



# **North Shore Community Health Improvement Plan**

**2020-2024**

**December 30<sup>st</sup>, 2019**

**From the North Shore Health Department Director/Officer**

We are excited to present the 2020-2024 North Shore Community Health Improvement Plan (NS CHIP) to residents, leaders, and stakeholders. The NS CHIP was led by the North Shore Health Department with input and collaboration from North Shore Board of Health members, government agencies, residents and community leaders. Through conversations and planning sessions with residents and leaders, the NS CHIP outlines priorities for action that will impact the health and well-being of people who live, work, and visit the seven communities in the North Shore. The NS CHIP provides direction for the community to address key priorities through common goals, objectives, and strategies.

The NS CHIP is meant for various audiences and organizations who support optimal health and safety in the North Shore. The NS CHIP is for our residents who want to improve the quality of life for themselves and their families by having and making healthy choices and by supporting safe and healthy environments in their communities. The NS CHIP is for government agencies to identify opportunities to integrate health priorities into comprehensive community plans to foster physical, social and economic development. The NS CHIP is also a guide for agencies who already are aligned with protecting health and safety to support their work and to foster collaboration and partnerships with each other. For the North Shore Health Department, the NS CHIP is a guiding document that focuses our limited resources on key priorities to maximize our role as the “chief health strategist” for the North Shore.

The NS CHIP implementation phase will be led by a Steering Committee from key organizations from across the region. This Steering Committee will include residents and stakeholders from the communities in the North Shore, along with organizations whose mission connects to the identified health priorities. If you are interested in being involved in the implementation of the NS CHIP, please contact me at 414-371-2980. We look forward to working with our communities to improve health and well-being in the North Shore.

A handwritten signature in black ink, appearing to read "Ann Christiansen", enclosed within a thin black rectangular border.

Ann Christiansen, MPH  
Health Director/Officer  
North Shore Health Department

## Acknowledgments

Completing a Community Health Improvement Plan (CHIP) covering the seven jurisdictions included in the North Shore requires contributions from many partners. The North Shore Health Department acknowledges and appreciates contributions to all components of the North Shore CHIP from individuals and organizations outlined below. We also acknowledge our partners in the ongoing work to address the health priorities in the NS CHIP. Special thanks to Mary Michaud of Visual Leverage for assisting with the facilitation of our community conversations and helping guide the development of the North Shore Community Health Improvement Plan.

### Partners and Supporters in the Developments and Implementation of the North Shore Community Health Improvement Plan – 2020-2024

- Residents, elected officials, and leaders from the municipalities served by the North Shore Health Department:
  - Village of Bayside
  - Village of Brown Deer
  - Village of Fox Point
  - City of Glendale
  - Village of River Hills
  - Village of Shorewood
  - Village of Whitefish Bay
- Bayside Communications Center
- North Shore Fire/Rescue
- North Shore Library Directors
- North Shore School Districts' Staff, Nurses, and Leaders
- Police Departments in the North Shore
- REDgen
- Tobacco-Free Suburban Milwaukee and Ozaukee Counties
- Rogers Behavioral Health
- Safe Kids of Southeast Wisconsin
- Prevent Suicide of Greater Milwaukee
- Milwaukee County Department on Aging
- Milwaukee County Behavioral Health
- Milwaukee County Breastfeeding Coalition
- African American Breastfeeding Network
- Brown Deer United Methodist Church
- University of Wisconsin-Milwaukee, College of Nursing
- University of Wisconsin-Milwaukee, Joseph J. Zilber School of Public Health
- Medical College of Wisconsin
- Wisconsin African American Tobacco Prevention Network

North Shore Health Department Community Assessment Team Members	North Shore Health Department Board of Health Members
Lori Ahrenhoerster, PhD Public Health Manager	Ellen Frieberth Schupper – Bayside
Ann Christiansen, MPH Health Director/Officer	Barbara Bechtel, RN, BSN – Brown Deer
	Bruce Weiss, MD, MPH - Fox Point
Kathleen Platt, BSN Public Health Nurse Supervisor	Debesh Mazumdar, MD – Glendale
Kim Schneider, BSN, RN Public Health Nurse	Claudia Altman, MD – River Hills
Natasha Tynczuk, MPH Former Public Health Specialist MPH Student, UWM Zilber School of Public Health	Kristine Peterka, DNP – Shorewood
Mary Michaud, MPP Founder, Visual Leverage	Christopher Simenz, PhD – Whitefish Bay
	Gary Lewis, MD Medical Advisor/Chair

## Background and Framework

Local health departments across Wisconsin are statutorily required to promote and protect the health of their communities by controlling and preventing the spread of communicable diseases, ensuring the safety of food, water, and air quality, supporting maternal and child health, improving access to clinical services, and preventing chronic disease and injury. Beyond these basic programs and services, local health departments are also responsible for identifying and collaborating with partners to address local health priorities that further improve the health of the populations within their specific jurisdictions. The framework for addressing local health priorities is provided through a community health improvement plan (CHIP). A CHIP is the community's plan for public health, rather than the Health Department's plan for the community.

The North Shore Health Department (NSHD) leads the development and implementation of the North Shore Community Health Improvement Plan (NS CHIP). The NSHD provides public health services for the seven Wisconsin communities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay, with a total population of over 65,000. For both the North Shore Community Health Assessment and North Shore Community Health Improvement Plan, the NSHD uses the framework from *Improving the Health of Local Communities: The Wisconsin Way* and the *County Health Rankings and Roadmaps* from the University of Wisconsin-Madison School of Public Health and Medicine and Robert Wood Johnson to guide this work.<sup>1,2</sup> Both resources outline a similar comprehensive approach to community health assessment and community health improvement planning using a Take Action Cycle (Figure 1).

Key components of the Take Action Cycle for community health improvement include:

- **Assess Needs and Resources:** What data help us understand our community?
- **Focus on What's Important:** What are the priority areas to address?
- **Choose Effective Policies and Programs:** Are there available strategies that have been shown to work?
- **Act on What's Important:** How do we fund and implement identified strategies?
- **Evaluate Actions:** How do we know if our strategies made a difference?

