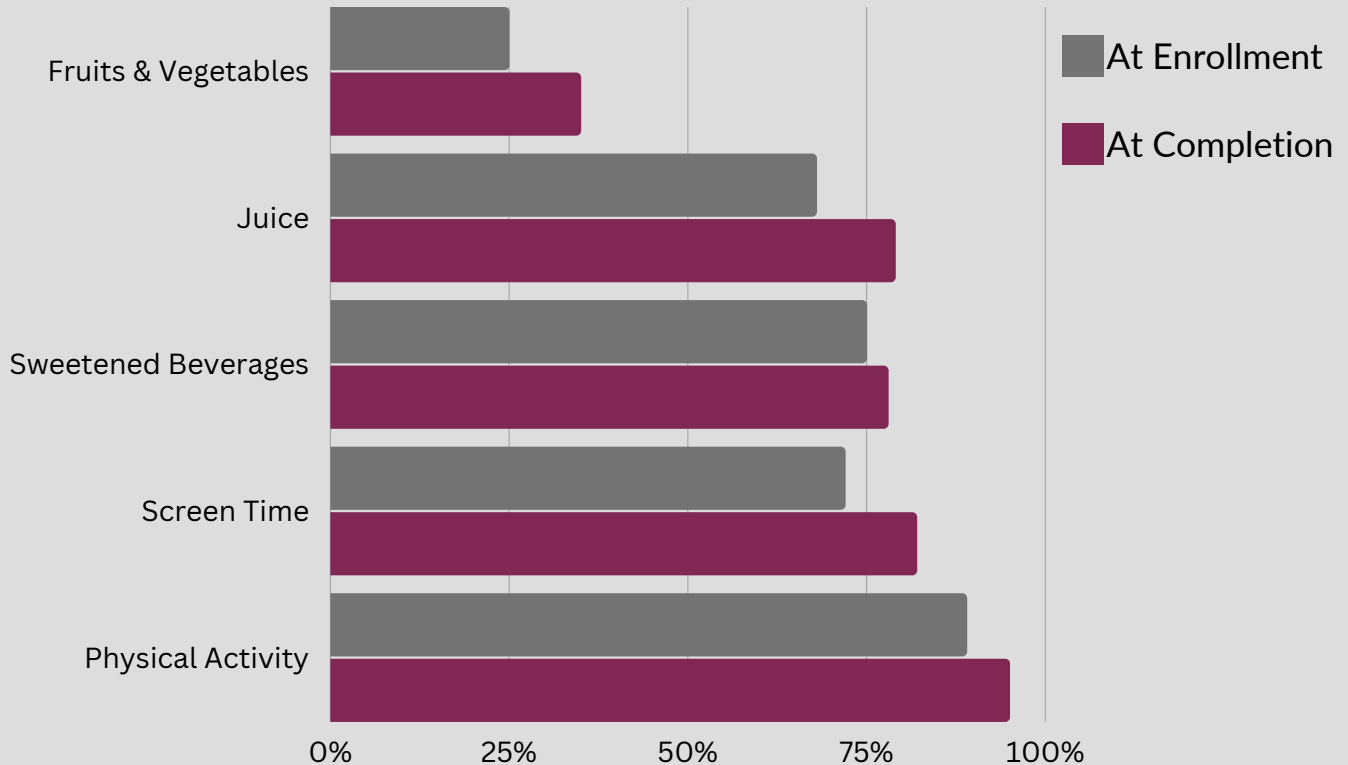


## Fit Families

Encouraging families to make healthy decisions through coaching and goal setting.

### Children's Dietary Behavior Goals

The percent of children meeting or exceeding the recommended levels of healthy behavior from enrollment to completion.



There was a significant improvement from enrollment to completion in the percent of children who:

1. Ate at least 4 servings of fruits and vegetables per day.  
a. **Increased from 25% to 35%**
2. Consumed 6 ounces or less of juice per day.  
a. **Increased from 68% to 78%**
3. Consumed no more than 1 sweetened beverage per week.  
a. **Increased from 75% to 78%**
4. Engaged in 2 hours or less of screen time per day.  
a. **Increased from 72% to 82%**
5. Engaged in physical activity for at least 60 minutes per day.  
a. **Increased from 89% to 95%**



**fit families**

• be active • eat healthy • drink water



## Farmers' Market

WIC participants are allotted monthly farmers market checks during the growing season, so they can shop for local foods, and support farmers!

