

# West Allis-West Milwaukee Community Health Improvement Plan (CHIP) 2016-2020

## *2016 Annual Review of Progress*



*A community health improvement plan is an ongoing, collaborative effort by community partners to address public health problems in a community. It is part of a community health improvement process - a systematic approach to assess community data, perceptions, assets and emerging concerns and develop an action plan for priority issues. The community health improvement plan is meant to engage and move the community into action.<sup>1</sup>*

### **2016-2020 CHIP Priorities:**

- **Healthy Lifestyles**
- **Mental Health**
- **Substance Abuse and Addiction**

# Healthy Lifestyles Priority

## Active Workgroup, Taskforce or Coalition related to this Priority:

- The West Allis-West Milwaukee Healthy Lifestyles Coalition - established in 2011
  - Coalition met five times in 2016

## Revisions made to this Priority from the original CHIP Plan:

- No revisions made

**Goal: West Allis-West Milwaukee residents will demonstrate behaviors that support a healthy lifestyle**

**Objective 1:** By December 31, 2018, implement or enhance two programs that will facilitate residents to meet the minimum recommended minutes for daily physical activity.

**Objective Status:** *In progress*

### **2016 Activities or Accomplishments that help meet the minimum recommended daily physical activity.**

- Utilized new social media sites to promote the Mayor's Challenge
- Developed online tracking process for participation developed for the Mayor's Challenge
- Recruited new partners for the Healthy Lifestyles Coalition
- Strengthened collaboration with the West Allis IT department
- Increased the number of participants who completed the Mayor's Challenge from 88 participants in 2015 to 350 in 2016
- Maintained a caseload of 75 families in the USDA SNAP Fit Families program

**Objective 2:** By December 31, 2020, expand or implement three new initiatives or policies related to the built environment to promote physical activity and healthy habits.

**Objective Status:** *In progress*

### **2016 Activities or Accomplishments that enhance the built environment**

- Adopted City park plan and completed updates or enhancements to:
  - Liberty Heights, Reservoir and Vets city parks
  - Included renovating playground equipment and adding a Pickelball court
- Expanded the bike lanes on Cleveland Ave from S. 92<sup>nd</sup> Street to S. 99<sup>th</sup> Street
- Continued with the planning /design stage to improve National Ave. Crosswalk
- Completed the plan for the Bublr bike stations
  - Plan 8 or 9 stations to be installed on the NE end of West Allis in summer 2017

**Objective 3:** By December 31, 2020, 20 West Allis-West Milwaukee businesses will utilize their worksite setting to support health promotion offerings to impact health behaviors.

**Objective Status:** *In progress*

### **2016 Activities or Accomplishments that support worksite setting wellness**

- Recruited a total of 17 employers to commit to the Well City Initiative and an additional 3 employers that are interested and actively contemplating joining
- Drafted the strategic implementation plan for the Well City Initiative

**Objective 4:** By December 31, 2018, implement three new initiatives that will increase access to fruits and vegetables.

**Objective Status:** *In progress*

### **2016 Activities or Accomplishments that increase access to fruits and vegetables**

- Initiated electronic benefits transfer (EBT) redemption system at the West Allis Farmer's Market for 2016 season
- Facilitated the installation of 15 Victory Gardens to income eligible residents
- Initiated educational sessions held at the Rainbow Community Garden

**Objective 5:** By December 31, 2020, the West Allis-West Milwaukee Breastfeeding Coalition will conduct two community-based activities to support breastfeeding as the infant feeding norm.

**Objective Status:** *In progress*

### **2016 Activities or Accomplishments that support breastfeeding as the infant feeding norm**

- Recruited a lead facilitator for the West Allis-West Milwaukee Breastfeeding Coalition

## ***Mental Health Priority***

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### **Active Workgroup, Taskforce or Coalition related to this Priority:**

- The West Allis Mental Health and Substance Abuse Taskforce- established in 2015
  - Meetings held on a monthly basis

### **Revisions made to this Priority from the original CHIP Plan:**

- No revisions made

## ***Goal 1: Reduce stigma re: Mental Illness in West Allis-West Milwaukee***

**Objective 1:** By December 31, 2020, implement two community based initiatives to reduce stigma related to mental illness.