**Assess Needs and Resources:** In 2018, NSHD released the latest North Shore Community Health Assessment (NS CHA; available on our website at: [www.nshealthdept.org/CHA](http://www.nshealthdept.org/CHA)) as part of the "Assess Needs and Resources" component of the Take Action Cycle. The NS CHA gathered information on the current health needs, assets, and



**Figure 1: Community Health Improvement Take Action Cycle**



conditions of people living in the seven North Shore communities. The NS CHA provided a comprehensive picture of what impacts health outcomes and quality of life for people in our communities.

**Focus on What's Important:** In the next step, NSHD analyzed the NS CHA and identified six health topic areas to present to the public for further discussion through a Community Conversation. The Community Conversation was both an in-person event and an online discussion. Residents and stakeholders were invited to share their comments on the six identified health areas: Improve Reproductive and Sexual Health, Prevent and Manage Chronic Disease, Prevent Common Causes of Injury, Improve Mental Health and Emotional Well Being, Promote Substance-Free and Reduced Alcohol Living, and Prevent and Minimize Environmental Health Hazards. These health areas emerged as areas of concern based on the data collected in the NS CHA and prioritized by key stakeholders interviewed for the health assessment. During the Community Conversation, the public was invited to provide input and guidance in any of the six areas around the following prompts:

- **ACTION:** Share your ideas for **how** to improve.
- **RESOURCES:** Share your ideas for **who** might be able to help.
- **FUTURE:** How do you **envision** the North Shore after improving this area?

Participants were also invited to share their perspectives with staff and other participants at conversation tables. NSHD staff organized the information collected through this process and grouped the qualitative data into the categories of Action, Resources, and Future. The Board of Health set criteria to review these areas to further focus and determine which health priorities were important to include in the next NS CHIP. Criteria included:

- Are evidence-based interventions available to address the priority?
- Are other organizations already addressing the priority, allowing us to leverage their work?
- Are partners and community members willing to work with the NSHD to address the priority?
- Are there resources currently available to address the priority?

Using these criteria to assess the initial six health areas and reviewing the specific data gathered at the Community Conversation, the North Shore Board of Health voted to approve the following four NS CHIP priorities for 2020-24.



*Photo: Ideas Collected during North Shore Community Conversation, 2018*





The priorities identified in the NS CHIP can only be addressed by fully engaging partners in the broader public health system (See Figure 2). In the North Shore, government organizations, health care, and other agencies that are part of our public health system are engaged in this work at many different geographic levels. Specifically, NSHD operates within Milwaukee County, but serves residents in the seven municipalities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood, and Whitefish Bay. Advancing the health priorities identified in the NS CHIP offers a challenge and an opportunity to leverage health improvement initiatives both locally within and across any of the seven municipalities, as well as regionally in Milwaukee County and the southeastern region of Wisconsin. The NS CHIP will engage partners both locally and from a wide geographic area, including:

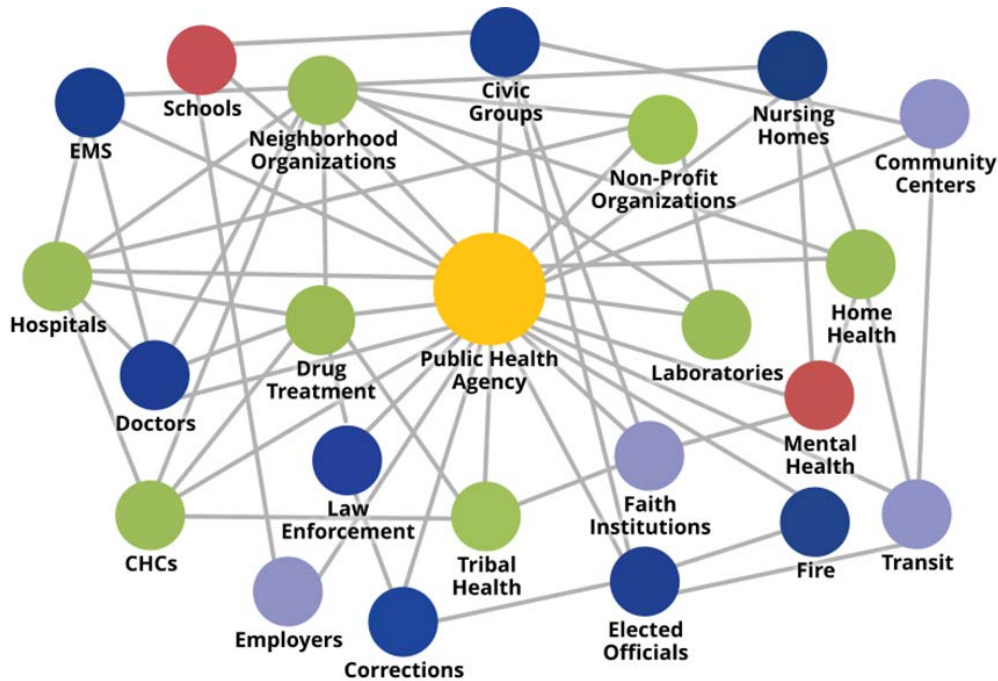
***Municipal Partners:*** The NS CHIP will involve partners from all six villages and the City of Glendale, including police departments, municipal government committees and boards, school districts, and others.

***North Shore Partners:*** The NS CHIP will involve partners whose work and mission encompasses the whole of the North Shore. This includes the North Shore Health Department and North Shore Fire/Rescue as two entities operating a consolidated service model for these seven municipalities. In addition, community partners such as REDgen, a non-profit who advocates for the mental health and well-being of youth, work across the borders of our communities.

***Milwaukee County and Regional Partners:*** The NS CHIP will link with and work with partners from across Milwaukee County and Southeast Wisconsin. There are numerous organizations and agencies whose mission fits with advancing the identified priorities in the NS CHIP, but their work happens across a broader geographic area. NSHD staff serve on many of these groups including, for example, membership on Prevent Suicide of Greater Milwaukee, leadership on Safe Kids Southeast Wisconsin, membership in the Milwaukee County Breastfeeding Coalition, and engagement with Tobacco-Free Suburban Milwaukee and Ozaukee Counties.

