



ANNUAL REPORT 2024

CONNECTING DATA WITH
COMMUNITY IMPACT

DATE: MARCH 2025

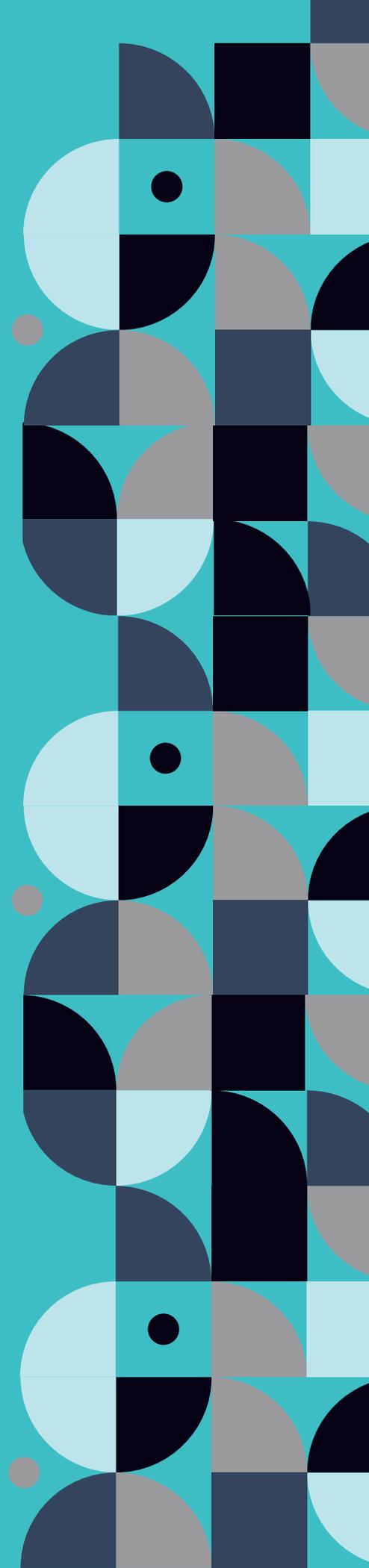
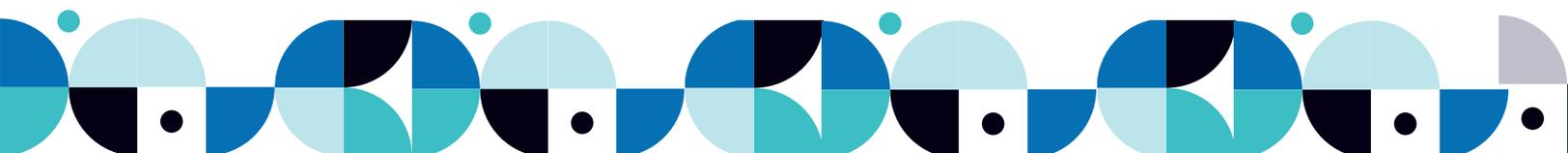


TABLE OF CONTENTS

A Note From Our Health Officer	1
Meet the Team	2
Our New Department	3-4
Key Annual Numbers	5
Maternal Child Health	6
Communicable Disease	7
Immunization Numbers	8
Environmental Health	9-11
Emergency Preparedness	12
Case Management	13
Prevention Initiatives	14
Injury Prevention	15-16
Academics and Students	17
Community Engagement	18
Thank You/Contact Us	19



A NOTE FROM OUR HEALTH OFFICER



Dear North Shore Residents,

As your local health officer, I am filled with gratitude and pride as I reflect on our collective achievements in 2024. Your unwavering support and active participation have been instrumental in our efforts to improve the health and well-being of our community.

This year's annual report, themed "Connecting Data with Community Impact," showcases how we've leveraged data to drive meaningful change in the North Shore. By integrating information across various sectors, we've gained deeper insights into the social drivers of health, allowing us to implement more targeted and effective interventions.

Engagement from the community and our partners has been crucial in translating these data-driven insights into tangible improvements in our community's health. From addressing health disparities to enhancing access to quality services, collaboration has been a cornerstone of our success.

As we move forward, I am excited about the possibilities that lie ahead. Together, we will continue to use data as a powerful tool to create a healthier, more equitable community for all.

With heartfelt appreciation,



A handwritten signature in black ink, appearing to read "Becky Rowland".

Becky Rowland, MPH, MBA
North Shore Health Department
Public Health Officer

Our Mission: To work in partnership with the communities we serve to assure, promote, and protect the health and safety of people in the North Shore.

