

NORTH SHORE HEALTH DEPARTMENT

# COMMUNITY HEALTH IMPROVEMENT PLAN

2014-2019



PROFESSIONAL, CARING AND  
PART OF YOUR COMMUNITY

# COMMUNITY HEALTH IMPROVEMENT PLAN 2014-2019

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NORTH SHORE HEALTH DEPARTMENT

Serving the communities of Bayside, Brown Deer,  
Fox Point, Glendale, River Hills, Shorewood  
and Whitefish Bay

## EXECUTIVE SUMMARY

Health is affected by a multitude of factors including physical and social environments. **Our vision at the North Shore Health Department is to create a healthy community for all North Shore residents.** The Centers for Disease Control and Prevention define a healthy community as: “A community that is continuously creating and improving those physical and social environments and expanding those community resources that enable people to mutually support each other in performing all the functions of life and in developing to their maximum potential.”

This North Shore Health Department Community Health Improvement Plan is the result of a community assessment process, which brought together a broad representation of North Shore constituencies who have an interest in improving the health of our communities. This collaborative plan is meant to be used as a guide in improving the health of everyone who lives, works or plays in the North Shore.

*Healthiest Wisconsin 2020*, the current state health plan, was used as a framework for identifying health priority areas. The vision of *Healthiest Wisconsin 2020* is everyone living better, longer. This is a practical vision, and one that we hope will be utilized in the North Shore in the years to come. Through our planning process, we identified four health priority areas that align with those in *Healthiest Wisconsin 2020*.

The health priorities that are fundamental to the North Shore Health Department Community Health Improvement Plan include:

- **Communicable Disease Prevention and Control**
- **Chronic Disease Prevention and Management**
- **Physical Activity**
- **Mental Health**

This plan outlines goals and strategies for our identified health priorities to assist us with attaining a “healthy community” for the North Shore. The plan will have no impact on our community unless it is embraced and acted upon in a collective manner – we must work together to achieve success. Community change and health improvements require dedication and commitment from all stakeholders. In order to meet the health goals for the North Shore, action will be required by all residents, businesses, government and community sectors. We invite all of you to participate in some capacity to address the health priorities within the plan so that we can improve the health of each individual, families and ultimately, the health of our communities.

The North Shore Health Department was fortunate to be one of 10 recipients in Wisconsin awarded a grant to work on our community health improvement plan. The North Shore Health Department would like to extend a special thank you to the North Shore Board of Health and community partners who provided guidance and direction, and to the North Shore residents who provided input. The North Shore Health Department appreciates and values the collaborative effort used to create this plan.

**Sincerely,**  
**Jamie Kinzel, RS, MPH (Health Director/Health Officer)**  
**and the Staff of the North Shore Health Department**

## DEFINING THE NORTH SHORE HEALTH DEPARTMENT'S "COMMUNITY"

The North Shore Health Department serves the seven communities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood and Whitefish Bay. The North Shore area is within Milwaukee County, north and east of the City of Milwaukee. The North Shore has a total of 64,830 residents and is 24.32 square miles.

The following tables (Tables 1-3) show data for each North Shore community, in addition to how our communities compare to Milwaukee County and the State of Wisconsin. While the North Shore communities are geographically close, each community is diverse.



**Table 1: North Shore Population Data  
Compared to Milwaukee County and State of Wisconsin**

	Bayside	Brown Deer	Fox Point	Glendale	River Hills	Shorewood	Whitefish Bay	Milwaukee County	State of WI
<b>Population</b>	4,389	11,999	6,701	12,872	1,597	13,162	14,110	947,735	5,686,986
<b>White</b>	88.5%	59.8%	89.6%	77%	80%	85.8%	89.7%	54.3%	83.3%
<b>Black</b>	3.3%	28.2%	2.7%	13.8%	6%	2.9%	1.9%	26.3%	6.2%
<b>Asian</b>	3.6%	4.9%	3.7%	3.1%	7.5%	5.6%	3.6%	3.4%	2.3%
<b>Hispanic</b>	2.8%	3.9%	2.4%	3.6%	4.1%	3.4%	2.8%	13.3%	5.9%
<b>Population by Age</b>									
<b>0-4 years</b>	4.9%	5.6%	5.3%	4.7%	3.1%	5%	7.3%	7.3%	6.3%
<b>5-19 years</b>	19.9%	17.5%	20.2%	16.2%	22.7%	16.1%	24.1%	20.9%	20.1%
<b>20-24 years</b>	2.3%	5.4%	4.3%	4.7%	2.7%	11.1%	2.8%	8.2%	6.8%
<b>25-44 years</b>	18.5%	25.9%	13.4%	22.2%	14%	28%	24.8%	28.1%	25.4%
<b>45-64 years</b>	33.6%	29.2%	32.4%	29.8%	38.5%	26.6%	30.6%	24.1%	27.7%
<b>65-74 years</b>	10.3%	8.4%	8.3%	9.6%	11%	6.6%	5.8%	5.5%	7.1%
<b>75 and over</b>	10.6%	8.1%	10.1%	13%	8.1%	6.4%	4.9%	6%	6.7%
<b>Median Age</b>	48	41.8	45.6	46.8	49.5	37.2	39.6	33.6	38.5