### The Healthfirst Farmers Market

As an organization, our goal is to make healthy foods, especially locally grown fruits and vegetables, more accessible to our WIC participants. The market at our Wausau clinic is a prime location for the WIC participants served by Healthfirst, as well as for businesses located near downtown Wausau. This location allows WIC participants to better use the \$30+ that they receive in Farmer's Market benefits and allows the public better access to fresh, local fruits and vegetables. The Healthfirst farmers' market is the only Monday market in Wausau, and provides families with an opportunity to get fresh foods while visiting Healthfirst WIC.



**\$24,846**

Farmers Market Money Redeemed



### Hosting Food Trucks:

To encourage community members to check out Healthfirst's Farmers' Market, the organization also hosted food trucks during farmers' market days. Over the season, Healthfirst Wausau was host to Cravings Food Truck and Changs Best Eggrolls.





## Advancing Education

Healthfirst prides itself in being a learning facility.

Healthfirst has worked hard towards being an open, learning facility by accepting students for preceptorships in many different professions. Annually, Healthfirst welcomes at least three dietetic students from the University Wisconsin-Green Bay dietetics program. The experiences gained by the students allows them to become more aware of public health programs like WIC, and the importance of these programs in the community.

We also have a thriving partnership with the Medical College of Wisconsin, in which the M2 and M3 students each complete a two-week rotation at Healthfirst, giving them the opportunity to learn how to perform pap smears, pelvic exams, and how to take a detailed sexual and reproductive history. The medical students gain knowledge on how Healthfirst works in conjunction with other health systems to ensure all clients receive whole person care.

Over the past three years, Healthfirst CEO Jessica Scharfenberg has served as a mentor to three Medical College of Wisconsin Students as they worked through their “physician in the community” projects. The projects that the students have created, were fully supported by Healthfirst and include Healthcare Provider Knowledge of WIC, Community Member Knowledge of WIC, and Recommendations for Pap Smear Intervals for Women Utilizing Public Insurance.

Furthermore, we routinely have medical residents and nurse practitioner students that fulfill their clinical rotations with Healthfirst.

## 2022 STUDENT INVOLVEMENT

1

UW MPH  
STUDENT

1

DIETITIAN  
STUDENT

5

NURSE  
PRACTITIONER  
STUDENTS

4

MEDICAL COLLEGE  
OF WISCONSIN  
STUDENTS

6

ASPIRUS  
RESIDENTS



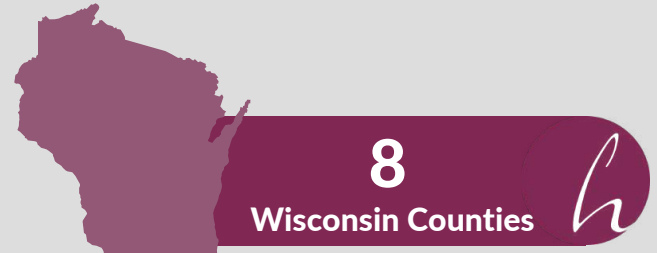


## Educational Programming

Healthfirst offers community education in a variety of formats.

Methods used for community education includes in-school presentations, facilitating curriculum within schools, and directing community conversations.

### Educational Programing Numbers:



### Community Service Learning Projects:

TOP students completed a variety of community service learning projects. These projects included making blankets for animals at the local humane society, reading to 4K students, and baking homemade cookies that were donated to the local food pantry participants.





## Educational Programming

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### The PREP Program:

Healthfirst is part of Wisconsin's Personal Responsibility Education Program (PREP), which utilizes the evidenced based FLASH curriculum. PREP has been proven to delay sexual activity, increase condom and contraceptive use, and reduce unintended pregnancy among teens.

