



# 2023 NORTH SHORE HEALTH DEPARTMENT HEALTHY HIGHLIGHTS

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

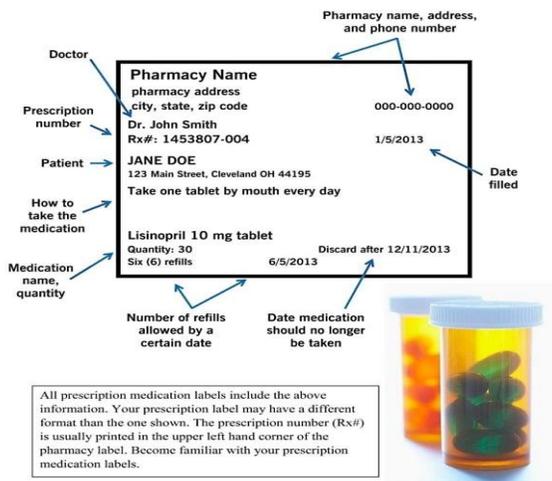
## October 18, 2023: Health Literacy Month

**Health literacy refers to an individual's ability to discover, comprehend, and apply information and services in order to make informed decisions and take actions concerning their health, as well as the well-being of others.** Health literacy is an important aspect of daily life, as it empowers individuals to make their healthcare visits more productive by enhancing their understanding of the discussed topics. Additionally, it enables people to prevent health issues and manage healthcare requirements as they arise. Even those who excel in reading and are comfortable with numbers may encounter health literacy challenges, particularly when dealing with preventive healthcare, which can be overwhelming, and when confronting complex health conditions and serious illnesses, which can be confusing.

An essential part of health literacy involves the capability to read and comprehend medication labels and guidance supplied by healthcare professionals. Although the design may be different, here's a basic summary of what you'll find on a medicine label:

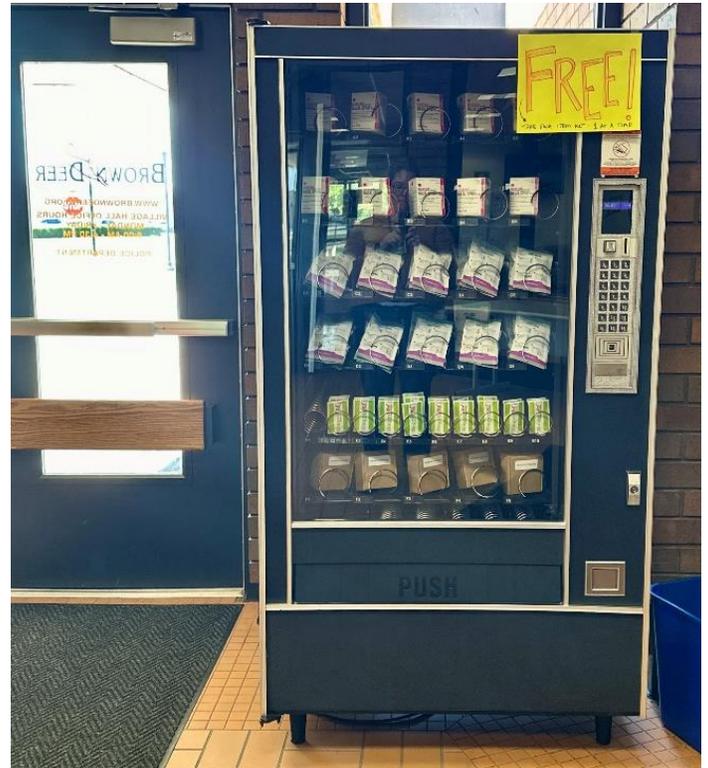
- **Top:** At the top left corner of the medication label, you'll typically see the name of the pharmacy where you got your medication and the prescription number, often starting with "Rx#."
- Middle:** In the middle of the label, you'll find your name and address, along with instructions on how to take the medication.
- **Bottom:** The label will also include the date the prescription was filled, the number of refills allowed within a certain time, and the date after which you should no longer use the medication.

### How to Read a Prescription Medication Label



In partnership with the Village of Brown Deer, NSHD recently introduced the North Shore's first harm reduction vending machine at Brown Deer Village Hall (4800 W Green Brook Drive, Brown Deer, WI, 53223). It offers essential items such as naloxone (NARCAN), fentanyl and xylazine test strips, safe medication disposal products, and safer sex items, including condoms. Inventory will be adjusted to meet community needs, potentially offering items such as tick kits, sunscreen, gun locks, first aid kits, bike-pedestrian safety items and more. All items are available to the public free of charge and accessible 24/7.