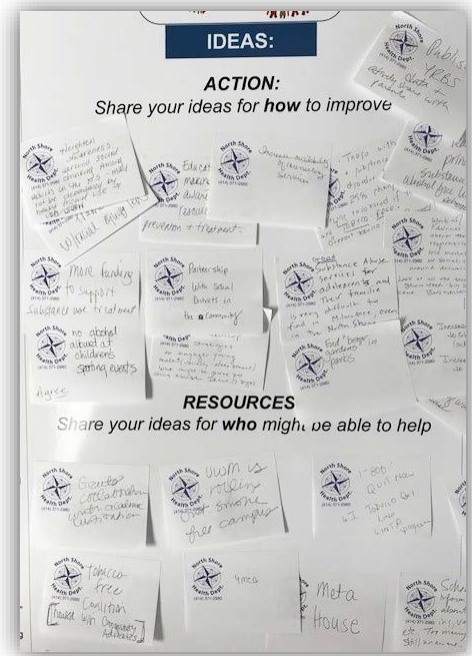
Given the geographic diversity of partners in our region, the NS CHIP works with partners at all geographic levels to support and advance progress on our goals and objectives. The involvement of these groups may fluctuate throughout the CHIP cycle depending on the scope and nature of the objective, as well as the stage in its development.

**Figure 2: Building on Collective Impact by working within the Public Health System**



**North Shore Community Health Improvement Plan Steering Committee:** The NS CHIP will be led by a Steering Committee of key stakeholders and community members from varied partners who will be involved in implementing the NS CHIP. The Steering Committee will oversee progress in meeting the goals and objectives outlined in this plan (See Appendix for NS CHIP Steering Committee members). Specifically, the NS CHIP Steering Committee will:

- Monitor progress in meeting NS CHIP goals and objectives
- Lead health improvement initiatives and strategies to help achieve NS CHIP goals and objectives
- Connect with potential partners and agencies working on NS CHIP health priority areas
- Support grant applications and funding opportunities to increase resources for NS CHIP implementation
- Advocate for policies that help achieve NS CHIP goals and objectives
- Provide expertise to agencies and organizations working to address NS CHIP goals and objectives
- Host community conversations to update residents and community leaders on NS CHIP priority areas
- Update NSHD's Board of Health on progress in addressing NS CHIP priority areas



**Photo: Ideas Gathered North Shore Community Conversation, 2018**

The NS CHIP Steering Committee will assess goals and objectives annually to determine if updates are needed to the 2020-2024 NS CHIP. The Steering Committee will present recommendations to the North Shore Health Department's Board of Health for review and approval of all changes.



## Moving Forward

2020-2024

With planning and prioritization complete for the NS CHIP, the next phase in the Take Action Cycle is to *Choose Programs and Policies, Act on What's Important, and Evaluate Actions*. The NS CHIP outlines the plan to *take action* for each priority areas with the following structure:

**Goals:** The goals frame each priority area into what we hope to achieve with this work.

**Objectives:** The objectives are specific and measurable. They are also dynamic and can be adjusted throughout the lifespan of the NS CHIP based on progress reports and recommendations by the NS CHIP Steering Committee. Some of the measures included in the NS CHIP are further developed in NS CHIP Action Plan (Appendix B).

**Strategies:** The strategies included in the NS CHIP represent initiatives and activities that came directly from the NS CHIP planning process. The strategies were identified because of work already being done or planned in these areas and there is evidence demonstrating the effectiveness of these strategies.

**Implementation Partners:** The organizations and groups included in the NS CHIP are those who are working within the North Shore or regionally to implement the identified strategies. They are stakeholders and partner agencies NSHD is actively engaged with to support their linkage with the NS CHIP.

The remaining part of the NS CHIP outlines our plan to *take action* to improve health in the North Shore. We recognize the NS CHIP is a dynamic plan that will build on success, leverage available resources, and respond to emerging needs.

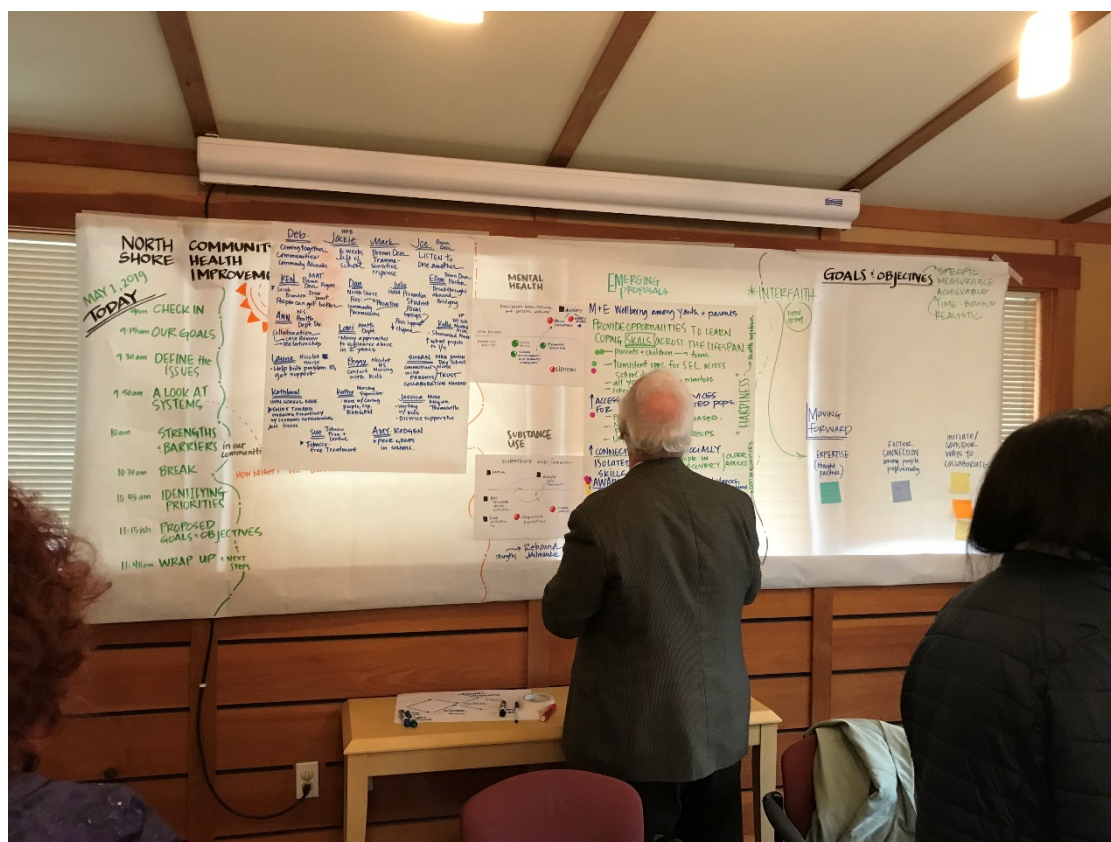


Photo: North Shore Community Health Improvement Planning Session with Community Leaders, 2019