Source: 2010 U.S. Census Bureau

**Table 2: North Shore Household and Income Data  
Compared to Milwaukee County and State of Wisconsin**

	Bayside	Brown Deer	Fox Point	Glendale	River Hills	Shorewood	Whitefish Bay	Milwaukee County	State of WI
<b>Households &amp; Families</b>	1,831	5,275	2,747	5,815	595	6,381	5,355	2,279,768	383,591
<b>Family Households</b>	70%	60.6%	67.7%	58.1%	82.7%	48.7%	73.7%	64.4%	57.6%
<b>Married Couple Families</b>	62.4%	45.5%	60.5%	46.1%	74.6%	38%	64.1%	49.6%	35.1%
<b>Non-Family Households</b>	30%	39.4%	32.3%	41.9%	17.3%	51.3%	26.3%	35.6%	42.4%
<b>Average Household Size</b>	2.38	2.27	2.36	2.14	2.68	2.06	2.63	2.43	2.41
<b>Owner-Occupied Housing Unit</b>	81.5%	69.4%	83.3%	72.3%	95.3%	46.9%	84.2%	68.1%	51.3%
<b>Median Home Price</b>	\$310,400	\$176,600	\$284,400	\$214,300	\$668,800	\$298,200	\$325,200	\$169,700	\$165,300
<b>Median Income by Category</b>									
<b>Household</b>	\$89,881	\$59,595	\$99,000	\$62,021	\$212,813	\$62,926	\$108,162	\$52,374	\$43,397
<b>Family</b>	\$111,354	\$71,210	\$119,185	\$79,391	\$222,159	\$92,294	\$128,589	\$66,065	\$55,021
<b>Per Capita</b>	\$52,571	\$28,312	\$51,703	\$33,330	\$113,366	\$41,219	\$54,682	\$27,192	\$24,051

Source: 2010 U.S. Census

**Table 3: North Shore Education and Language Data  
Compared to Milwaukee County and State of Wisconsin**

	Bayside	Brown Deer	Fox Point	Glendale	River Hills	Shorewood	Whitefish Bay	Milwaukee County	State of WI
<b>High School Diploma or Higher</b>	98.7%	93.9%	99.1%	94.3%	98.1%	97%	98%	85.5%	90.2%
<b>Bachelor Degree or Above</b>	66.9%	39%	72.8%	49.8%	78.7%	68.1%	77.3%	27.7%	26.4%
<b>Speak English Only</b>	85%	88.4%	89.2%	88.8%	84.7%	86.9%	91.6%	84%	91.4%

Source: 2010 U.S. Census

# COMMUNITY HEALTH IMPROVEMENT PLAN: INTRODUCTION

## What Is a Community Health Improvement Plan?

A community health improvement plan (CHIP) is a locally based initiative to identify factors causing health concerns, recognize community assets and resources, address local health priorities, is linked to state and national priorities, and mobilizes community resources to improve the health of residents. The CHIP is a mechanism to assess and determine the priority health needs of North Shore residents. In a CHIP, health is defined broadly and includes physical health, mental health, environmental health and other areas that contribute to overall well-being. The purpose of a CHIP is to review and assess health needs from a variety of data sources and determine strengths and weaknesses. A plan is then developed to recommend programs in areas of need.

Once a plan is developed, it is implemented and evaluated. While the plan does not address every weakness and strength outlined in the community needs assessment, it does serve as a road map, and provides sufficient details to map a clear course of direction over the current plan cycle (2014-2019). The entire process covers a five-year period to give enough time to observe community improvements. This is a community plan that requires all to act and work toward building a community where residents are healthy, safe and have a high quality of life. Together, we can make a difference and improve our quality of life. Since the North Shore Health Department serves seven communities, one community health improvement plan was created for the entire North Shore area.

## How Do We Develop a CHIP?

A community health improvement plan combines research on health statistics, in addition to engaging the community partners and residents on determining the primary health concerns.

### **The following steps are taken to create a CHIP:**

- Gather and examine data on diseases, births, deaths, disabilities, and injuries.
- Gather community opinions by the means of public listening sessions, surveys, or focus group meetings.
- Identify priority health problems and determine factors that can be impacted based on data collection and community input.
- Develop a health plan to address priority concerns.
- Present and share the health improvement plan with the community.
- Implement the identified strategies and measure success.

## Determining Risk Factors To Target and How Healthiest Wisconsin 2020 Impacts Our CHIP

To determine the North Shore's priority health needs and concerns, different activities were done to obtain data and information. This information was gathered through community public listening sessions, data review from various sources, a community survey and a telephone survey. All of this was done to take a closer look at the health of the people who live in the North Shore communities as well as the things that affect their health status.