### Thank you, Village of Brown Deer!



### Dose of Reality: Drug Take Back Day

Too often, unused, and expired medications find their way into the wrong hands or are disposed of in a way that impacts the environment. Bring unused and expired medications to a Drug Take Back Day collection site on October 28, 2023.

To learn more:

[Dose of Reality: Drug Take Back Day | Wisconsin Department of Health Services](#)

## MEASLES AWARENESS

On October 10, 2023, Wisconsin Department of Health Services (DHS) was informed of a confirmed measles case in a southeast Wisconsin resident. DHS is collaborating with the City of Milwaukee Health Department and Waukesha County Health and Human Services to identify people who may have been exposed and implementing preventive measures so others do not get sick. Individuals who have been at the following locations during the listed times/days may have been exposed and should check their MMR immunization status as soon as possible. If you need help, call NSHD.

- **Mother of Good Counsel Parish (6924 W Lisbon Ave, Milwaukee)** - October 1 from 11:00 am – 4:00 pm
- **Walgreens (3233 S 27th St, Milwaukee)** - October 2 from 5:00 pm – 9:00 pm
- **Aurora St. Luke's Emergency Department (2900 W Oklahoma Ave, Milwaukee), Aurora St. Luke's Galleria Building – Breast Imaging, Pre-Admission Testing, Ambulatory Treatment Center, Outpatient Lab Draw Station** - October 2 from 11:00 am – 5:30 pm
- **Aurora Walker's Point Community Clinic, CORE El Centro, Lotus Legal, Clock Shadow Creamery (130-138 W Bruce St, Milwaukee)** - October 4 from 8:00 am – 5:00 pm

**SIGNS AND SYMPTOMS** Measles is a *highly contagious disease* that can be spread from person to person through the air and can stay in the air for 2 hours after a sick person coughs or sneezes. Signs and symptoms of measles include:

- Runny nose
- High fever (may be greater than 104°F)
- Tiredness
- Cough
- Red, watery eyes, or conjunctivitis (“pink eye”)
- A red rash with raised bumps starts at the hairline and moves to the arms and legs three to five days after the first symptoms appear.

If you develop any of the symptoms of measles, **you should stay home** (do not go to work, school, shopping, or use public transportation) and call your doctor's office. Tell them you may have been exposed to measles and describe your symptoms.

**Measles is a vaccine-preventable disease.** The best way to prevent getting measles is to get the measles vaccine (MMR) as a child beginning with the first dose at 12 to 15 months of age, and the second dose around age four. Even one dose is 93% effective against measles. Contact your healthcare provider to learn more about receiving MMR vaccine.

- If you are pregnant, immunocompromised, have children under the age of 12 months, or are otherwise ineligible to receive the MMR vaccine, contact your medical provider for guidance.
- If you have never had the vaccine or you don't know your vaccination status, you should get at least one dose. College students, international travelers, and healthcare workers should get two doses at least 28 days apart.

# Measles

IT ISN'T JUST A LITTLE RASH



Measles can be dangerous, especially for babies and young children.

### MEASLES SYMPTOMS TYPICALLY INCLUDE

- High fever (may spike to more than 104° F)
- Cough
- Runny nose
- Red, watery eyes
- Rash breaks out 3-5 days after symptoms begin



## Measles Can Be Serious



About 1 out of 5 people who get measles will be hospitalized.



1 out of every 1,000 people with measles will develop brain swelling due to infection (encephalitis), which may lead to brain damage.



1 to 3 out of 1,000 people with measles will die, even with the best care.

## You have the power to protect your child.



Provide your children with safe and long-lasting protection against measles by making sure they get the measles-mumps-rubella (MMR) vaccine according to CDC's recommended immunization schedule.

[WWW.CDC.GOV/MEASLES](http://WWW.CDC.GOV/MEASLES)



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### RESOURCES AND REFERENCES

1. [What Is Health Literacy? | Health Literacy | CDC](#)
2. [Health Literacy | health.gov](#)
3. [Understanding Health Literacy | CDC](#)
4. [Prescription Medication Labels: Cleveland Clinic](#)
5. [Measles \(Rubeola\) | CDC](#)
6. [Measles Signs and Symptoms | CDC](#)
7. [Immunizations: Measles | Wisconsin Department of Health Services](#)