

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

2018 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.¹

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 six times in 2018

Revisions made to this Priority from the original CHIP Plan:

- Discontinued the previous strategy to achieve the Well City Designation as the recognition is no longer offered through the WELCOA organization.

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*

2018 Activities or Accomplishments to meet the minimum recommended daily physical activity

- Completed the 5th annual West Allis Moves 30 a Day Mayor's Challenge (7/16/18-8/17/18)
 - 392 persons signed up for the Challenge with 106 successfully completing it
 - Challenge was enhanced by promotion through the Senior Center, increased social media presence and involvement of the City Wellness Committee
 - Started the challenge with a kick off walk with the mayor on July 16th in the Liberty Heights Neighborhood. 125 residents participated in the event. The WAWM Recreation department provided Rec on the Go activities and other local groups promoted healthy activities.
- Welcomed the Wellness Coordinator from Donnelly Chiropractic to our coalition.
- Maintained a total caseload of 87 families in the SNAP Education Fit Families program
- Sent out a "Spring into Action" newsletter to all past participants of the Mayor's Activity Challenge. Newsletter included recommendations for adaptive play.
- Promoted the 2018 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
 - Additionally, city of West Allis employees were offered the option to participate in the "Racery Challenge" – to walk the equivalent of a marathon during the challenge.
 - This national online Challenge ran from November 13th - December 31st, 2018

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*

2018 Activities or Accomplishments that enhance the built environment

- Continued development of the Crosstown Trail. It was determined that a bridge across highway 100 would not be feasible. Alternative options are being explored.
- Determined that all capital improvement projects will consider pedestrian and bicycle traffic along with traffic calming strategies. National Avenue between 76th and 70th was the most recent project.
- Continued planning for a city dog park. The park is set to open in the Fall of 2019.
- Maintained the BUBLR Bikes program at select sites throughout the City.
 - A group of city employees demonstrated their use.

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*

2018 Activities or Accomplishments that support worksite setting wellness

- Discontinued the previous strategy to achieve the Well City Designation as the recognition is no longer offered through the WELCOA organization.

- Convened a group of community partners interested in worksite wellness in 2018. The group set goals of sharing wellness information for worksites.

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

Objective Status: *In progress*

2018 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
- 15 Victory Gardens were installed for income eligible families.
- Continued support offered by the West Allis Garden Committee to promote the WAWM School garden activities. Currently five schools have gardens.
- Provided nutrition support to 87 families enrolled in the SNAP Food Benefits program
- Conducted Nutrition Programs at the Farmer’s Market and in the WIC program promoting a fruit or vegetable each week along with a recipe card and the use of SNAP benefits at the market. Additionally, a Healthy Nutrition Wheel Game was developed.
- Completed an Eat Better, Move More Nutrition and Physical Activity nine-week program at the Senior Center for seniors
- Arranged for weekly school field trips to the Farmer’s Market to purchase vegetables and fruits for children who attended the summer program at Horace Mann elementary.

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*

2018 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 2018. This coincided with the National Big Latch event.
 - 133 participants – 38 of which were breastfeeding mothers with 38 successfully breastfed babies
- Assisted one local childcare center to become breastfeeding friendly certified. Plans are under way to add at least one additional center.

Mental Health 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 bi-monthly basis

Revisions made to this Priority from the original CHIP Plan:

- Plan to develop the Clergy Support Network put on hold

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*

2018 Activities or Accomplishments that support stigma reduction

- Conducted a Mental Illness Stigma Reduction Training for trainers from the City of West Allis’ insurance carrier: CVMIC: Cities and Villages Mutual Insurance Company workers
 - Held on October 17th at CVMIC
 - Four CVMIC trainers were in attendance to learn:

- the basic signs of mental illness and other facts about mental health
 - strategies for interaction that increases inclusion and support for those facing mental health challenges
 - strategies to use to avoid escalating a difficult situation and maintain safety
 - The plan is for the CVMIC trainers to incorporate the key concepts from this training into their Customer Services training offerings to City employees
- Confirmed with Taskforce members an ongoing commitment to include key members in their organization in future mental illness stigma reduction or QPR suicide prevention training (Question, Persuade, Refer) that may be offered.
- Continued a community based social media campaign re: mental health stigma reduction for West Allis-West Milwaukee that includes:
 - Awareness initiative to destigmatize mental health and substance abuse disorders and help residents to connect with resources.
 - Joint effort for media exposure between the City of West Allis Communications Department, the West Allis Mental Health and Substance Abuse Task Force and the West Allis Health Department.
 - A webpage on the City website that lists current community resources specifically for teens, employers, seniors, and other groups, available at: www.westalliswi.gov/stopthestigma.
- Initiated the planning for a comprehensive Mental Health Awareness campaign, scheduled for the month of May 2019.
 - Multi – component campaign that will target different groups.
 - Awareness event on the Realities of Child and Adolescent Mental Illness
 - for leadership in West Allis-West Milwaukee
 - Community Read
 - for teens and families
 - Caregiving for Adolescents with Anxiety
 - for parents and caregivers
 - Painting My Emotions event
 - for all ages
 - It's Kind of a Funny Story Film Viewing
 - free film on dealing with mental illness for middle grades through adults
 - It's Kind of a Funny Story Community Conversation
 - community discussion re: book and film
 - for all ages
 - Reflections of Wellness for Women Self- Care Expo Event
 - for women of all ages
 - Teen Mental Health Break: Mindfulness Event
 - for teens in grade 6-12