The FLASH curriculum is a medically accurate, age-appropriate comprehensive sexual education curriculum that builds skills to support young people in remaining abstinent, as well as teaching about other methods of disease, pregnancy prevention and healthy relationships and increased family communication about sexual health related topics. The goals of the curriculum are to prevent teen pregnancy, STDs and sexual violence, and to increase family communication about sexual health related topics. Throughout the school year, Healthfirst serves roughly 125 ninth grade students by meeting with them once a week each semester.

### Results of the PREP Program:

After participating in the PREP program, most teens experienced positive changes in behavioral intention. The following percentages reflect the amount of youth who answered "much more" or "somewhat more likely" in a post-course survey:

1. Think about consequences before making decisions: **66%**
2. Make decisions to not use drugs or alcohol: **60%**
3. Manage my emotions in healthy ways: **59%**
4. Resist or say no to peer pressure: **54%**

Another important consideration is that **91%** of teens reported that they have at least one adult in their life who they can talk to if they have a problem.



## Educational Programming

Healthfirst offers community education in a variety of formats. Methods used for community education includes in-school presentations, facilitating curriculum within schools, and directing community conversations.

### The TOP Program:

Healthfirst is part of Wisconsin's Project WISE, which utilizes the evidence-based Teen Outreach Program (TOP) curriculum.

TOP is a nationally recognized, positive youth development program designed to build educational success, life and leadership skills and healthy behaviors and relationships. Healthfirst meets with middle school youth weekly in a TOP club led by trained, knowledgeable facilitators. Throughout the school year, Healthfirst serves roughly 100 sixth grade students. TOP achieves outcomes for young people with engaging curriculum lessons and meaningful, youth-led, Community Service Learning.

### Results of the TOP Program:

After participating in TOP Programing, most young people experienced positive changes in behavioral intention. The following shows the percentage of youth who answered "much" or "somewhat" more likely to the following questions.

1. Better understand what makes a relationship healthy: **80%**
2. Resist or say no to someone if they are pressuring you to participate in sexual acts: **79%**
3. Talk to a trusted person if someone makes you uncomfortable, hurts you, or pressures you to do things you don't want to: **78%**

Most young people experienced positive development outcomes after participating in Project WISE.

% of adolescents who said yes.





# Community Engagement

Healthfirst is dedicated to remaining engaged in the communities we serve. The organization achieves this through many events.

## Community Event Involvement:

Healthfirst prioritizes holding an active role in the communities that we serve. While that role is sometime filled virtually, through social media or online outreach, in-person events are still a integral part of our community involvement. In the past year, Healthfirst has added a Business Development Specialist who is primarily responsible for representing the brand at community events.



During the past year, Healthfirst has participated in events such as:

- Pride Events:
  - Baraboo Pride
  - Central Wisconsin Pride (Aniwa)
  - Wausau Pride
  - Stevens Point Pride
- A Night Out (Adams County)
- Wine and Beer Walk (Mauston)
- Community Health Fairs (Ho Chunk Nation, Medford, Athens)

AND MANY MORE!







# Community Engagement

Healthfirst offers community education in a variety of formats. Methods used for community education includes in-school presentations, facilitating curriculum within schools, and directing community conversations.

## Support Groups:

Over the past year, the Healthfirst Network on-staff social worker, Darcy, has developed and facilitated three support groups. These groups focus on topics such as:

1. Healthfirst Network LGBTQ+ Support Group:
  - a. This is a group dedicated to creating a safe space for individuals who are a part of the LGBTQ+ community to share their experiences, and discuss a variety of topics.
2. Healthfirst Prenatal and Infant Loss Support Group:
  - a. The Healthfirst Prenatal and Infant Loss Support Group provides a space for parents who have suffered the loss of a child to support each other, and learn more about processing the loss and grief.
3. Healthfirst Parent Support Group:
  - a. The Healthfirst Parent Support group is dedicated to all parents. The group discusses topics such as mental health in parenting, picky eating, and questions brought to the group by members.







# Staff Engagement and Satisfaction

Healthfirst is dedicated to providing a welcoming work environment to every member of our team.