Our Vision: To collaborate with residents and community partners to optimize health and safety for those who live, work, and spend time in the North Shore.

NSHD is advised by a Board of Health comprised of representatives from each of the 7 North Shore communities and a medical advisor. The Village of Brown Deer provides fiscal and administrative support for NSHD.



MEET THE TEAM



2024 Public Health Interns

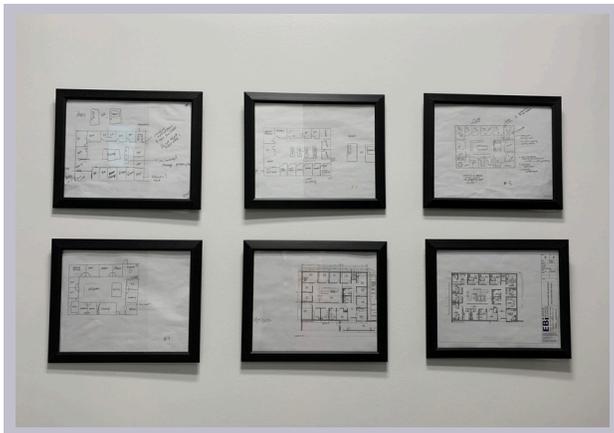
Alexis Holley, Concordia University WI School of Pharmacy
Avery Peters, University of WI-Milwaukee
Haley Wilkinson, University of WI-Milwaukee
Jaiden Thompson, Howard University
Jennifer Landetta Vidal, University of WI-Milwaukee
Michelle Kaminskis, Concordia University WI School of Pharmacy
Millie Bush, Purdue University
Naomi Olatunji, Medical College of WI

About Us

Our small but mighty team at **NSHD consists of 10 total members**. Despite being a team of only 10 staff members, we are proud to serve nearly 70,000 residents across our 7 North Shore jurisdictions. Our dedicated team works across various public health areas, including, but never limited to: communicable disease investigations, community outreach, injury and chronic disease prevention, environmental health, substance use prevention, emergency preparedness, and community case management. Through our collaborative efforts and commitment to health and safety, we strive to protect and promote the well-being of all our North Shore residents.



OUR NEW DEPARTMENT



Interested in touring our new space? Stop by and say hi!

