

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

## *2017 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 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 2017

## 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*

### **2017 Activities or Accomplishments that help meet the minimum recommended daily physical activity**

- Completed the 4th annual West Allis Moves 30 a Day Mayor's Challenge (7/10/17-8/14/17)
  - 510 persons signed up for the Challenge with 168 successfully completing it
  - Challenge was enhanced by promotion through the Senior Center, increased social media presence and involvement of the City Wellness Committee
- Welcomed the City Wellness coordinator and a representative from the City of WA Communication Department to join the Healthy Lifestyles Coalition in 2017
- Maintained a total caseload of 89 families in the SNAP Education Fit Families program
- Promoted and distributed the bike maps and the Park renovation brochures to the public through the WAHD and Senior Center. Placed the brochure on the WAHD Facebook
- Promoted the 2017 Eat Smart, Move More, Maintain, Don't Gain! Holiday Challenge through City of West Allis social media sites, targeted emails to past Mayor's Challenge participants and through the City of West Allis Wellness Committee
  - This national online Challenge ran from November 13<sup>th</sup> - December 31<sup>st</sup>, 2017
- Conducted a Senior Physical Activity and Healthy Nutrition Campaign in 2017 at the West Allis Senior Center
  - Held a Senior Health Fair on July 26<sup>th</sup>, primary focus was on safe physical activity during the senior years
  - Hosted the Moving Right to Stay Upright Seminar on August 22<sup>nd</sup> for seniors

**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*

### **2017 Activities or Accomplishments that enhance the built environment**

- Completed the installation of BUBLR bike stations in West Allis. They are now open for business. There are eight sites that include stations at the Public Library, City Hall, West Allis Farmers Market, Six Points, Six Points Crossing, Whitnall Summit, Downtown, and Vets Park.
- Continued development of the Crosstown Trail. Currently in Phase 2, the design and planning of crosstown connector that includes the bridge across Highway 100.
- Upgraded play areas and renovations underway in Fall 2017 for Roosevelt and Klentz Parks
- Updated bike map available with 16 miles of routes
- Hosted a representative from the Wisconsin Bike Federation at the West Allis Farmers Market to provide education on bike safety.

**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*

**2017 Activities or Accomplishments that support worksite setting wellness**

- Recruited a total of 17 employers to join the Well City Initiative. Efforts are ongoing to get a commitment from the last several employers needed to join the initiative.

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

**Objective Status:** *In progress*

**2017 Activities or Accomplishments that increase access to fruits and vegetables**

- Provided continued support for the electronic benefits transfer (EBT) redemption system at the West Allis Farmers Market
- Prearranged for 15 Victory Gardens to be installed in 2018
- Continued support offered by the WA Garden Committee to promote the WAWM School garden activities. Currently five schools have gardens.
- Provided nutrition support to 64 families enrolled in the SNAP Food Benefits program
- Arranged for a UW Extension Master Gardener to be stationed at the West Allis Farmers Market on several days during the summer months 2017. The gardening expert provided free information on gardening, healthy recipes and introducing gardening to children.
- Completed an Eat Better, Move More Nutrition and Physical Activity nine-week program at the Senior Center for seniors
- Offered Tai Chi and Chair Yoga sessions at the Senior Center. Offered on an ongoing basis, several times a week.

**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*

**2017 Activities or Accomplishments that support breastfeeding as the infant feeding norm**

- Conducted WAWM Breastfeeding Coalition meetings on a regular basis to plan breastfeeding promotion strategies
- Held the WAWM local Big Latch breastfeeding promotion event in August 2017. This coincided with the National Big Latch event.
  - 110 participants – 25 of which were breastfeeding mothers with 26 successfully breastfed babies

## ***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*

### **2017 Activities or Accomplishments that support stigma reduction**

- Collaborated with local mental health professionals to develop a Mental Illness Stigma reduction training
- Conducted two Mental Illness Stigma Reduction Trainings for community front line workers
  - November 17<sup>th</sup> at Tri City National Bank and
  - November 27<sup>th</sup> at MATC- West Allis Campus
    - Learn the basic signs of mental illness and other facts about mental health
    - Learn strategies for interaction that increases inclusion and support for those facing mental health challenges
    - Learn strategies to use to avoid escalating a difficult situation and maintain safety
  - These first two trainings were offered to select frontline workers at Epikos church, Shared Journeys Charter School staff, WAWM School District staff and MATC- West Allis Campus
- Established that more training will be scheduled in 2018
- Confirmed with Taskforce members a commitment to include key members in their organization in mental illness stigma reduction and/or QPR suicide prevention training (Question, Persuade, Refer)
- Launched a community wide stigma reduction campaign for West Allis-West Milwaukee
  - Awareness initiative to destigmatize mental health and substance abuse disorders and help residents to connect with resources.
  - Joint effort between the City of West Allis Communications Department, the West Allis Mental Health and Substance Abuse and Addiction Task Force and the West Allis Health Department.
  - Will leverage social media, print brochures and posters, and community events
  - Includes a webpage on the City website that lists community resources specifically for teens, employers, seniors, and other groups is available at [www.westalliswi.gov/stopthestigma](http://www.westalliswi.gov/stopthestigma).