## Summary of Priorities



**MENTAL & EMOTIONAL WELLBEING**  
for a Healthy North Shore

### Goal: Promote and support mental health and emotional well-being among North Shore Residents

- Reduce the rate of suicide among North Shore residents
- Reduce suicide attempts among North Shore residents
- Increase and support protective factors for mental health and emotional well-being
- Promote social connectedness and support
- Raise awareness about mental health issues and reduce stigma of mental illness



**PREVENTING SUBSTANCE ABUSE**  
for a Healthy North Shore

### Goal: Prevent substance abuse to protect the health, safety and quality of life for North Shore residents

- Reduce the rate of fatal and nonfatal drug overdoses in the North Shore
- Reduce use of, and exposure to, tobacco products, including e-cigarettes in the North Shore
- Reduce social isolation for people in recovery
- Raise awareness of the risk factors and protective measures to support substance abuse free living



**INJURY PREVENTION**  
ACROSS THE LIFESPAN  
for a Healthy North Shore

### Goal: Prevent unintentional and intentional injuries across the lifespan

- Decrease the number of older adults in the North Shore who fall
- Decrease the percentage of people injured in motor vehicle crashes
- Reduce rate of completed suicide and suicide attempts among North Shore residents (from Mental Health and Emotion Well-Being Priority)



**PHYSICAL ACTIVITY and NUTRITION**  
for a Healthy North Shore

### Goal: Increase physical activity and improve nutrition among residents in the North Shore

- Increase the percent of babies in the North Shore who are breastfed
- Encourage a healthy lifestyle through increased consumption of fruits and vegetables and increased physical activity levels

## Priority: Mental & Emotional Well-Being



Mental health is an integral and essential component of health. **Mental health** is a state of well-being in which an individual realizes their own abilities, can cope with the normal stresses of life, can work productively, and is able to contribute to their community. There is emerging evidence that positive mental health is associated with improved physical health outcomes. A person struggling with mental health issues may experience stress, depression, anxiety, relationship problems, grief, addiction, learning disabilities, mood disorders, or mental health illnesses of varying degrees.

**Mental illness** includes health conditions that are characterized by alterations in thinking, mood, or behavior (or some combination thereof) associated with distress and/or impaired functioning. Depression is the most common mental illness, affecting over a quarter of the US adult population. While positive mental health can improve physical health, it is also true that mental illness can arise due to diagnosis of chronic diseases including cancer, cardiovascular disease, and obesity.

Mental illnesses and substance use disorders often occur together. Sometimes one disorder can be a contributing factor to or can make the other worse. Sometimes they simply occur at the same time. Substance use disorders occur when frequent or repeated use of alcohol and/or drugs causes significant impairment, such as health problems, disability, and failure to meet major responsibilities at work, school, or home. Substance use problems can be fatal to the user or others. Examples include drunk driving fatalities and drug overdoses.

Preventing mental illness and promoting good mental health involves actions to create living conditions and environments that support mental health and allow people to adopt and maintain healthy lifestyles. These include a range of actions to increase the chances of more people experiencing better mental health. Examples include:

- Early childhood interventions (for example, home visits for pregnant women and programs that help young children build social and emotional skills)
- Social support for elderly persons
- Programs targeted to people impacted by disasters or other traumatic events
- Mental health interventions at work (for example, stress prevention programs)
- Violence prevention strategies (for example, reducing violence in the community and the home)
- Stigma reduction campaigns to change the culture of mental health so that all of those in need receive the care and support they deserve

### NORTH SHORE COMMUNITY HEALTH ASSESSMENT

Suicide was the ninth leading cause of death in the North Shore in 2016<sup>a</sup>

Twenty-three percent of adults living in North Shore ZIP Codes and surveyed between 2014-16 have been told that they have a depressive disorder<sup>b</sup>

One percent of adults in the North Shore surveyed in 2018 considered suicide in the past year<sup>c</sup>

Four percent of adults in the North Shore surveyed in 2018 reported they always or nearly always felt sad, blue, or depressed in the past month<sup>c</sup>

Sixty-six percent of adults living in North Shore ZIP Codes and surveyed between 2014-16 reported experiencing one or more adverse childhood events, which can influence the likelihood of mental illness in adulthood<sup>b</sup>

## Selection Rationale

### **Community Identified Priority in North Shore**

**Community Health Assessment:** Mental health was identified by stakeholders and residents as one of the most critical health concerns for the North Shore. In the North Shore CHA Priority Survey 43% of respondents listed mental health as a top concern, second only to “barriers to healthcare.”

### **Local and Regional Partners Committed to Addressing this Issue:**

The North Shore benefits from local groups like REDgen, who has been a leader in raising awareness of wellness, resiliency, mental health awareness, and suicide prevention. Another key group working in this area is Prevent Suicide of Greater Milwaukee, of which NSHD is an active member.

**Linkage with Healthy Wisconsin Priority:** Suicide is one of the priorities outlined in Wisconsin’s current health improvement Plan, Healthy Wisconsin, because suicide is a significant health problem in the state.<sup>3</sup>

**Evidence-Based Strategies:** Robust research on evidence-based strategies for suicide prevention exists. The Centers for Disease Control and Prevention disseminated a report in 2017 with various strategies to support mental health and suicide prevention specifically. Some include promoting social connectedness, teaching coping and problem-solving skills, and creating protective environments.<sup>4</sup>

### **Part of 2014-2019 North Shore Community Health Improvement Plan:**

The North Shore Health Department has invested resources over the previous CHIP cycle to develop our organizational and staff capacity to work on mental health issues. Staff serve on the Board of Directors for REDgen, have been trained in Mental Health First Aid, and have participated in the National Council for Behavioral Health’s Training Institute for Health Officials as several examples of our investment in mental health and emotional well-being.