**Here is a list of data sources used during our CHIP assessment:**

- 2012 North Shore Community Health Survey, prepared by JKV Research
- WI Interactive Statistics on Health (WISH)
- WI Electronic Disease Surveillance System (WEDSS)
- Wisconsin Immunization Registry (WIR)
- County Health Rankings
- U.S. Census
- Community Commons
- Department of Public Instruction
- Youth Risk Behavior Survey
- Police and fire departments
- Birth and death records
- Milwaukee County Department on Aging Demographic Report
- North Shore Health Department records
- Public listening sessions
- 2013 North Shore Health Department Community Survey
- SurvNet: Milwaukee County Communicable Disease Tracking



Every 10 years, the State of Wisconsin develops a health plan. The latest plan, *Healthiest Wisconsin 2020: Everyone Living Better. Longer*, has the goals to improve health across the life span, and eliminate health disparities and achieve health equity. This plan identifies 12 health priorities in order to meet these goals.

**These priorities are:**

- Adequate, appropriate and safe nutrition
- Alcohol and other drug use
- Chronic disease prevention and management
- Communicable disease prevention and control
- Environmental and occupational health
- Healthy growth and development
- Injury and violence
- Mental health
- Oral health
- Physical activity
- Reproductive and sexual health
- Tobacco use and exposure



Based on our interpretation of the data sources and the community input gathered from public listening sessions and surveys, the North Shore Health Department identified four health priorities that interlock with the *Healthiest Wisconsin 2020* plan.

**Our four health priorities are:**

- Prevention and Control of Communicable Diseases
- Chronic Disease Prevention and Management
- Physical Activity
- Mental Health

## What Are the Key Elements of Our CHIP?

Similar to *Healthiest Wisconsin 2020*, the North Shore Health Department's Community Health Improvement Plan focuses more on prevention than treatment, addressing the leading causes of illness, injury, disability and death, and shares the core values of partnerships and shared responsibility.

In the following pages of this plan, each of our four health priorities (prevention and control of communicable diseases, chronic disease prevention and management, physical activity, and mental health) are closely examined to include:

- A definition of the health issue
- An explanation to justify why this is a North Shore health priority
- A description as to how the health priority aligns with *Healthiest Wisconsin 2020*
- Identified goals to reach by 2019
- Realistic interventions at the individual, community and health department levels

**“This is a community plan that requires all to act  
and work toward building a community where residents  
are healthy, safe and have a high quality of life.  
Together, we can make a difference and  
improve our quality of life.”**



# HEALTH PRIORITY: COMMUNICABLE DISEASE PREVENTION AND CONTROL

## Definition

Communicable disease refers to illnesses that are caused by pathogens (microorganisms that can cause illness such as bacterium, viruses, parasites or fungi) and spread by the air we breathe, the foods and beverages we eat and drink, surfaces we touch, animals we come in contact with, and of course by other people. Some examples of communicable diseases include influenza, rabies, sexually transmitted infections, pertussis (whooping cough), E. coli, Salmonella, tuberculosis (TB), chicken pox, Cryptosporidium, mumps, and measles, just to name a few. While immunizations prevent the spread of some communicable diseases, other communicable diseases are not easily avoidable.

According to State of Wisconsin Statutes, medical providers and laboratories must report certain communicable diseases to the local health department; there are currently 73 communicable diseases that medical professionals are required to report to local health departments. These communicable diseases are continuously monitored and reported through the Wisconsin Electronic Disease Surveillance System (WEDSS). Data is obtained through investigating each individual case. Analyzing the data helps to find how a person may have contracted the illness and helps to decide what actions should be taken to control and/or prevent the spread of diseases. An important part of each communicable disease investigation is to ensure that the ill individual receives the necessary medical treatment and that proper precautions are done to prevent the spread of the disease to others.

## Why Communicable Disease Prevention and Control Is a North Shore Priority

In the North Shore, many kinds of communicable diseases exist and are investigated each year, including many of the diseases listed above. In fact, these diseases can be present in any community, at any given time. Based on community health surveys, there is much concern about the different communicable diseases present in our communities.

### ■ In the 2013 North Shore Health Department Community Survey:

- 44% of respondents identified communicable disease prevention and control as one of the three priority health concerns.

### ■ In the 2012 North Shore Community Health Survey:

- 23% of respondents stated that communicable disease control and prevention was one of the top three priority health concerns.

The North Shore Health Department follows up on all reportable communicable diseases. The following chart lists the most common diseases in the North Shore, compared to disease cases throughout all of Milwaukee County.