 5901 N Milwaukee River Pkwy, Glendale, WI 53209



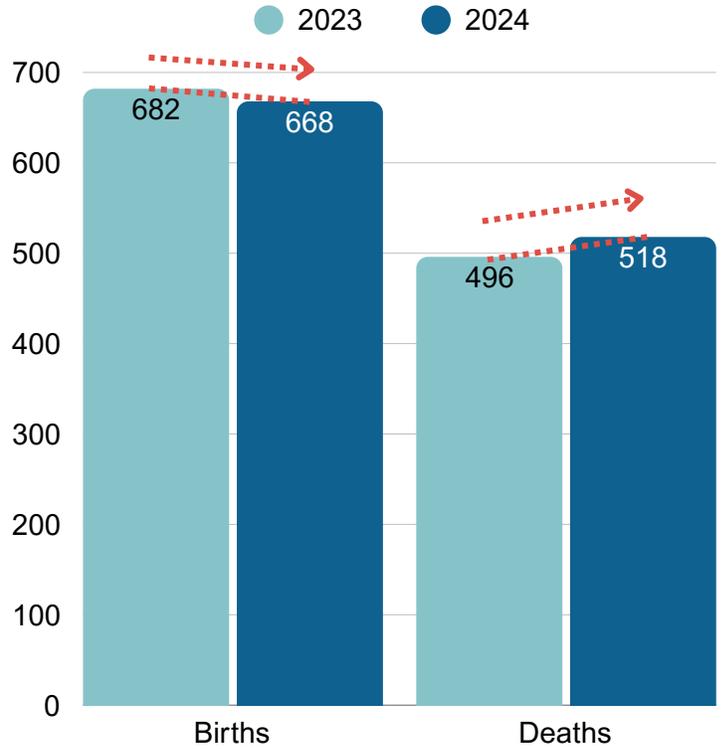
KEY ANNUAL NUMBERS

Data

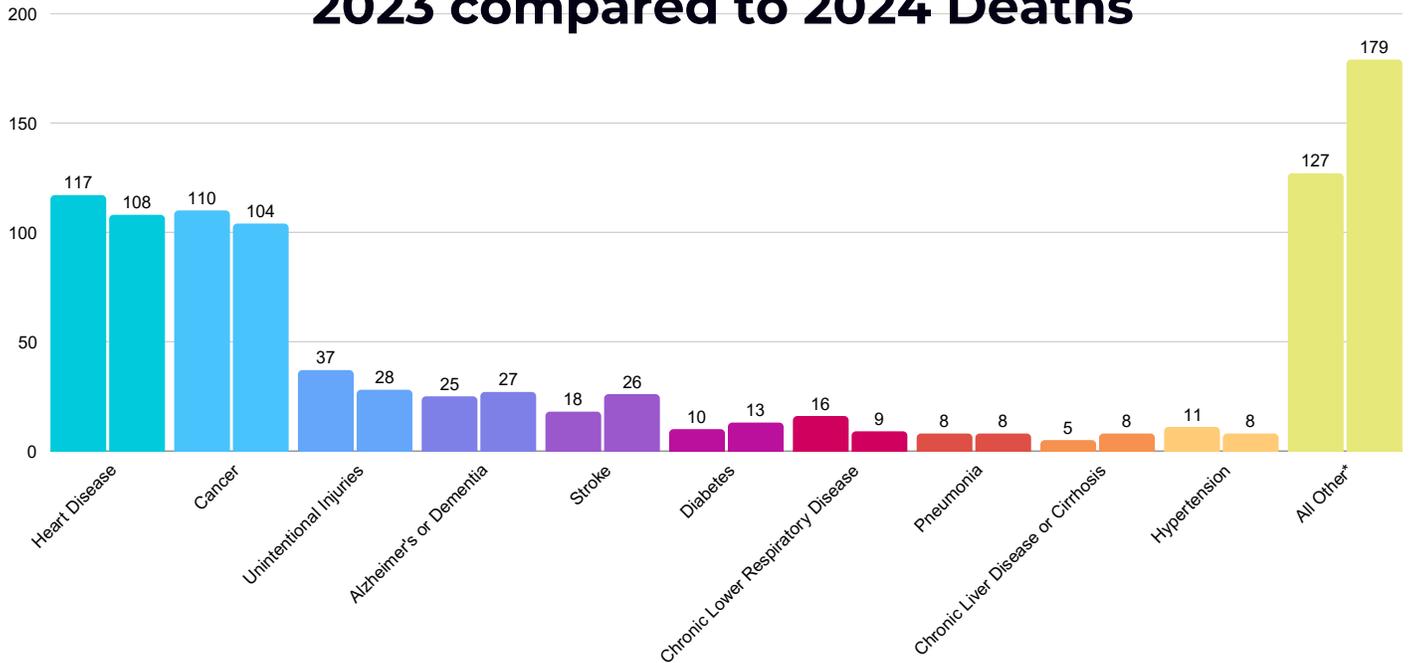
We work in partnership with the **Wisconsin Department of Health Services (DHS)**, which provides us with death and birth records for individuals in our jurisdictions. That data then guides future interventions.

Data from death records in our jurisdictions can help us target our efforts around preventative education, programs that can reduce disease, investigations, etc.

Birth records help us with our home visiting programs and identify families that may benefit from additional support from their local health department.



2023 compared to 2024 Deaths



*All other diseases: Septicemia, Parkinson Disease, COVID-19, Nutritional Deficiencies, Nephritis, Nephrotic Syndrome and Nephrosis, Certain Conditions Originating in the Perinatal Period, Influenza and Pneumonia, Congenital Malformations, Intentional Self-Harm (Suicide), Peptic Ulcer, Anemias, Atherosclerosis, Aortic Aneurysm and Dissection, Benign Neoplasms, Cholelithiasis and Other Disorders of Gallbladder, Infections of Kidney, Complications of medical and surgical care, Disease of Appendix, and Assault (Homicide)



MATERNAL CHILD HEALTH

12

Number of home visits completed in 2024.

*Compared to 11 in 2023

7

Number of Parent/Caregiver Social Groups hosted in 2024.

*Compared to 8 in 2023.

9

Number of events Safe Sleep Education was given at in 2024 (new initiative).

Partnerships and Collaborations

We partner with **DHS** to achieve the objectives of our MCH grant. We also work with **Safe Kids Wisconsin, Children’s Health Alliance of WI, NSFR, Star Legacy, Milwaukee Health Department, Medical College of Wisconsin (MCW), Community Advocates, and Brown Deer Parks and Rec** on initiatives for safety in kids around car seat safety, safe sleep for infants and toddlers, and fatality reviews.

Additionally, we have worked closely with the **libraries and librarians in the North Shore** to host Parent/Caregiver Social Groups, which aim to **reduce the isolation** many individuals experience during those first few years as a parent.