## **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*

### **2017 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 WA Mental Health and Substance Abuse Taskforce. The new members include representatives from West Allis City Communications Department, Milwaukee County Behavioral Health Division, Mental Health of America, and Whole Health.

- Started a Peer Support Group through Aurora West Allis Medical Center (AWAMC) for families who have lost a member due to overdose. Will be facilitated by a psychotherapist. Began 11/2/17.
- Confirmed funding through AWAMC for two Nurse Practitioners to receive advance training in Psychiatric care. Scheduled to start school in Fall 2018
- Secured trainers for clergy. Pastor Lanier (network) and Brenda Wesley (stigma reduction).

**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*

**2017 Activities or Accomplishments that support building capacity for mental health crisis response and stabilization**

- Trained Taskforce members and community stakeholders in stigma reduction on 5/10/17
- Invited Taskforce members and a group of community stakeholders on a tour of local mental health and substance abuse treatment facilities in November 2017
- Completed a Clergy Training: Mental Illness Raising Awareness with local Church Leaders
  - November 28<sup>th</sup> at MATC – West Allis Campus
    - Learn the signs and symptoms of mental illness and other facts about mental illness
    - Explore ways to build a safe and supportive environment within your congregation
    - Learn about local resources for connecting individuals and families to mental health treatment and support resources
    - Collaborate with other pastors on ways to meet the mental health needs of their congregation
- 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.

**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*

**2017 Activities or Accomplishments that build resilience and expand mental health support in the West Allis-West Milwaukee School District**

- Completed an annual Child Abuse and Suicide Awareness training through Safe Schools for Student Services and teaching staff
- Trained five student services staff in Mental Health First Aid
- Conducted a meeting between the WAWM School District staff and Rogers Memorial hospital staff to improve the connection with school for our students that get in-patient and day treatment services there. They are in the process of doing the same with Aurora Behavioral Health.
- Implemented a new Suicide Risk Assessment Procedure on 11/17/17 using the Columbia–Suicide Severity Rating Scale (C-SSRS) tool and personal safety nets plans.
  - Trained all student service staff (40 people)
- Updated the Social Emotional Learning curriculum. New procedure in place as of 11-17-17
- Arranged for Stigma reduction sessions to be conducted for student services staff, teachers, Administrators and secondary students in 2018 or early 2019
- Offered WAWM School District staff additional training on their own time in summer (two full days)
  - 40 staff members participated in summer, 2017

# 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*

## 2017 Activities or Accomplishments that help raise awareness of the dangers of alcohol use and abuse and binge drinking

- Maintained comprehensive AODA programming into the WAWM School District 2017 curriculum. This included:
  - Peers with Purpose Program
    - 25 high school students were trained to present to 7<sup>th</sup> grade students on the dangers of substance abuse
    - 506 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 200 students in 9<sup>th</sup> grade
      - 100 9<sup>th</sup> grade students from each WA Central and Hale High Schools
- Conducted student led initiatives
  - Central and Hale high school student participated 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 and avoid alcohol use
- Observed April as Alcohol Awareness Month
  - Proclamations from Mayor of West Allis and Village President of West Milwaukee
  - Alcohol Prevention Display in lobby of WA Public Library
  - Prevention messages 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 March 25, 2017
- Conducted Safe and Sober Event through the WA School District
  - Discussion held was on the dangers of AODA use and making healthy decisions
    - Held in May 2017 for 400+ participants

***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*

**2017 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)
  - 14 Senior Safety Talks
  - The AWAMC Board of Directors hosted the Get on the Bus Tour
    - The purpose of the bus tour is to provide community stakeholders a closer look at opioid and heroin addiction and treatment in our community and to highlight the challenges faced by those residents trying to access assistance for these issues. Held on November 9<sup>th</sup> 2017.
  - West Allis is part of a new national [Opioid Mapping Initiative](#). This is a community learning collaborative that includes nine counties from around the country and West Allis.
    - Developed to share data-tracking methods not currently being used uniformly across communities. Learning collaborative partners share how they provide data in easy to understand visualizations for their residents.
  - West Allis City website features a NARCAN interactive map that displays the approximate locations where Naloxone has been administered by the City of West Allis WAFD when responding to an incident
- Continued with 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 in April and October 2017
  - The WAWM Community Coalition and the WAPD led this effort
- Maintained permanent drug drop box located in the WAPD and WMPD lobbies
- Participated in the Latino Health Fair held on April 16, 2017
- Initiated a Peer Support Group for Families who have lost a member due to overdose through Aurora West Allis Medical Center
  - Will be facilitated by a psychotherapist. To begin 11/2/17



### **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*

#### **2017 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
  - Held in March and September of 2017 at Nathan Hale High School
    - 100 (March) and 120 (September) adult participants
- Held student assembly on heroin awareness programs at the two high schools and all intermediate schools, Shared Journeys Charter school and WAWM Learning Center (Dottke)
  - Public events on the dangers of prescription drug and Heroin use
  - A total of 4500+ students attended the programs
- Conducted NARCAN trainings
  - Six trainings held for the public.
    - Twenty-two participants in attendance
  - One training held for two of the Promotoras and four Latino residents
- Conducted Teen Replica Room(Knowledge Is Power) Tours
  - The tour helps parents to identify hiding spots for drugs in a teen's bedroom
  - 126 people attended (16 showings throughout 2017)

#### References

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