Type of Communicable Disease	2012 North Shore Cases	2013 North Shore Cases	2012 Milwaukee County Cases	2013 Milwaukee County Cases
<b>Food/Waterborne</b> (Salmonella, Giardia, E. coli, Cryptosporidium, Norovirus, Campylobacter, Shigella, etc.)	32	51	362	410
<b>Hepatitis A, B, and C</b>	31	25	705	644
<b>Tickborne</b> (Lyme disease, Rocky Mountain spotted fever)	14	21	20	34
<b>Pertussis</b> (Whooping cough)	70	27	669	168
<b>Sexually Transmitted Infections</b> (Chlamydia and Gonorrhea)	153	156	13,268	12,857
<b>Tuberculosis (TB) Active</b> (Infectious to others)	9	1	33	10
<b>TB Latent</b> (Asymptomatic)	13	7	--	--
<b>Mycobacterium (Non-TB)</b>	23	14	496	246
<b>Other</b> (Legionella, West Nile Virus, Meningitis, Hospitalized influenza, Chickenpox, etc.)	61	52	788	882

Source: North Shore Health Department

## Alignment with Healthiest Wisconsin 2020

*Healthiest Wisconsin 2020* mentions communicable disease prevention and control as a focus area. According to *Healthiest People 2020*, communicable disease prevention and control protect both individuals and entire populations. Effective immunizations have drastically reduced many once common communicable diseases. Prompt identification and control of communicable diseases reduce illness and premature deaths, health costs, and absenteeism.

## Identified Goals by December 31, 2019

- There will be a decrease in the overall number of communicable disease cases throughout the North Shore.
- There will be an increase in the percentage of North Shore children who are up-to-date on the required school immunizations.
- There will be an increase in the percentage of North Shore residents who are up-to-date on the recommended immunizations.
- There will be an increase in the number of educational campaigns and communications throughout the North Shore regarding immunizations and preventing the spread of communicable diseases.

## Interventions

### What individuals can do:

- Establish a “medical home” with a primary care medical provider, to provide continuous and coordinated care throughout your and your family’s lifetime to maximize health outcomes.
- Educate yourself on the different immunizations that are available, recommended and required.
- Ask your healthcare provider if you are up-to date on all of your immunizations.

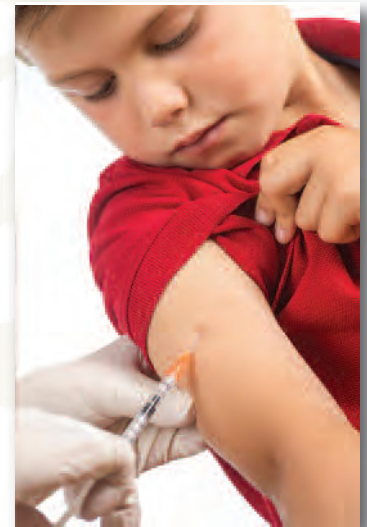
- Follow appropriate immunization recommendations for all ages, children and adults, and keep a record of dates.
- Get a yearly flu shot for all household members over 6 months of age.
- Practice good hand washing and personal hygiene.
- Reduce risky behaviors that make a person more susceptible to contracting a communicable disease.
- Stay home from work or school when ill.
- Be aware of environmental sources of communicable diseases.

#### **What community partners can do:**

- Schools can continue to monitor immunization status of students and communicate with parents regarding needed vaccines.
- Daycares can continue to monitor immunization status of children in their care and communicate with parents regarding needed vaccines.
- Schools and daycares can continue to monitor for patterns of illness in absences and collaborate with the Health Department to investigate as needed.
- Pharmacies can continue to offer immunizations.
- Medical providers can record all patients' immunizations in the Wisconsin Immunization Registry, using the uniform database to record and track immunization dates to assure that children and adults receive their immunizations according to recommended schedules.
- Medical providers and laboratories can continue to report communicable disease in a prompt manner.
- Medical providers can continue to consult with the North Shore Health Department on best practices for communicable disease interventions.
- Encourage medical providers to test symptomatic patients.
- Be aware of environmental sources of communicable diseases.

#### **What the North Shore Health Department will do:**

- Encourage residents to review their individual immunization records, both for children and adults.
- Encourage our residents to stay up-to-date on all vaccinations.
- Continue to promote and provide required and recommended immunizations to North Shore residents who qualify for services.
- Provide immunization information at community events and health fairs.
- Continue to monitor communicable diseases and complete prompt and thorough investigations.
- Collaborate with partners to identify and manage outbreaks when they occur.
- Monitor for patterns of illnesses in schools and daycares.
- Provide the necessary information to schools and daycares to help in the prevention and spread of communicable diseases.
- Continue communications and collaborate with North Shore Environmental Health Consortium to ensure optimal safety and prevention of food/waterborne outbreaks.
- Educate the public on good personal hygiene practices, such as hand washing.
- Share educational opportunities with partners and medical providers.
- Provide refugee health referrals and assist with immunizations.
- Provide screening services for tuberculosis (TB) disease and infection, and case management.