New Initiatives

We send a welcome baby letter to all families with a new little one, providing information on how to schedule a home visit from our MCH team. In a home visit, we answer newborn FAQs, provide support with breastfeeding, and discuss milestones.

In 2025, we will launch a new Maternal Child Health approach called **Nurturing the North Shore**. This program will focus on supporting birthing individuals and new families at higher risk for poor birth outcomes or maternal health issues. Our team has completed extensive training to provide enhanced care and guidance, and we are excited to see how this **improves postpartum wellness in our community!**

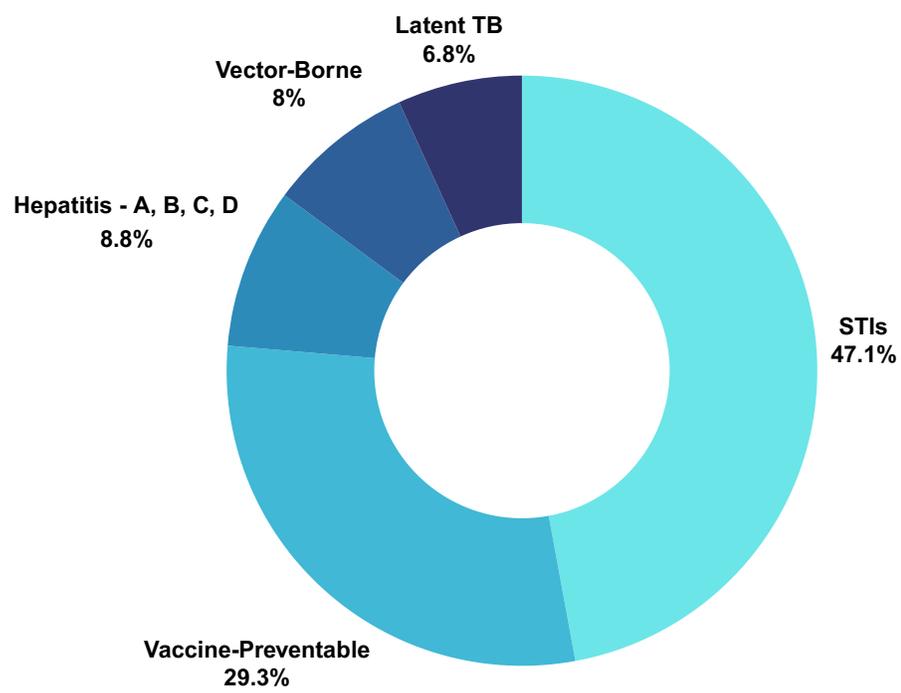


COMMUNICABLE DISEASE

Disease Cases	
<i>Confirmed, Probable, and Suspect Cases</i>	
	2024
Food or Water-borne illness	48
Hepatitis - A, B, C, D	94
Mycobacterium - non-TB	52
Vaccine-Preventable Disease*	313
Sexually Transmitted Infections**	504
TB - Active	<5
TB - Latent	73
Vector-Borne (mosquito & tick)	86
Influenza Hospitalization	29
Streptococcus	21
Fungal Infection	7
Other	1227
Total Cases	1368

*Pertussis, Varicella (chicken pox), Mumps, etc.
 **Chlamydia, Gonorrhea, Syphilis