## What is the North Shore Health Department Doing?

Maintaining memberships in various mental health and suicide prevention groups, including REDgen, Prevent Suicide of Greater Milwaukee (PSGM), and Prevent Suicide Wisconsin

Through a Maternal and Child Health grant from the Wisconsin Department of Health Services, NSHD is partnering with PSGM to offer training for individuals in the Question, Persuade, and Refer (QPR) program to teachers, students, and parents; QPR helps individuals recognize the warning signs of suicide crisis and teaches skills in how to question, persuade, and refer someone to help

Distributing gun locks free of charge, and information on safe medication disposal through local police departments and WI Department of Justice events

Sharing educational material on mental and emotional well-being on social media and community newsletters and magazines

## Objectives

## Strategies

## Implementation Partners

#1

Reduce the rate of suicide among North Shore residents

Reduce suicide attempts among North Shore residents

**Measure:**

Reduce the suicide rate among North Shore Residents from 15.4 per 100,000 in 2018 to 12.3 per 100,000 in 2024

- Support the distribution of gun locks throughout the community departments
- Support the use of medication drop boxes for unused prescription medications
- Raise awareness of crisis services like the Suicide Prevention Lifeline, Hopeline, and other hotlines and helplines, as well as mobile crisis services through behavioral health agencies

Milwaukee County Behavioral Health

NSHD

NS municipal police departments

Prevent Suicide Greater Milwaukee

WI Department of Justice

#2

Increase and support protective factors for mental health and emotional well-being

**Measure:**

Decrease percent of residents who feel sad, blue, or depressed in last 30 days from 4% in 2018 to 2% in 2024

- Promote and support community gatekeeper programs like QPR and Mental Health First Aid
- Raise awareness of programs and services to enhance life skills and resilience
- Support initiatives to increase awareness and knowledge about trauma-informed care

Mental Health America of Wisconsin

NSHD

Prevent Suicide Greater Milwaukee

REDgen

WI Dept. of Health Svc.

#3

Promote social connectedness and support

**Measures:**

Increase the number of North Shore schools with peer support groups

Increase the number of family and peer support groups in the North Shore

- Develop student chapters in schools to advocate for mental health and wellness within student body
- Develop family groups and peer groups to support individuals and families living with mental illness
- Support community recreation programs to reduce social isolation

National Alliance on Mental Illness Greater Milwaukee

NS schools and students

NS municipal recreation programs

REDgen

YMCA

#4

Raise awareness about mental health issues and reduce stigma of mental illness

**Measures:**

Increase the number of community and school-based programs offered annually

Increase the number of social media posts regarding mental health and emotional well-being

- Host community conversations and speakers to raise awareness of concerns such as technology use, coping, resiliency, and other emerging topics
- Use social media and other community platforms to facilitate discussion about mental health and emotional well-being

REDgen

Rogers InHealth



## Priority: Preventing Substance Abuse



**Substance abuse** refers to a set of related conditions associated with the consumption of mind- and behavior-altering substances that have negative behavioral and health outcomes. Substance abuse has a major impact on the social, physical, and emotional health of individuals, families, and communities. Substance abuse disorder typically develops in adolescence and, for some individuals, progresses to a chronic illness that will require lifelong monitoring and care. The consequences of addiction can lead to other physical and emotional conditions including forms of violence and injury.

Substance abuse can involve both **prescription drugs** and **illicit drugs**, such as marijuana, methamphetamine, cocaine, and hallucinogens. For those who misuse prescription drugs, the cycle of addiction often leads to the use of illicit drugs such as heroin since it has been described as cheaper, more available, and providing a more powerful effect. It is estimated that approximately 80% of heroin users reported using prescription drugs prior to heroin use.<sup>5</sup> Thus, it is essential to minimize access to prescription drugs, especially for adolescents and children. More than half of youth age 13-17 report that prescription pain medications are easily accessible from the medicine cabinet at home.<sup>6</sup>

Reducing substance abuse and improving health outcomes in a community involves actions that reduce overdose- or poisoning-related mortality rates, increase access to substance abuse treatment services, and promoting good health behaviors that minimize risk of initiation and addiction. Examples include:

- Narcan distribution and bystander training programs
- Social support groups for recovering addicts
- Education programs targeting children and adolescents from elementary school to high school
- Safe prescription drug use campaigns
- Implementing pre-arrest diversion models in police departments

### NORTH SHORE COMMUNITY HEALTH ASSESSMENT

Thirty-two percent of North Shore residents surveyed in 2018 reported binge drinking in the past month<sup>c</sup>

Four percent of North Shore residents surveyed in 2018 had a problem (social, physical, legal, personal) associated with marijuana use in their household in the past month<sup>c</sup>

Two percent of North Shore residents surveyed in 2018 reported a problem with prescription drug misuse in their household in the past month<sup>c</sup>

The fatal drug overdose rate in the North Shore was 16.9 per 100,000 persons in 2018.<sup>a</sup>

Twenty-six percent of North Shore residents surveyed in 2018 reported prescription or over-the-counter drug abuse as a top community health issue<sup>c</sup>



## Selection Rationale

### **Community Identified Priority in North Shore**

**Community Health Assessment:** Drug and alcohol use was mentioned as a critical health issue by both stakeholders and residents. Over a third of respondents to a respondent survey said drug concerns were a top health priority in the North Shore.

**Local and Regional Partners Committed to Addressing this Issue:** There are many partners working to address the issue of substance abuse in the region. From the local police departments to the Wisconsin Department of Health Services, all levels of government and partners are working to support initiatives in the North Shore to address the complex issue of preventing and protecting against use and abuse from alcohol, tobacco and other drugs.