## HEALTH PRIORITY: CHRONIC DISEASE PREVENTION AND MANAGEMENT

### Definition

The National Center for Health Statistics and the World Health Organization define chronic diseases as illnesses that last a long time (at least three months), are rarely cured, and often are progressive, resulting in disability later in life. Chronic diseases can include heart disease, diabetes, arthritis, elevated blood pressure (hypertension), or kidney disease. According to the Centers for Disease Control and Prevention, as a nation, 75% of our health care dollars go to the treatment of chronic diseases. These persistent and often preventable conditions are the nation's leading causes of death and life-long disabilities, compromising one's quality of life. Prevention efforts usually involve interventions performed before the clinical onset of disease or early in the course of disease, while management efforts may occur later in the disease course and are often focused on reducing the unpleasant consequences of diseases.

Furthermore, four modifiable health risk behaviors are responsible for much of the chronic disease illnesses, complications and early deaths related to chronic diseases.

#### These modifiable risk behaviors are:

- Unhealthy diet
- Insufficient physical activity
- Tobacco use and secondhand smoke exposure
- Excessive alcohol use

### Why Chronic Disease Prevention and Management Is a North Shore Health Priority

In response to the community surveys and incidences of chronic diseases in the North Shore, the North Shore Health Department is including chronic disease prevention and management in this community health improvement plan.

#### ■ In the 2013 North Shore Health Department Community Survey:

- 54% of respondents identified chronic disease prevention and management as one of the three primary health concerns.

#### ■ In the 2012 North Shore Community Health Survey:

- 66% of respondents stated that chronic disease prevention and management was one of the top three primary health concerns.



The following table shows the 2009 and 2012 North Shore Community Health Survey results for those reporting being diagnosed with certain chronic health conditions.

<b>Population Diagnosed With:</b>	<b>2009</b>	<b>2012</b>
<b>High Blood Pressure</b>	23%	28%
<b>High Cholesterol</b>	21%	22%
<b>Heart Disease/Condition</b>	8%	9%
<b>Asthma</b>	9%	11%
<b>Diabetes</b>	7%	8%
<b>Cancer</b>	6%	4%
<b>Stroke</b>	2%	1%

Source: North Shore Community Health Survey

The following table shows the 2009 and 2012 North Shore Community Health Survey results for the modifiable health risk behaviors that are responsible for many chronic disease illnesses, complications and early deaths related to chronic diseases.

<b>Modifiable Health Risk Behaviors</b>	<b>2009</b>	<b>2012</b>
<b>Adults Eating Daily Recommended Fruit Servings (2+ Servings/Day)</b>	72%	70%
<b>Adults Eating Daily Recommended Vegetable Servings (3+ Servings/Day)</b>	30%	37%
<b>Children Eating Daily Recommended Fruit Servings</b>	--	93%
<b>Children Eating Daily Recommended Vegetable Servings</b>	--	45%
<b>Adults Participating in Recommended Moderate or Vigorous Exercise</b>	52%	50%
<b>Children Participating in Recommended Exercise</b>	--	67%
<b>Current Smokers</b>	11%	12%
<b>Exposed to Secondhand Smoke in Last 7 Days</b>	15%	10%
<b>Excessive Alcohol Use * Definition of Binge Drinking Changed Between 2009 and 2012</b>	11%* (5 or more drinks/event for both males and females)	27%* (4 or more drinks/event for females 5 or more drinks/event for males)
<b>Adults Who Are Overweight or Obese</b>	48%	61%

Source: North Shore Health Department Community Health Survey

## Alignment with Healthiest Wisconsin 2020

According to *Healthiest Wisconsin 2020*, seven out of the 10 leading causes of death in Wisconsin and the United States as a whole are due to chronic diseases. While chronic diseases are among the most common and costly of all health problems in the United States, the good news is that chronic diseases are also among the most preventable diseases.

Although chronic diseases usually become clinically apparent in adulthood, the exposures and risk factors that precede disease onset occur at every stage of life. Therefore, it is important to address opportunities to prevent risky health behaviors as early as possible and throughout the life span. Childhood and adolescence are critical times to deliver and reinforce health education messages to prevent the onset of tobacco and alcohol use and to establish patterns that will result in a lifetime of healthy eating and sufficient exercise.

## Identified Goals by December 31, 2019

- There will be a decrease in the percentage of North Shore residents who will be diagnosed with a chronic disease.
- There will be an increase in the percentage of North Shore residents who are consuming the recommended servings of fruits and vegetables.
- There will be an increase in the percentage of North Shore residents who will be accomplishing the recommended amount of moderate or vigorous exercise.
- The percentage of smokers will decrease.
- The percentage of people exposed to secondhand smoke will decrease.
- North Shore residents will consume less alcohol.
- There will be a decrease in the percentage of North Shore residents who are overweight or obese.