Top 5 Communicable Diseases



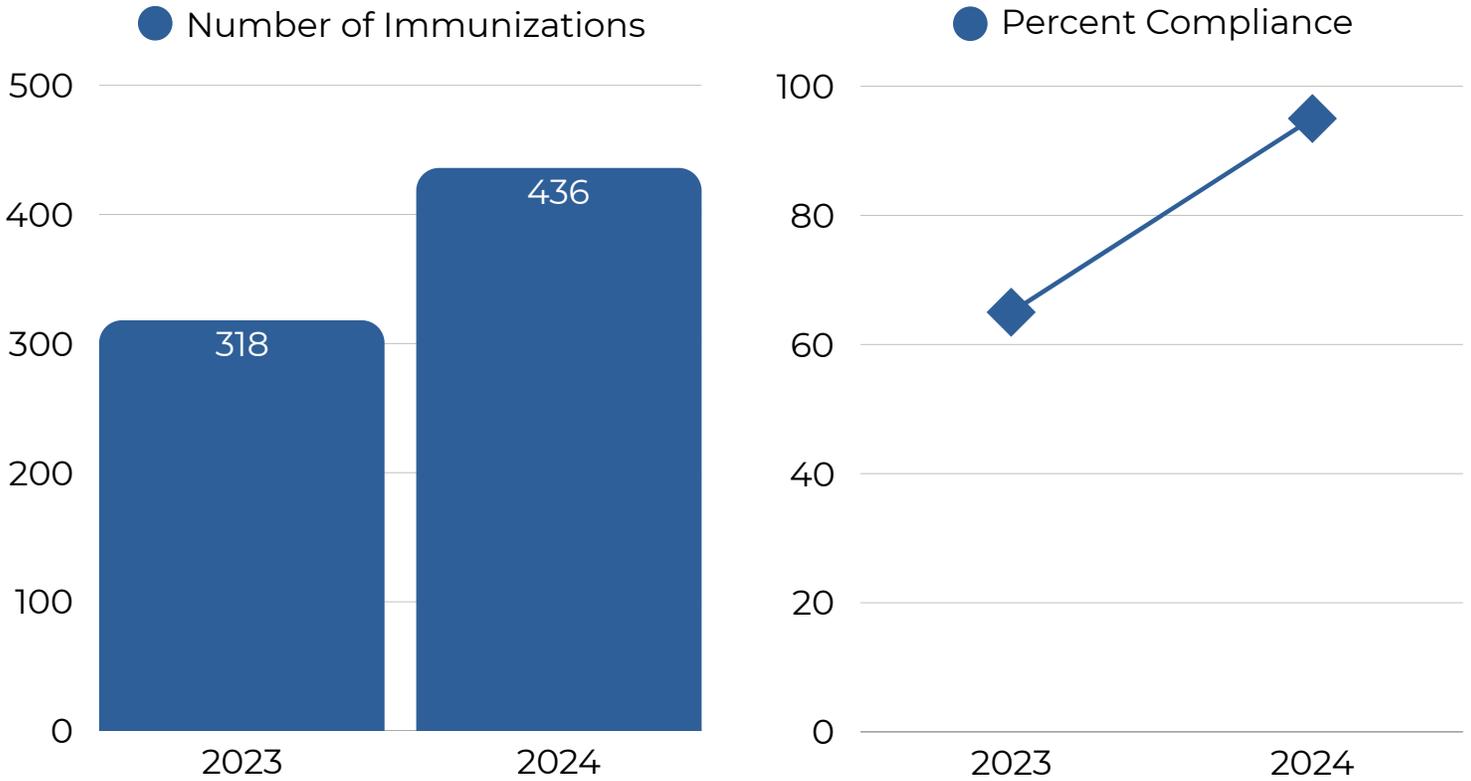
Source: WI Electronic Disease Surveillance System (WEDSS), 2024.

Communicable Disease

We work with **DHS** to follow up on Communicable Disease cases. When there are disease outbreaks, we also work with local municipalities to mitigate the outbreak. This also includes outbreaks that may occur at schools or daycares, places of work, etc. Our public health nurses and disease investigators manage outbreaks by serving as subject matter experts while disseminating and executing guidance on vaccination, prophylaxis, treatment, isolation/quarantine protocols, and more.



IMMUNIZATION NUMBERS



Immunizations

The 2024-25 school year marked significant progress in school immunization compliance reporting following updated Wisconsin immunization requirements. Key changes included the addition of the Meningococcal (MenACWY) vaccine for 7th and 12th graders and stricter verification for chickenpox exemptions.

Through targeted outreach, enhanced communication by our public health nurses, and new resources, the department greatly improved reporting and compliance. Efforts included consistent direct contact with schools, educational support, and the development of a Student Immunization Compliance Calculator and a Quick Guide for schools lacking the tools to support this requirement, which impacted compliance rates.

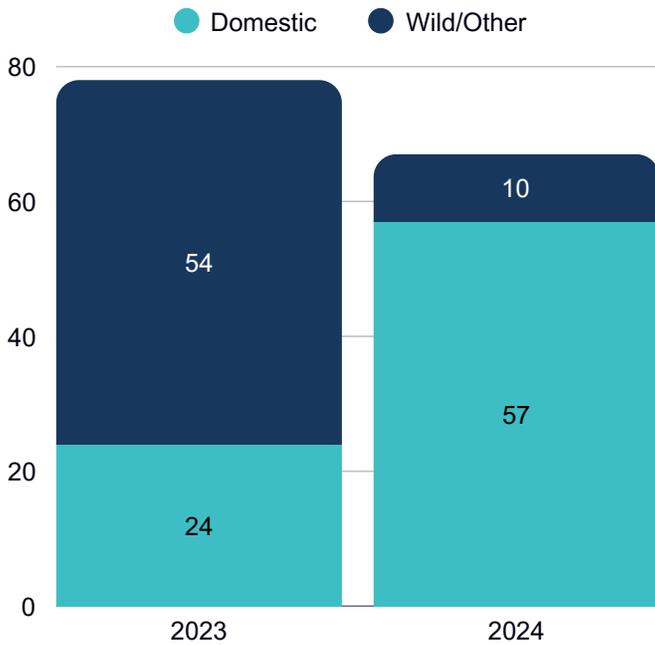
As a result of these initiatives, **compliance improved from 65% in 2023 to 95% in 2024**, demonstrating the impact of proactive engagement and strengthened reporting processes.