**Linkage with Healthy Wisconsin Priority:** Opioids, alcohol and tobacco are three specific focus areas outlined in Healthy Wisconsin, the Wisconsin State Health Assessment and Health Improvement Plan (WI SHA; WI SHIP). The themes of prevention for all three of these substances include fostering healthy youth, building protective factors, reducing stigma, and reducing access. For the NS CHIP we have incorporated these strategies under the general term of preventing substance abuse, as the NS CHIP aims to prevent the conditions under which our residents use and abuse substances.

**Evidence-Based Strategies:** There is a strong body of research at both an individual and community level around substance abuse prevention. Agencies like the Substance Abuse and Mental Health Services Administration (SAMHSA) have an Evidence-Based Practices Resource Center to assist organizations in incorporating evidence-based practices into their community programs.<sup>7</sup> Additionally, Robert Wood Johnson as part of the County Health Rankings and Roadmaps program has a compendium of “What Works for Health.”<sup>8</sup> This guide includes programs and policies for drug and alcohol use. Some of the evidence for substance abuse prevention in a community include drug disposal programs and naloxone education and distribution.

## What is the North Shore Health Department Doing?

Creating and updating a Heroin, Opioid, and Prescription Drug Information and Resource Guide, developed in partnership with REDgen and Starting Point, Inc.; to date almost 1,000 Guides have been distributed to police departments, schools, healthcare providers, libraries, parents, and many others

Distributing information on safe medication disposal through local police departments and WI Department of Justice events

Worked with the Medical College of Wisconsin to create a business card-sized resource card for first responders to distribute when responding to potential overdose EMS calls and assists in maintaining an online Community Resource Inventory

Participating in Milwaukee County Opioid Fatality Review team and leads a North Shore specific Drug Overdose Fatality Review team.

Sharing timely educational material on substance abuse prevention on social media and in community newsletters and magazines

# Priority: Preventing Substance Abuse



## Objectives

## Strategies

## Implementation Partners

**#1** Reduce the rate of fatal and non-fatal drug overdoses in the North Shore

**Measures:**

Reduce the fatal overdose rate among North Shore Residents from 16.9 per 100,000 in 2018 to 10.8 per 100,000 by 2024

Reduce the rate of opioid emergency department visits in North Shore ZIP Codes from 55.8 per 100,000 in 2017 to 44.6 per 100,000 by 2024

- Support Milwaukee County and North Shore Fatality Review Teams to review cases of overdose deaths and identify prevention opportunities
- Make overdose education and naloxone distribution available to high-risk opioid overdose individuals and their families/friends.
- Support the use of medication drop boxes for unused prescription medications
- Raise awareness of crisis services such as the Suicide Prevention Lifeline, Hopeline, Impact 211 other hotlines and helplines, as well as mobile crisis services through behavioral health agencies

AIDS Resource Center of Wisconsin

Milwaukee Co. Behavioral Health

Milwaukee County Opioid Fatality Review Team

NS Fatality Review Team

NSHD

NS municipal police departments

Prevent Suicide Greater Milwaukee

WI Department of Justice

**#2** Reduce use of, and exposure to, tobacco products, including e-cigarettes in the North Shore

**Measure:**

Decrease the percent of adults who use cigarettes and e-cigarettes from 15% in 2018 to 10% in 2024

- Promote and support local and state policies to include e-cigarettes in clean indoor air policies
- Promote and support tobacco-free environments, including parks, beaches, and other public venues
- Support compliance and enforcement of current tobacco laws by participating in retailer investigations

NSHD

NS municipalities

Tobacco-Free Suburban Milwaukee and Ozaukee Counties

Wisconsin African American Tobacco Prevention Network

**#3** Reduce social isolation for people in recovery

**Measure:**

Develop an assessment to measure inclusion and acceptance of people in recovery

- Map community assets for those in recovery.
- Assess if and how existing programs and services are tailored, welcoming, or supportive of people in recovery (e.g., alcohol-free softball leagues)
- Support and develop family groups and peer groups to support individuals and families living with substance abuse disorders.
- Support community recreation programs to reduce social isolation

National Alliance on Mental Illness (NAMI) Greater Milwaukee, Inc.

North Shore municipal recreation programs

YMCA

## Objectives

## Strategies

## Implementation Partners

#4

Raise awareness of the risk factors and protective measures to support substance abuse free living

**Measures:**

Increase the number of community and school-based programs offered to educate about and prevent substance abuse

Increase the number of social media posts regarding substance abuse prevention

- Host community conversations and speakers to raise awareness of concerns like technology use, coping, resiliency, and other emerging topics
- Use social media and other community platforms to facilitate discussion about substance abuse and initiation of drug use
- Update and disseminate the North Shore Heroin, Opioid, and Prescription Drug Resource Guide

NSHD

NS School Districts

REDgen



## Priority: Injury Prevention



An injury can pose a direct and permanent effect on a person's health in the form of death, disability, and financial burden. Injuries have been the leading cause of death in people age 1-44 in the US for more than a decade (2005-17).<sup>9</sup> In Wisconsin, 54% of all deaths in that age group were due to injuries.<sup>10</sup> Injury-related fatalities include unintentional injuries such as motor vehicle crashes, poisonings, and falls, as well as intentional injuries such as suicides and homicides.

In addition, injury is a leading cause of disability in all ages, genders, races, ethnicities, and across socio-economic status. While injuries are often considered "accidents" or "acts of fate," most are predictable and preventable events. For example, head injuries from bicycle-related falls and contact sports like football can largely be prevented by wearing a helmet and proper protective gear.