## Interventions

### What individuals can do:

- Establish a “medical home” to improve identification and management of chronic disease issues.
- Be aware of your personal risk factors; routinely have your blood pressure, weight, cholesterol, glucose and triglyceride (fat) levels checked.
- Be aware of your family history medical conditions and share the information with your healthcare provider.
- Maintain a regular exercise program.
- Incorporate healthy eating into everyday diet habits.
- Reduce alcohol intake.
- Do not smoke.
- Do not expose yourself to secondhand smoke.
- Seek out information/education on chronic disease prevention and management to improve quality of life.
- Maintain a healthy weight.
- Teach children and set an example of leading a life of healthy eating, sufficient exercise, limiting alcohol consumption and not smoking.

### What community partners can do:

- Provide opportunities and create an environment for safe, year-round exercise for people of all ages.
- Provide opportunities for healthy food choices in grocery stores, schools, work, restaurants and vending machines.
- Support availability of healthy food choices via farmer's markets and community-supported agriculture programs.
- Offer healthy foods at meetings, conferences and catered events.
- Assist individuals and families to establish health insurance coverage and medical homes.
- Collaborate with other community partners to develop and distribute educational materials to improve health literacy related to chronic disease prevention and management.
- Schools can promote physical activity as an important part of healthy living and education.
- Businesses can participate in worksite wellness activities and initiatives.
- Senior centers can offer physical activity programs.
- Teach children and set an example of leading a life of healthy eating, sufficient exercise, limiting alcohol consumption and not smoking.



### What the North Shore Health Department will do:

- Provide education and outreach programs for groups and individuals regarding chronic disease prevention and management.
- Assist residents to access quality health care and establish a medical home.
- Continue membership in the Suburban Milwaukee Tobacco Prevention and Control Coalition.
- Offer resources to those who want to quit smoking.
- Continue adult health risk screenings to test individuals for elevated glucose, cholesterol or triglyceride (fat) levels; screen individuals regarding their personal cardiovascular risk and counsel them on recommended changes and improvements.
- Continue blood pressure screening clinics to assist individuals with identification and monitoring of hypertension.
- Participate in health fairs and health education sessions.
- Collaborate with partners to develop and distribute educational materials to improve health literacy related to chronic disease prevention and management.
- Promote area farmers' markets and other ways to access fresh, local produce.
- Provide education and information on proper nutrition.
- Provide education and information on the benefits of safe physical activity.



## HEALTH PRIORITY: PHYSICAL ACTIVITY

### Definition

The Centers for Disease Control and Prevention define physical activity as any bodily movement or form of exercise that requires energy expenditure. Regular physical activity is one of the most important things you can do for your health, as it can help prevent or reverse certain health conditions. For example, it can help control your weight, reduce your risk of cardiovascular disease, type 2 diabetes, and some cancers. It can also strengthen your bones and muscles, improve your mental health and mood, improve your ability to do daily activities, and prevent falls. Physical activity helps maintain and improve overall health and can sometimes already be included in your daily life activities, such as yard work or walking a dog.

There are two types of physical activity that should be performed weekly: aerobic activity (moderate to vigorous exercise) and muscle strength training. The Centers for Disease Control and Prevention recommend physical activity for each of the following age groups:

#### For Adults (Ages 18-64):

- At least 150 minutes of moderate intensity aerobic activity (fast-paced walking or biking) or 75 minutes of vigorous intensity aerobic activity (jogging, running or swimming) each week.
- Two or more days a week should be muscle-strengthening activities.

#### For Children and Adolescents (Ages 6-17):

- 60 minutes or more of physical activity each day:
  - Aerobic activity should make up most of a child's 60 or more minutes of physical activity each day and this should include vigorous-intensity aerobic activity at least three days per week.
  - Muscle strengthening activities should be included at least three days per week as part of a child's 60 or more minutes.



#### For Older adults (Ages 65 and Older):

- 150 minutes of moderate intensity aerobic activity per week.
- Two days of muscle strengthening activities per week.

### Why Physical Activity Is a North Shore Health Priority

Adequate physical activity prevents many chronic diseases, helps maintain a healthy Body Mass Index (BMI), and can improve overall mental health. It is one of the most talked about ways to improve your health, yet many people still struggle to do the recommended daily amount of physical activity. When looking at responses to the North Shore community surveys, getting the recommended amounts of physical activity is a health concern.

#### In the 2013 North Shore Health Department Community Survey:

- 37% of respondents identified physical activity as a health concern.
- 31% of the respondents stated that the community health improvement plan should include focusing on physical activity in order to make a significant impact on the health of our community.



The table below includes data from the 2009 and 2012 North Shore Community Health Survey, showing the percentage of respondents who are participating in the recommended amount of exercise each week. The table also shows the percent of respondents who are overweight or obese, as determined by a person's BMI, which is measured using weight and height.