Building relationships with the North Shores' public school nurses allowed us to track these improvements and use their feedback to improve our approaches.

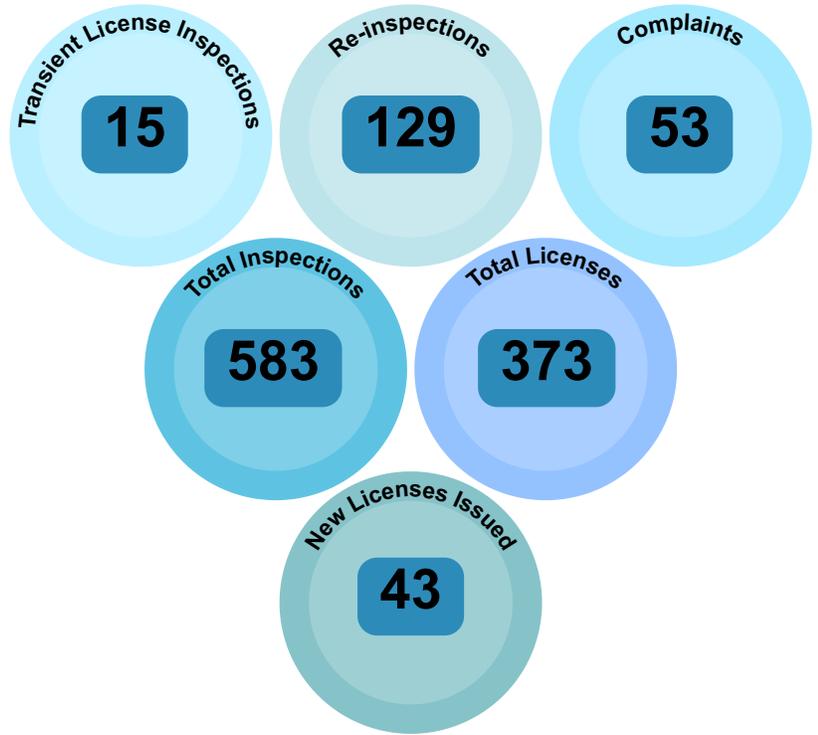


ENVIRONMENTAL HEALTH

Animal Bites



Food Inspections and Licensing



2 Bats tested positive for Rabies in 2024

NSHD works closely with North Shore **police departments** to promptly investigate animal bites involving humans or animals for potential rabies exposure. We also rely on partners at **Milwaukee Area Domestic Animal Control Commission (MADACC)** for unaccounted for domestic animals and **Wisconsin State Lab of Hygiene (WSLH)** for testing wild animals for rabies.

The North Shore Environmental Health Consortium (NSEHC) safeguards public health by enforcing sanitary regulations and promoting proper hygiene in North Shore establishments. To conduct these inspections, provide education, and correct violations in our jurisdiction, we work with:

- Department of Agriculture, Trade and Consumer Protection (DATCP)
- US Food and Drug Administration (FDA)
- US Department of Agriculture (USDA)
- North Shore’s Building Inspectors
- North Shore Fire/Rescue (NSFR)



ENVIRONMENTAL HEALTH

31

Radon tests sold in 2024

*Compared to 16 tests sold in 2023

35

The number of times the beaches in the North Shore were tested in 2024. Only **four advisories were issued** during 2024's beach testing season.

Radon Testing

We follow guidance from the **Environmental Protection Agency (EPA)** to educate residents on radon risks and mitigation.

Our partnerships with the **DHS and the Wisconsin Radon Information Center (WRIC)** support testing and outreach efforts. Residents interested in testing their home for radon can purchase a short-term radon test from NSHD.