Falls are particularly of concern to older adults and can threaten their ability to live independently. Falls can result in serious injury such as broken bones, fractures, brain injuries, and may even result in death. In 2015, eleven fall-related deaths occurred in the North Shore in individuals 65 years and older, compared to six fall-related deaths in 2018. While falls are not intentional, they can be largely prevented by:

- Reducing clutter that could cause tripping
- Fixing uneven steps
- Wearing proper footwear
- Adding grab bars near the shower and toilet
- Exercising to improve balance
- Having eyes checked to reduce vision problems

### NORTH SHORE COMMUNITY HEALTH ASSESSMENT

Unintentional injury was the third leading cause of death in the North Shore in 2016<sup>a</sup>

Seventy-eight percent of adults living in North Shore ZIP Codes and surveyed between 2014-16 indicated that they always wear a seat belt when they drive or ride in a car<sup>b</sup>

Between 2017-18, 793 people were injured on roadways in the North Shore.<sup>d</sup>

Seven percent of children 14 and under who were involved in a motor vehicle crash in the North Shore in 2017 either did not use any restraint or restraint status was unknown.<sup>d</sup>

Six fatal falls occurred among those age 65 or older in the North Shore in 2018.<sup>a</sup>

## Priority: Injury Prevention



### Selection Rationale

**Community Identified Priority in North Shore Community Health Survey Assessment:** Concerns about injuries were raised by many in the community health assessment. Pedestrian and bicycle safety were raised as a health priority for 22% of residents surveyed, and 20% indicated neighborhood safety as a top concern. Stakeholders also expressed more general concerns about the health and safety of the older adult population.

**Local and Regional Partners Committed to Addressing the Issue:** The North Shore area has a number of injury prevention partners. The NSHD and North Shore Fire/Rescue (NSFR) are members of Safe Kids Southeast Wisconsin, and each maintain several certified Car Passenger Safety Technicians. NSHD and NSFR partner to provide infant and child car seat inspections and installations, as well as to provide fall assessments for older adults in their homes. NSHD also participates in the Milwaukee County Department on Aging's Wellness Committee, which serves to educate and promote health and wellness among older adults.

**Linkage with Healthy Wisconsin:** Injury prevention links with the Healthiest Wisconsin 2020 Health Focus Profile of Injury and Violence Prevention. Suicide and Alcohol were both identified as top health concerns in Healthy Wisconsin. Alcohol consumption at any level can be a risk factor for many different causes of injury including falls, motor vehicle crashes, and drownings.

**Evidence-Based Strategies:** The World Health Organization's Safe Community model is a well-known framework for community level injury prevention. Organizations like the Centers for Disease Control and Prevention also publish information on evidence-based injury prevention programs through the National Center for Injury Prevention and Control.

**Significant Burden for Population:** Data from the NS CHA show unintentional injuries as the third cause of death for North Shore residents. Many of these deaths are the result of falls among older adults and poisonings from drug overdoses.

### What is the North Shore Health Department Doing?

Partnering with NSFR to provide infant and child car seat inspections and installations

Providing education on home safety during newborn home visits

Offering low-cost bicycle helmets and fittings at both NSHD office locations

Working with partners to improve the pedestrian environment around schools in Shorewood

Participating in area bike rodeos to increase safe bicycle riding among children

Leading "Remembering When" and "Stepping On" programs to groups for older adult fall prevention

Providing in-home fall assessments with NSFR for older adults with the STEADI Tool Kit

Participating in Milwaukee County Department on Aging Wellness Committee

Sharing educational material on injury prevention on social media and community newsletters and magazines

## Priority: Injury Prevention



### Objectives

### Strategies

### Implementation Partners

#1

Decrease the number of older adults in the North Shore who fall

#### Measures:

Reduce the number of fatal falls in the North Shore from 20.0 per 100,000 in 2017 to 16.0 in 2024

Reduce the number of non-fatal falls in adults aged 65+ by 20%

- Support evidence-based community programs like Stepping On to reduce risk factors and enhance protective factors to prevent falls
- Provide fall risk assessment for older adults using STEADI toolkit to assess individual and community risk factors for a fall
- Support creation of a referral system to link people with fall risk factors to interventions to reduce those risks
- Raise awareness about fall prevention for older adults through coordinated communication strategies including social media, newsletters, local media, and the NSHD website

NSFR

NSHD

Milwaukee Co. Department on Aging

Milwaukee County Falls Prevention Coalition

#2

Decrease the percentage of people injured in motor vehicle crashes

#### Measures:

Reduce by 20% the number of injured in motor vehicle crashes from 793 people in 2017-2018 to 635 in 2024-2025

Reduce the percent of motor vehicle crashes involving children with no restraint or unknown restraint from 7% of children under age 14 in 2017 to 5% 2024

- Provide car seat installations and inspections by certified child passenger safety technicians
- Distribute and properly fit bicycle helmets
- Support community initiatives to improve pedestrian safety
- Advocate for and support Complete Street policies to increase number of protected bike lanes and protect pedestrian safety.
- Raise awareness about injury prevention for children through coordinated communication strategies including social media, newsletters, local media, and the North Shore website

Children's Hospital of Wisconsin Safe Kids

NSFR

NSHD

North Shore municipalities and police departments



Current behaviors are determinants of future health. Inactivity causes eleven percent of premature deaths in the United States.<sup>11</sup> Regular physical activity improves quality of life and lowers the risk of chronic disease. Understanding the facilitators of physical activity informs effective interventions to improve levels of physical activity. Community facilitators that positively influence physical activity include:

- Presence of sidewalks
- Having a destination/walking to a particular place
- Access to public transportation
- Low traffic density
- Access to neighborhood or school play areas and/or recreational equipment

**Good nutrition** correlates with good health and is especially important to children's growth and development. A healthy diet and weight also helps individuals reduce their risk for many chronic diseases. The goal of promoting healthful diets and healthy weight encompasses household food security. Community characteristics that facilitate healthy diets and food security include access to retail venues that sell affordable healthy options and school lunch programs that have healthy offerings.

Although adult fruit and vegetable intake in the North Shore has remained roughly steady since 2012, the reported percent of children meeting recommended vegetable intake dropped from 45% to 36% in the same period. This parallels findings at the national level, where fruit intake is increasing but vegetable intake is not. Furthermore, children are not "eating the rainbow" and approximately one third of vegetables eaten by children are potatoes, often eaten as fries or potato chips.<sup>12</sup>

**Breastfeeding** has been shown to decrease the incidence of multiple chronic diseases and risk factors. This includes those in the infant (Celiac disease, inflammatory bowel disease, asthma, childhood leukemia, obesity, and Type 1 and 2 diabetes), and in the mother (postpartum depression, Type 2 diabetes, rheumatoid arthritis, cardiovascular disease, breast and ovarian cancer). Communities also benefit from breastfeeding with decreased healthcare and hospitalization costs, decreased parental absenteeism from work, and a reduction in the environmental burden from production, packaging and transportation costs of infant formula.