	2009	2012
<b>% of Adults Who Participate in Moderate Activity</b> (5 times a week/30 min each time)	38%	36%
<b>% of Adults Who Participate in Vigorous Activity</b> (3 times a week/20 min each time)	38%	36%
<b>% of Children Who Participate in Recommended Physical Activity</b> (60 min/5 or more days a week)	--	67%
<b>% of Adults Who Are Overweight or Obese</b> (BMI above 25)	48%	61%

Source: North Shore Community Health Survey

## Alignment with Healthiest Wisconsin 2020

*Healthiest Wisconsin 2020* identifies physical activity as being an important part in people's lives, but most people are not getting enough exercise. Physical activity is being pushed out of the daily routine, as people primarily rely on cars for transportation, are infrequently walking or biking to work or school, suburban developments are locating shopping and parks not within safe walking distances, busy lifestyles compete with time to exercise, and the increase in time spent using computer and video games. In schools, physical education and recess are often the first areas to experience reductions in assigned time, specially trained instructors and funding. While regular physical activity has been shown to reduce depression and the risk of certain chronic diseases, such as high blood pressure, stroke, coronary artery disease, type 2 diabetes, obesity, colon cancer and osteoporosis, it is a priority to find strategies to make physical activity the easy choice for people to do. This can be accomplished by creating opportunities for children and adults to be active where they live, play, work and learn.

## Identified Goals by December 31, 2019

- There will be an increase in the percentage of North Shore residents who are participating in the recommended amounts of physical activity each week.
- There will be a decrease in the percentage of North Shore residents who are overweight or obese.
- There will be a decrease in the percentage of North Shore residents who will be diagnosed with a chronic disease.

## Interventions

### What individuals can do:

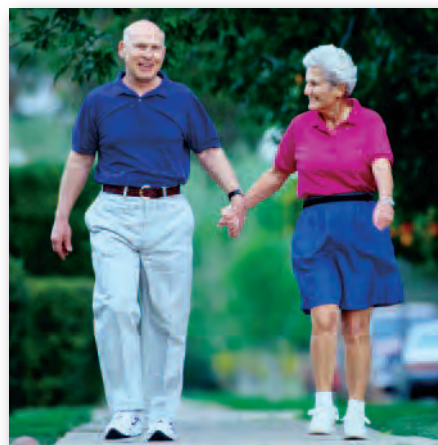
- Seek information on different physical activities and try those that are attainable and enjoyable.
- Establish a set time throughout the week for physical activity. Utilize bike paths for biking, walking or running.
- Team up with a friend or a family member to help keep motivation.
- Utilize your local recreation department's fitness classes.
- Join a fitness club or gym.
- Use time during a lunch/dinner break at work to get some exercise.
- Bring awareness of physical activity to your workplace.
- Support others in being physically active.
- Keep track of any progress made and have realistic goals.

### What community partners can do:

- Support the installation and maintenance of sidewalks and street lights in order to promote safe physical activity.
- Organize community events to promote physical activity.
- Create more opportunities for community members to join gyms and fitness clubs.
- Offer more beginner-level classes to encourage new participants.
- Make crosswalks safer and more visible, along with bike lanes.
- Generate opportunities for recreational sports and sport leagues for people of all ages and levels.
- Incorporate physical activity into the planning and development of new improvements to the community.
- Maintain physical education programs within all school districts.
- Continue Safe Routes to School Program efforts.
- Develop wellness programs within businesses.

### What the North Shore Health Department will do:

- Provide information and educate residents regarding the health benefits of physical activity.
- Continue to discuss importance and benefits of physical activity during individual health screenings such as blood pressure or adult health risk screenings.
- Participate in and assist with coordination of community-sponsored walks, runs and bike rides.
- Promote safe physical activity by coordinating helmet fitting checks.
- Provide resources regarding available programs to increase physical activity.
- Partner with businesses who offer worksite wellness or fitness programs.
- Apply for grants that have objectives to increase physical activity.
- Provide walking maps and information on local bike paths.



## HEALTH PRIORITY: MENTAL HEALTH

### Definition

According to the Centers for Disease Control and Prevention, mental health is a state of well-being in which the individual realizes his or her own abilities, can cope with the normal stressors of life, can work productively and is able to make a contribution to his/her community. It is estimated that only about 17% of U.S. adults are considered to be in a state of optimal mental health. Mental health is the foundation for well-being and effective functioning for an individual and community. It is more than the absence of mental illness, as mental illness may range from a clinically diagnosed condition or disorder, to general feelings of anxiety, stress, and/or depression that can affect a person's mood, thinking, or behavior. Mental health disorders are associated with increased rates of chronic health problems and risk factors such as smoking, physical inactivity, obesity, and substance abuse and dependence.

The Centers for Disease Control and Prevention state that there are indicators of mental health, representing three domains. These domains include the following:

- **Emotional Well-Being:** Perceived life satisfaction, happiness, cheerfulness and peacefulness.
- **Psychological Well-Being:** Self-acceptance, personal growth including openness to new experiences, optimism, hopefulness, purpose in life, control of one's environment, spirituality, self-direction and positive relationships.
- **Social Well-Being:** Social acceptance, beliefs in the potential of people and society as a whole, personal self-worth and usefulness to society, and a sense of community.