**Objective Status:** *In progress*

### **2016 Activities or Accomplishments that support stigma reduction**

- Researched potential training options and training resources re: mental illness stigma reduction

- Collaborated with UW Madison MPH students to research social marketing ideas to combat stigma re: mental illness
- Procured funding for Mental Health Stigma Reduction Training in the community.
  - A representative from Aurora West Allis Medical Center will receive training and then conduct training in the community
- Confirmed with Taskforce members a commitment to include key members in their organization in mental illness stigma reduction and suicide prevention (QPR) training

## ***Goal 2: Build support capacity in West Allis and West Milwaukee to assist individuals and families dealing with mental illness***

**Objective 1:** Develop or expand two mental health support networks to address issues, and strengthen collaboration and support for those dealing with mental illness in West Allis and West Milwaukee.

**Objective Status:** *In progress*

### **2016 Activities or Accomplishments that support building mental health capacity**

- Determined the two mental health support networks to be developed or expanded to be the WA Mental Health and Substance Abuse Taskforce and a clergy support network
- Recruited new members to join the existing Mental Health and Substance Abuse Taskforce. The new members include representatives from Rogers Memorial Hospital, the WAWM School District and the Department of Aging
- Recruited a local clergy “point person” to lead and facilitate the clergy support network.
- Established a list of prospective participants of local clergy to join the network
- Collaborated with NAMI to identify potential trainings to be offered to the clergy participants

**Objective 2:** By December 31, 2020, facilitate training and collaboration among community partners to expand capacity for ***crisis response and stabilization*** for those dealing with mental health concerns in West Allis and West Milwaukee.

**Objective Status:** *In progress*

### **2016 Activities or Accomplishments that support building capacity for mental health crisis response and stabilization**

- Established that the WA Mental Health and Substance Abuse Taskforce would conduct a review meeting twice a year with emergency mental health response agencies to resolve access and/or response time issues
- Conducted a review meeting between the WA Mental Health and Substance Abuse Taskforce Rogers Hospital and 211 IMPACT to identify and troubleshoot response issues with mental health emergencies
- Collaborated with Mental Health America to locate hotline crisis resource card to be widely distributed in public locations throughout the community

**Objective 3:** By December 31, 2020, implement training and curriculum to build resilience and expand mental health support for youth in the West Allis-West Milwaukee School District.

**Objective Status:** *In progress*

**2016 Activities or Accomplishments that build resilience and expand mental health support in the West Allis-West Milwaukee School District.**

- Established WAWM School District representation on the WA Mental Health and Substance Abuse Taskforce
- Conducted Mindfulness training included in the 2016 WAWM School District curriculum
- Arranged for a presentation related to mental illness stigma to be conducted in February or March 2017, for select grades in the WAWM School District

## ***Substance Abuse and Addiction Priority***

**Active Workgroup, Taskforce or Coalition related to this Priority:**

- The West Allis Mental Health and Substance Abuse Taskforce- established in 2015
  - Meetings held on a monthly basis
- The WAWM Heroin/Opiate Task Force- established in 2016.
  - Meetings held several times a year and as needed
- The West Allis-West Milwaukee Community Coalition - established in 2009
  - Meetings are quarterly

**Revisions made to this Priority from the original CHIP Plan:**

- No revisions made

### ***Goal 1: Prevent and reduce alcohol use and abuse among youth and adults in the West Allis and West Milwaukee communities***

**Objective 1:** By December 31, 2020, conduct at least three programs at each of the grade levels in the WAWM School District to raise awareness of the dangers of alcohol use and abuse in West Allis and West Milwaukee.

**Objective Status:** *In progress*

**Objective 2:** By December 31, 2020 implement at least five initiatives directed at adults to raise awareness of alcohol serving sizes and binge drinking.