Beach Testing

NSHD services as a subcontractor for the **Wisconsin Department of Natural Resources (DNR)** and works with the **North Shore Water Commission (NSWC)** for seasonal beach water testing. Twice a week, NSHD collects samples and delivers them to NSWC for testing. Test results are entered into a **DNR** database and are posted on their website, as well as our own, to inform constituents. Based on the results, NSHD issues advisories or closures as needed (based on E. Coli levels).



ENVIRONMENTAL HEALTH

8

Follow-ups for elevated blood lead levels of children in the North Shore in 2024.

200

Water lead testing kits distributed to North Shore residents in 2024.

Lead Testing

1503 children tested for lead poisoning in 2024- **8** of which met the criteria for required follow-up education or intervention by our department.

Our PHNs conducted **one home visit for lead case management** (along with our PHN Supervisor) and mailed **7 lead education packets offering education and consultation on the next steps** for families with children who had blood lead levels greater than or equal to **3.5 mcg/dL**.

In conjunction with **harm reduction efforts**, we have been educating our communities and empowering them to test their water at home for Lead and other hazardous materials. In this push, **we distributed 200 Lead Testing Kits in 2024** and hope to continue these efforts moving forward.



EMERGENCY PREPAREDNESS

196

Hours of training/group preparation leading into the RNC.

7

Local partners for managing the RNC.

16

Tabletops and exercises participated in for preparation for the RNC.

The Republican National Convention (RNC)

In July 2024, the City of Milwaukee successfully hosted the RNC, welcoming over 50,000 attendees. The event was designated a National Special Security Event (NSSE) by the Department of Homeland Security, placing the United States Secret Service in charge of all security preparations and operations. The RNC required more than a year of coordinated planning involving multiple emergency response agencies, including the FBI, DHS, Wisconsin Emergency Management, local emergency management teams, the Healthcare Emergency Readiness Coalition (HERC), and local emergency preparedness coordinators (including our own at NSHD).

Our health department began preparing for the event over a year in advance, working closely with regional health departments to develop a comprehensive, region-wide plan. This included supporting the City of Milwaukee Health Department, which led the event's health-related emergency management efforts. Our team participated in regular training and exercises, averaging at least one meeting or training session per week leading up to the event.

The event was a resounding success, reflecting the value of thorough planning and collaboration. The strong partnerships established through this process have strengthened our capacity for future emergency response and planning.



CASE MANAGEMENT

662

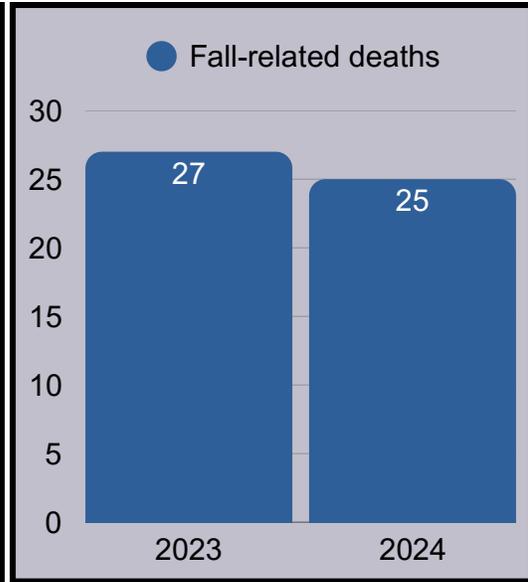
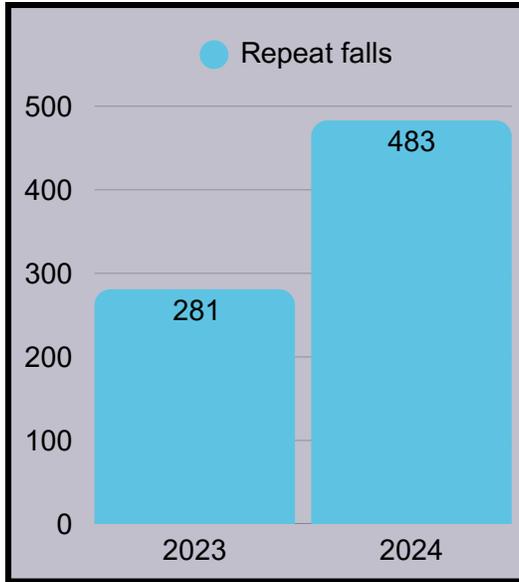
Fall Follow-Ups completed in 2024 (via phone, letter, or consult).

13

Non-fatal overdoses responded to within 72 hours (100% of cases).

82

Home visits completed in 2024 (October-December).