### Why Mental Health Is a North Shore Health Priority

Mental health is essential to a person's well-being, healthy relationships, and the ability to live a full and productive life. In response to the community surveys, the North Shore Health Department is including mental health in this community health improvement plan.

#### ■ In the 2013 North Shore Health Department Community Survey:

- 46% of the respondents stated mental health was one of the top three health concerns in the community.
- 32% of the respondents stated that access to mental health services would improve the community's health.
- 26% of the respondents stated that they or their family was affected by mental health.
- 26% of the respondents stated that focusing on mental health would make a significant impact on the health of the community.

#### ■ In the 2012 North Shore Community Health Survey:

- 23% of the respondents stated that mental health and depression were within the top three health issues.

The following table includes data from the North Shore Community Health Survey, showing the mental health status of adult respondents:

North Shore's Mental Health Status (Adults)	2009	2012
Nearly always felt sad, blue or depressed	4%	5%
Seldom/never find meaning in daily life	4%	4%
Considered suicide	3%	4%
Diagnosed mental health condition in last 3 years	--	14%

Source: North Shore Community Health Survey

## Alignment with Healthiest Wisconsin 2020

*Healthiest Wisconsin 2020* identified mental health as a focus area. When comparing all diseases, mental illnesses ranked first in terms of causing disability in the United States. One out of five people will experience a mental health problem of some type during a one-year period. Mental health issues are associated with increased rates of chronic health problems and risk factors such as smoking, physical inactivity, obesity, and substance abuse and dependence. In Wisconsin, treatment for mental health problems is lacking for a large portion of those who need it.

## Goals by December 31, 2019

- There will be an increase in the percentage of North Shore residents who indicate that they have access to mental health treatment.
- There will be a decrease in the percentage of North Shore residents who nearly or always feel sad or depressed.
- There will be a decrease in the percentage of North Shore residents who have considered suicide.
- There will be a decrease in the percentage of North Shore residents who seldom or never find meaning in their daily lives.

## Interventions

### What individuals can do:

- Participate in community support groups and coalitions.
- Learn and be aware of the signs of depression and suicide.
- Know when to seek help for yourself or others.
- Establish a medical home for mental health and medical services.
- Highlight both the need to educate the public about how to support persons with mental illness and the need to reduce barriers for those seeking or receiving treatment for mental illness.

### What community partners can do:

- Provide support groups and coalitions for community members who may be affected by mental health issues.
- Educate the public on how to preserve and strengthen their mental health.
- Include classroom curriculum that discusses suicide prevention, problem solving, coping skills, and conflict resolution.
- Assist residents to access health care that includes mental health coverage.
- Primary medical providers can include routine mental health screening as part of physical exam.
- Support full integration of mental health promotion and mental illness prevention and treatment with other disease prevention programs.
- Implement community wide “gatekeeper trainings” to train persons (gatekeepers) who have regular contact with potentially vulnerable populations to more readily identify populations at-risk for suicide and refer them to appropriate services.
- Highlight both the need to educate the public about how to support persons with mental illness and the need to reduce barriers for those seeking or receiving treatment for mental illness.



**What the North Shore Health Department will do:**

- Be active members of area mental health coalitions.
- Provide informational material to the public on what mental health is and how to stay healthy.
- Provide a list of resources for the community on mental health providers, suicide hotline and support groups.
- Continue to apply for mental health awareness and suicide prevention grants.
- Raise awareness at community events by sharing data and facts about the impact of mental health.
- Assist residents to locate advocates and access health care that includes mental health coverage.
- Collaborate with mental health providers to provide education and resources to the community.
- Support full integration of mental health promotion and mental illness prevention and treatment with other disease-prevention programs.
- Highlight both the need to educate the public about how to support persons with mental illness and the need to reduce barriers for those seeking or receiving treatment for mental illness.

## MOVING FORWARD

Through the work of the community health improvement planning process, new directions have been established for the North Shore communities to improve our health. The North Shore Health Department is committed to strengthening the infrastructure throughout the North Shore by building and maintaining partnerships within the communities we serve, and helping guide our communities in the implementation phase of our community health improvement plan. Partnerships extend the reach of services and programs, and increase support for important policies. They improve outcomes through shared leadership, shared resources and shared accountability.

The community health improvement plan is designed to be a cyclical process, with continuous data collection and evaluation of our communities' progress, in addition to making adjustments as needed to keep us moving in the right direction. As we move into the implementation phase of the process, our success as a healthy community will be dependent on the partnerships that form and the leadership within the North Shore. We look forward to moving in new directions as we implement this plan and measure our progress over the coming years. Most importantly, we look forward to seeing the North Shore become a healthier place to live, work and play.

**“We look forward to moving in new directions as we implement this plan and measure our progress over the coming years. . . . we look forward to seeing the North Shore become a healthier place to live, work and play.”**

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