**Objective Status:** *In progress*

**2016 Activities or Accomplishments that help raise awareness of the dangers of alcohol use and abuse and binge drinking**

- Incorporated comprehensive AODA programming into the WAWM School District 2016 curriculum. This included:
  - Peers with Purpose Program

- 27 high school students were trained to present to 7<sup>th</sup> grade students on the dangers of substance abuse
    - 453 7<sup>th</sup> grade students participated in the Peers with Purpose program
  - Screening Brief Intervention and Referral to Treatment (SBIRT)
    - Screens for AODA use and offers reinforcement for positive behaviors
    - Screened a total of 474 students in 9<sup>th</sup> grade
- Conducted student led initiatives
  - Central and Hale high school student participation in several substance abuse awareness campaigns:
    - The Light and Unite Red Week in January, Red Ribbon Week in October and Wear White Day campaigns
  - Impact Day was held at Central and Hale before prom to remind students to stay safe to include alcohol use
- Observed April as Alcohol Awareness Month
  - Proclamations from Mayor of West Allis and Village President of West Milwaukee
  - Presentations included on the WA City Cable Channel and WAWM School District Cable Channel related to serving sizes and the consequences of binge drinking
  - Articles in newsletters
  - Facebook and Twitter posts
  - Participated in the Latino Health Fair held on April 16,2016

## ***Goal 2: Reduce prescription drug misuse and abuse among youth and adults in the West Allis and West Milwaukee communities***

**Objective 1:** By December 31, 2020, conduct at least 12 community education sessions for three varied populations and maintain school-based curriculum to raise awareness of prescription drug misuse and abuse and methods to limit exposure in West Allis and West Milwaukee.

**Objective Status:** *In progress*

### **2016 Activities and Accomplishments that raise awareness of prescription drug misuse and abuse and methods to limit exposure**

- Conducted educational sessions on prescription drug misuse that was directed at youth, general public, seniors, and medical prescribers in the WAWM communities. These included:
  - Peers with Purpose program and SBIRT screening (see above)
  - 13 Senior Safety Talks
    - 322 attendees
    - 34.4 pounds of medication collected
  - Prescription Drug Awareness event held on November 5, 2016
    - Sponsored by Aurora West Allis Medical Center and open to the general public
    - Included informative presentations, dialogue among doctors, pharmacists and the public, and a drug take back collection

- Initiated Opioid harm prevention measures
  - Aurora West Allis Medical Center providing medical prescribers with education, training and monitoring for appropriate prescribing practices
- Participated in the Drug Enforcement Administration’s Drug Take Back events held on April 30 and October 15, 2016
  - The WAWM Community Coalition and the WAPD led this effort
- Maintained permanent drug drop box located in the WAPD and WMPD lobbies
  - WAPD also has a drop box in the substation
- Participated in the Latino Health Fair held on April 16, 2016

***Goal 3: Prevent and reduce heroin use among youth and adults in the West Allis and West Milwaukee communities***

**Objective 1:** By December 31, 2020, conduct at least one heroin education event at the high schools each year and maintain or expand AODA curriculum and screening in the WAWM School District to raise awareness of the dangers of heroin use in West Allis and West Milwaukee.

**Objective Status:** *In progress*

**Objective 2:** By December 31, 2020, conduct three community education or training initiatives directed at adults, to raise awareness of the dangers of heroin use in West Allis and West Milwaukee.

**Objective Status:** *In progress*

**2016 Activities and Accomplishments that raise awareness of the dangers of heroin use**

- Included school based curriculum that addresses the consequences of heroin use.
  - Peers with Purpose program and SBIRT screening conducted (see above)
- Conducted Heroin Awareness Community events:
  - Two presentations held for the general public
  - A screening event of the movie “If Only” was shown to all students at Central and Hale High School
- Created the Teen Replica room to assist the community and parents to identify hiding spots for drugs in a teen’s bedroom
  - The room is open for tours
- Provided three NARCAN trainings to the general public
  - These trainings were sponsored by the WAWM Heroin/Opiate Task Force and the AIDS Resource Center of Wisconsin

References

<sup>1</sup> Adapted from [Public Health Accreditation Board \(PHAB\) Acronyms and Glossary of Terms, Version 1.0 \(PDF: 512KB / 38 pages\)](#)