## Staff Competitions:

One way that Healthfirst Staff connects with our communities is through staff competitions and awareness days. In 2022, the staff was divided into teams for two competitions. The first challenged them to create a sculpture out a canned food, with all food used being donated. The second competition was decorating a clinic door for the holidays. The winners for both of these competitions were decided through voting on Healthfirst's Facebook.



## Staff Engagement Activities:

In an effort towards continued staff engagement, Healthfirst creates internal competitions throughout the year. In 2022, these competitions included:

### 1. Canned Food Sculpture Contest

- a. Healthfirst was separated into 9 teams, and each team was given a budget of \$300.

With that budget, the teams were tasked with buying a variety of non-perishable food items and creating a sculpture with those items. The winning team was decided via followers of the Healthfirst Network Facebook Page. All foods used in this competition were donated to food pantries across the state.

### 2. Holiday Door Decorating Competition:

- a. Healthfirst staff were divided into teams based and given a small budget. The teams then decorated one door within their location for the holidays. Teams picked their own themes, and the winners were decided via followers of Healthfirst Network's Facebook Page.

### 3. Awareness Days:

- a. Healthfirst staff recognizes a variety of awareness days through wearing supportive colors, posting on social media, and recognizing these days organization-wide.

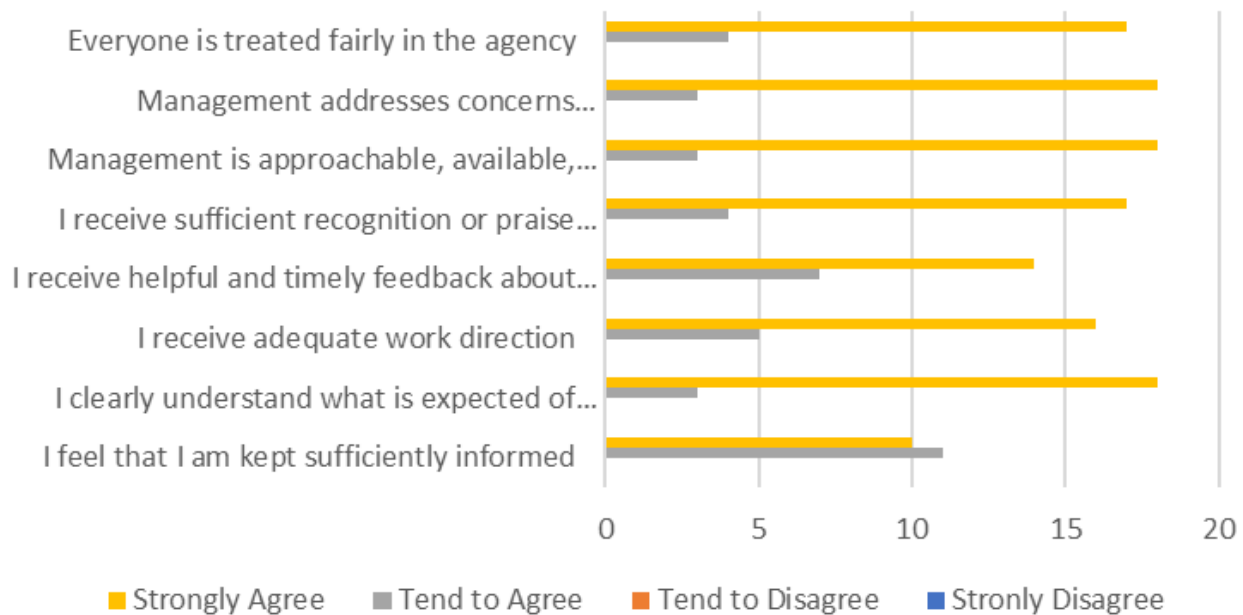


# Staff Engagement and Satisfaction

Healthfirst is dedicated to providing a welcoming work environment to every member of our team.

## Staff Satisfaction Survey:

### Staff Evaluation of Management



The Healthfirst Leadership Team regularly assesses employee satisfaction by utilizing an anonymous all-staff survey. These surveys provide an opportunity to see where improvements can be made within the organization, as well as to the organizations culture.