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*

2018 Activities or Accomplishments that support building mental health capacity

- Maintained and expanded the West Allis Mental Health and Substance Abuse Taskforce as a community based mental health support network
- Recruited new members to join the existing WA Mental Health and Substance Abuse Taskforce. The new members include representatives from West Allis Public Library, West Allis Recreation Department, and the West Allis Health Department Community Health Education Coordinator, and a business owner in Theater and Art media.
- Placed a hold on the development of a local clergy support network due to the clergy's' noted time and scheduling constraints

- Maintained an Adult Health Collaborative, initiated in 2016, convened to enhance collaboration between local health and social service agencies in order to provide stabilization for residents struggling with health and psychosocial concerns to include mental health issues.
- Continued with a Peer Support Group through Aurora West Allis Medical Center (AWAMC) for families who have lost a member due to overdose. Facilitated by a psychotherapist. Held at the AWAMC's Lighthouse on Dewey Satellite site.

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*

2018 Activities or Accomplishments that support building capacity for mental health crisis response and stabilization

- Reallocated funding and staff assignments at AWAMC to accommodate demand for mental health crisis management.
 - Arranged for there to be a Mental Health Behavioral Health Specialist on a fulltime basis in the AWAMC ED to help address mental health crises and assist patients to navigate and access the appropriate mental health follow-up.
 - Arranged to have 2 slots on the Behavioral Health Therapist team at AWAMC to be reserved everyday for urgent mental health appointments for those without resources.
- Conducted a review meeting in November 2018 between the WA Mental Health and Substance Abuse Taskforce, Rogers Hospital, AWAMC and 211 IMPACT to identify and troubleshoot response issues with mental health emergencies.
- Started the advanced training for two Nurse Practitioners, funded through AWAMC, to receive an advanced degree in Psychiatric care.
 - Began in Fall of 2018.

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*

2018 Activities or Accomplishments that build resilience and expand mental health support in the West Allis-West Milwaukee School District

- Provided youth Mental Health First Aid training to 32 of the school staff
- Trained 48 members of the staff at Lane Intermediate school in QPR.
- Revised the Suicide Risk Assessment protocol. Have trained all Student Services staff
- Provided all district staff with a minimum of 3 hours training in Mindfulness.
- Developed Youth Mental Health Checklists for all 3 of the school levels to be completed by any staff member that has a concern about a student.
 - Action plans and follow-up including referral to outside agencies will be monitored.

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*

2018 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 2018 curriculum. This included:
 - Peers with Purpose Program
 - 28 high school students were trained to present to 7th grade students on the dangers of substance abuse
 - 502 7th 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 552 students
 - 185 9th grade students from each WA Central and Hale High Schools
 - 181 10th grade students from WA Central and Hale High Schools
 - 186 11th grade students from WA Central and Hale High Schools
- Conducted student led initiatives
 - Youth prevention PSA developed and debuted on West Allis City Channel in September
 - 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 April Is Alcohol Awareness month 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 May 18,2018
- Conducted Safe and Sober Event through the WA School District
 - Discussion held was on the dangers of AODA use and making healthy decisions
 - Held April 16,2018 for 300+ 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*

2018 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)

- 19 Senior Safety Talks
 - Distributed SAMHSA opioid prevention and educational fact sheets
- Maintained Opioid Mapping Initiative - 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.
- Maintained 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
 - Distributed Hopeline Resource cards, 211 Resource cards and Milwaukee County Red Crisis booklets at various community events and locations
 - Aurora West Allis Medical Center providing monitoring for appropriate prescribing practices
 - Initiated evidenced based, non-narcotic standardized pain management protocols
- Participated in the Drug Enforcement Administration's Drug Take Back events
 - Held in April and October 2018
 - The WAWM Community Coalition and the WAPD led this effort
- Maintained permanent drug drop box located in the WAPD and WMPD lobbies
 - Additional drop boxes now located in select local Walgreens and Aurora West Allis Medical Center
- Conducted West Allis Police Department Community Patrols in July and September to promote proper disposal of unwanted and unused medications and WAPD drug drop-off locations with 511 residents
- Participated in the Latino Health Fair held on May 18, 2018
- Continued Peer Support Group for Families who have lost a member due to overdose through Aurora West Allis Medical Center

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*

2018 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 September of 2018 at Nathan Hale High School
 - 120 adult participants
 - Community events at churches and schools
 - 6 events for 183 people
- Held student assembly on heroin awareness programs at the two high schools and all intermediate schools, Shared Journeys Charter school and WAWM Learning Center (Dotke)
 - Public events on the dangers of prescription drug and Heroin use
 - A total of 4200+ students attended the programs
- Conducted NARCAN trainings
 - February Coalition Meeting included Narcan training for 13 attendees
 - Two trainings held during the Latino Health Fair for 15 participants
- Conducted Teen Replica Room(Knowledge Is Power) Tours

- The tour helps parents to identify hiding spots for drugs in a teen's bedroom
- 2 site tours and 7 mobile tours with 256 participants
- May 18, 2018 Hispanic event for 20+
 - Promotoras translated tour into Spanish

References

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

2/2018