## **NORTH SHORE COMMUNITY HEALTH ASSESSMENT**

Forty-three percent of North Shore residents surveyed in 2018 reported that they eat at least 5 fruits or vegetables a day, and forty-nine percent meet the recommended amount of moderate or vigorous physical activity<sup>c</sup>

Eighty-three percent of North Shore infants born in 2017 were breastfed by their mothers before being discharged from the hospital<sup>d</sup>

Sixty-three percent of North Shore adults surveyed in 2018 reported being overweight (BMI 25+), while twenty-eight percent reported being obese (BMI 30+)<sup>c</sup>

Sixty-five percent of North Shore adults surveyed in 2018 reported that children ages 5-17 in their household are meeting the recommended amount of physical activity<sup>c</sup>

Twenty percent of North Shore adults surveyed in 2018 reported that their child drank soda one or more times in the past week<sup>c</sup>



## Selection Rationale

### **Community Priority Identified in North Shore Community Health Assessment and by North Shore Board of Health:**

The NS Community Health Assessment identified diet and exercise as important health concerns in North Shore communities. Obesity was identified specifically by 18% of community members as a top priority area to address. Given the risks of obesity and chronic diseases like heart disease and diabetes, the North Shore Board of Health also advocated to include physical activity and nutrition in the NS CHIP.

### **Local and Regional Partners Committed to Addressing the**

**Issue:** The North Shore partners with the Milwaukee County Breastfeeding Coalition to support and promote breastfeeding throughout our community. The NSHD also works with North Shore municipalities in facilitating bike rodeos to increase physical activity among children and supporting local Farmers' Markets, which provide affordable fresh fruits and vegetables to our residents.

**Linkage with Healthy Wisconsin Priority:** "Nutrition & Physical Activity" is a priority identified in Healthy Wisconsin because both factors contribute to good health and reduce the risk of many chronic diseases.

**Evidenced-Based Strategies:** What Works for Health offers numerous examples of evidenced-based programs and policies to increase physical activity and nutrition in the community, including promotion of breastfeeding, activity programs for older adults, implementing streetscape designs to support biking and walking, as a few examples.<sup>8</sup>

### **In 2014-2019 North Shore Community Health**

**Improvement Plan:** The North Shore Health Department has invested resources over the previous CHIP cycle to develop our organizational and staff capacity to work on nutrition and physical activity within our community. This includes supporting staff training to be Certified Lactation Counselors and supporting the development and growth of municipal farmers markets.

## What is the North Shore Health Department Doing?

Supporting community initiatives to improve pedestrian and bicycle safety

Participating in bike rodeos to increase bicycle riding among children

Supporting Farmers' Markets in Brown Deer, Fox Point, Shorewood and Whitefish Bay

Maintaining Certified Lactation Counselors to support mothers with breastfeeding through phone counseling and newborn home visits

Offering a program to recognize breastfeeding friendly child care centers

Offering a program to recognize breastfeeding friendly workplaces

Sharing educational material on physical activity and nutrition on social media and community newsletters and magazines

# Priority: Physical Activity & Nutrition

**Goal:** Increase physical activity and improve nutrition among residents in the North Shore.



**PHYSICAL  
ACTIVITY and  
NUTRITION**  
for a Healthy  
North Shore

## Objectives

## Strategies

## Implementation Partners

#1 Increase the percent of babies in the North Shore who are breastfed

### **Measure:**

Increase the percentage of infants breastfed by mothers before hospital discharge from 83% of infants in 2017 to 90% in 2024

- Support continuation of breastfeeding by identifying high risk mothers and babies and inviting them to receive support from a certified lactation counselor
- Support breastfeeding friendly environments such as workplaces and child care centers
- Raise awareness about the benefits of breastfeeding through coordinated communications strategies using social media, newsletters, local media, and the NSHD website

NSHD

Milwaukee County  
Breastfeeding Coalition

African American  
Breastfeeding Network

#2 Encourage a healthy lifestyle through increased consumption of fruits and vegetables and increased physical activity levels

### **Measures:**

Increase the percentage of adults and children who consume the recommended amount of fruit (2+ servings/day) from 63% in 2018 to 76% in 2024

Increase the percentage of adults and children who consume the recommended amount of vegetables (3+ servings/day) from 35% in 2018 to 50% in 2024

Increase the percentage of adults and children who meet the recommended amount of physical activity (moderate at 5 times/30 min or vigorous at 3 times/20 min) from 49% in 2018 to 59% in 2024

- Promote area farmers markets, including use of food benefits at markets for families with low income
- Support municipalities in developing pedestrian and bicycle friendly environments
- Promote bicycle riding among children through area bike rodeos
- Support and advocate for opportunities to increase access to fruits and vegetables for all residents, including support for local food pantries and expansion of farmers' markets accepting WIC certificates (FMSN) and/or EBT.
- Raise awareness about the benefits of healthy food and physical activity options through coordinated communication strategies using social media, newsletters, local media, and the NSHD website

NSHD

North Shore  
Municipalities

North Shore School  
Districts

YMCA

The goal of any community health improvement plan is to drive change in the community and improve the health and safety of our citizens. There are specific ways organizations can use be involved in the implementation of this plan. **Organizations in the North Shore and the region, including NSHD, can use this plan to:**

- Guide investments in prevention programs and policies focusing on strategies that impact the population;
- Foster partnerships between government agencies, community organizations and healthcare systems to address gaps in our respective systems that prevent people from getting access to care;
- Prioritize policy initiatives at the local, state, and federal level that have a direct impact on our community's health outcomes;
- Advocate for improved collection and reporting of local data for a more comprehensive assessment of issues in the North Shore;
- Demonstrate our communities are working together to create opportunities for better health for all.

If you would like to be part of this work, please consider being part of our Steering Committee or join one of our community conversations. We are looking for residents and leaders in the region committed to working on these issues.

Please contact us for more information on how you can be involved. We look forward to sharing our progress on the implementation of this plan through community conversations, update reports, and on the North Shore Health Department's website ([nshealthdept.org](http://nshealthdept.org)).

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**NORTH SHORE  
HEALTH DEPARTMENT**

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

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