Community Partnerships

Our Community Case Manager (CCM) works in partnership with **North Shore Fire/Rescue**, providing support to individuals experiencing multiple falls, an overdose, are high-volume callers, or have some other unmet need(s). The CCM uses a relational approach to provide fall prevention education and intervention, access to harm reduction supplies, and resource navigation. The CCM routinely collaborates with the **North Shore’s long-term care facilities and supportive housing** to provide an extra layer of support, filling the gaps in care that many North Shore residents experience.



PREVENTION INITIATIVES

1752

Naloxone doses distributed in 2024.

*Compared to 426 in 2023.

485

Number of people trained to use naloxone in 2024.

*Compared to 101 in 2023.

874

Number of test strips given out in 2024.

*Compared to 193 in 2023.

OEND: Opioid Education and Naloxone Distribution

Opioid Education and Naloxone Distribution (OEND) helps people save lives. Naloxone (Narcan) is a medication that can reverse an overdose by reversing the effects of opiates, including respiratory depression, sedation, and hypotension. NSHD offers free training and naloxone to the community. Naloxone is safe for everyone-- including pregnant people, infants and pets!

In 2024, OEND efforts in the North Shore **grew by over 75%** from 2023. This was made possible by more community and agency training, strategic naloxone distribution, and our Public Health Vending Machine, which spent time in both Brown Deer and Glendale and is free to use.

NSHD works with many community partners including **DHS, NarcanDIRECT**, local police departments, NSFR, state law enforcement agencies, area schools, colleges and universities, community pharmacists, Rogers Behavioral Health, CleanSlate, WellPoint, Wellbrook Recovery, MKE Overdose Prevention, MCW, Milwaukee County, and our municipal leadership.



INJURY PREVENTION

27

Number of car seat installations in 2024.

*Compared to 2 in 2023.

13

Number of community safety events attended or hosted in 2024.

Community Partnerships

We partner with **North Shore Fire and Rescue** and **Safe Kids WI** to provide car seat installation services to North Shore residents. This includes education around car seat safety and the installation process. In 2024, we gained another Certified Car Seat Technician on our team, which helps us reach more families and ensure more car seats are installed correctly.



INJURY PREVENTION

264
Bike reflectors distributed in 2024.

500+
Safety supplies, including bike helmets, sunscreen, vehicle safety tools, sleep sacks, distributed in 2024.

416
Bike lights distributed in 2024.

Community Partnerships

Bike Rodeos are a fun way to engage with kids and discuss bike and pedestrian safety. We work closely with **local police departments, and elementary, and middle schools in the North Shore**. These rodeos usually include a demonstration and obstacle course done by the bicycle patrol unit of police departments, are held in school parking lots, and are attended by the health department and pedestrian safety advocates. NSHD provides lights, reflectors, helmets, and fittings.



ACADEMICS AND STUDENTS

7

Number of student interns in 2024.

*Compared to 6 in 2023.

6

Number of student field experience projects in 2024.

*Compared to 4 in 2023.

Academic Partnerships

Exposing the next generation of public health professionals to the work of local health departments is crucial for shaping the future of the field. In the spirit of Public Health 3.0, it's important to give students a hands-on experience that highlights the value of collaboration and working with different sectors. By involving them in real-world projects and connecting them with community partners, we help them see the bigger picture of how social factors impact health and how to tackle health inequities. This experience helps future leaders understand the evolving role of public health and prepares them to drive positive change in their communities.

We partner with local schools, colleges and universities including **Alverno College, Concordia University - Wisconsin, Concordia University - Nebraska, Medical College of Wisconsin, Purdue University, University of Wisconsin - Milwaukee.**



COMMUNITY ENGAGEMENT

20

Number of community events attended in 2024, which is the same as 2023.

15

Number of events hosted by NSHD in 2024.

*Compared to 7 in 2023.

Community Partnerships

Collaborating with community partners is essential to serving our residents. NSHD cannot do this work alone! By working with other local organizations, schools, businesses, and nonprofits, we extend our reach and can provide greater support to the community. These relationships help us better understand our community’s needs, coordinate resources, and create targeted health initiatives. Community partnerships also help us build relationships and trust—when we show up at community events and engage directly with residents, we demonstrate our commitment to their well-being. This visibility strengthens our connections and fosters a sense of reliability and support, making us a trusted source for public health information and services.



THANK YOU!

From all of us here at the North Shore Health Department, we thank you for taking the time to review our annual report.



5901 N Milwaukee River
Pkwy, Glendale, WI 53209



414-371-2980



www.nshealthdept.org

