

# *Hale & Hearty*

*2022-2027*

## COMMUNITY HEALTH IMPROVEMENT PLAN



**Public Health**  
Prevent. Promote. Protect.

**Hales Corners  
Health Department**



Dear Hales Corners community members,

We are pleased to present Hale and Hearty, our Community Health Improvement Plan. As you are aware in 2020, The Health Department began the process of a creating a Community Health Assessment (CHA) by gathering information from you, the residents of Hales Corners. Based on feedback from the community, our next step was to meet with you, the residents, to discuss the data provided. The intention was to help brainstorm and discuss the development of an improvement plan for each area of concern which was a success! Working together we developed four focus areas.

- Healthy Aging
- Improving Emotional Well-Being
- Healthy Behaviors to Prevent Chronic Disease
- Safe and Strong Community

This Community Health Improvement Plan is meant to guide our activities, future goals and initiatives. The intention is to improve the health and wellness of our community members. We would like to thank all of you who contributed your time, ideas and energy to help us develop this plan. We look forward working collaboratively with you to make a difference in the health of Hales Corners.

Sincerely,

*The Health Department Team*



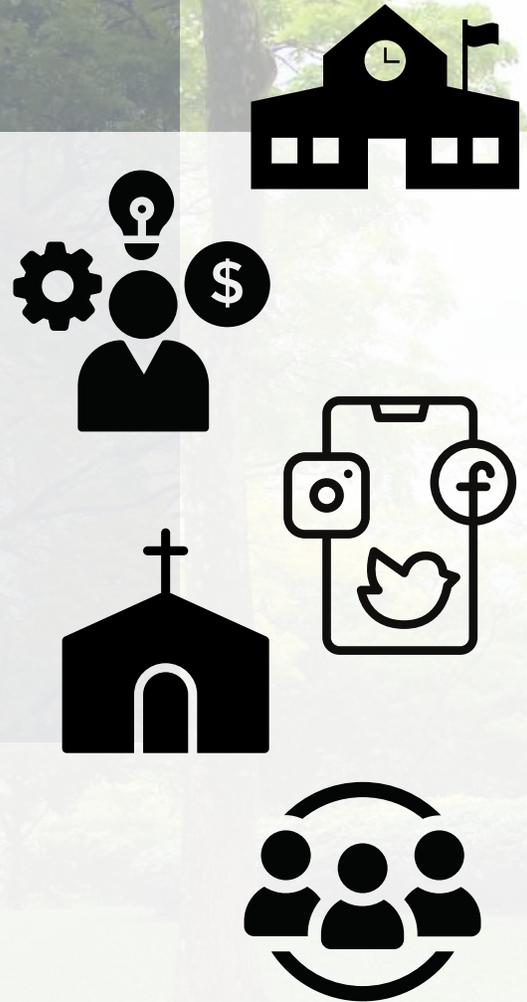
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# Public Health Overview

“Public health is the science of protecting and improving the health of people and their communities. This work is achieved by promoting healthy lifestyles, researching disease and injury prevention, and detecting, preventing and responding to infectious diseases.

-CDC Foundation, 2022



Every community has its own unique local public health system, comprised of multiple diverse entities and partners that contribute toward healthy living conditions. The Health Department is the foundation of that local public structure. At various times, it serves as a leader, convener, participant and supporter of public efforts to improve the health of the community as a whole.

The Hales Corners Health Department (HCHD) is part of Wisconsin's greater public health system that is organized around CDC's 3 Core Public Health Functions in conjunction with the CDC's 10 Essential Public Health Services (shown in the diagrams below).

All activities involved in community diagnosis such as disease surveillance, identifying current and emerging needs, analyzing the underlying causes of problems, collecting and interpreting data, case finding, monitoring and forecasting trends, research and evaluation of outcomes

## THE 10 ESSENTIAL PUBLIC HEALTH SERVICES

*To protect and promote the health of all people in all communities*

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve optimal health for all, the Essential Public Health Services actively promote policies, systems, and services that enable good health and seek to remove obstacles and systemic and structural barriers, such as poverty, racism, gender discrimination, and other forms of oppression, that have resulted in health inequities. Everyone should have a fair and just opportunity to achieve good health and well-being.



To make certain that necessary services for a community are provided to reach agreed-upon goals, either by encouraging public, private, non-profit, civic, and voluntary sector action, by requiring it, or by providing services directly

The process by which communities make decisions about problems, choose goals and proper means to reach them, handle conflicting views about what should be done, and allocate resources

# Vision

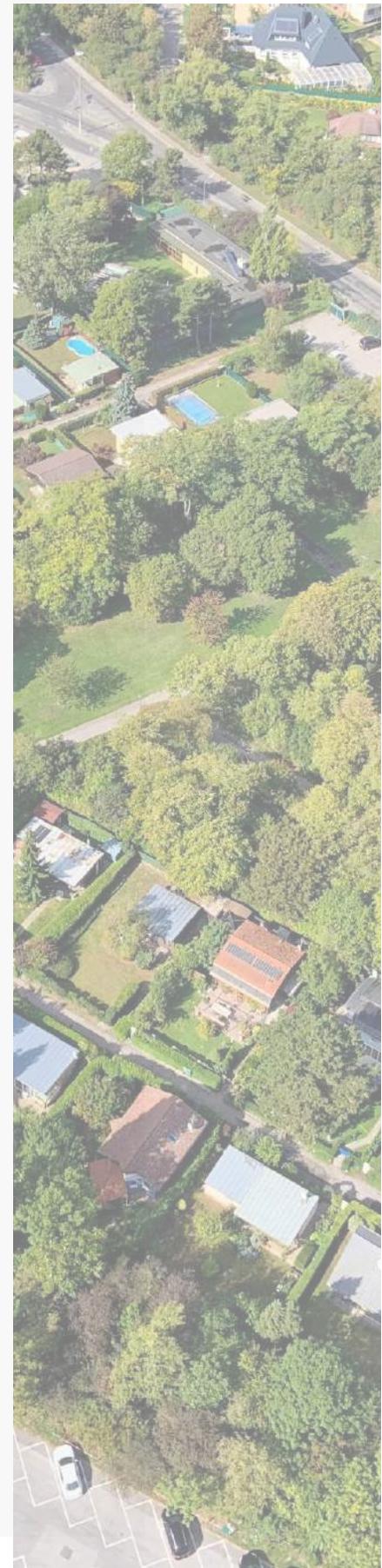
To create an environment dedicated to optimizing health and well-being of all members of the community through services based on education, promotion, prevention, and preparedness

# Mission

To improve and protect the health of the community, assure optimum health and wellness, prevent disease, injury and disability, and prepare for new health threats. The Hales Corners Health Department strongly supports health equity principles and is committed to provide people what they need to be healthy.

Health equity exists when all people have the opportunity to achieve their full health potential, regardless of:

- The color of their skin
- Where they were born
- Educational level
- Their gender identity
- Their sexual orientation
- The religion they practice
- The job they have
- The language they speak
- Where they live
- Whether or not they have a disability



# Health Equity Lens



Not everyone has the same opportunity to achieve their full health potential. This is a result of inequities which cause disparities in the community. The Hales Corners Health Department is dedicated and committed to eliminate disparities where they exist, achieve health equity, and to improve the well-being of all community members.

## Health Equity in Action

It is HCHD's plan to create and foster equity across social, physical, economic, and environmental determinants of health. This will include engaging with the community, leadership, as well as key constituents across multiple sectors to further develop policies, programs, and services. Additionally,

HCHD continues to integrate health equity throughout the department by:

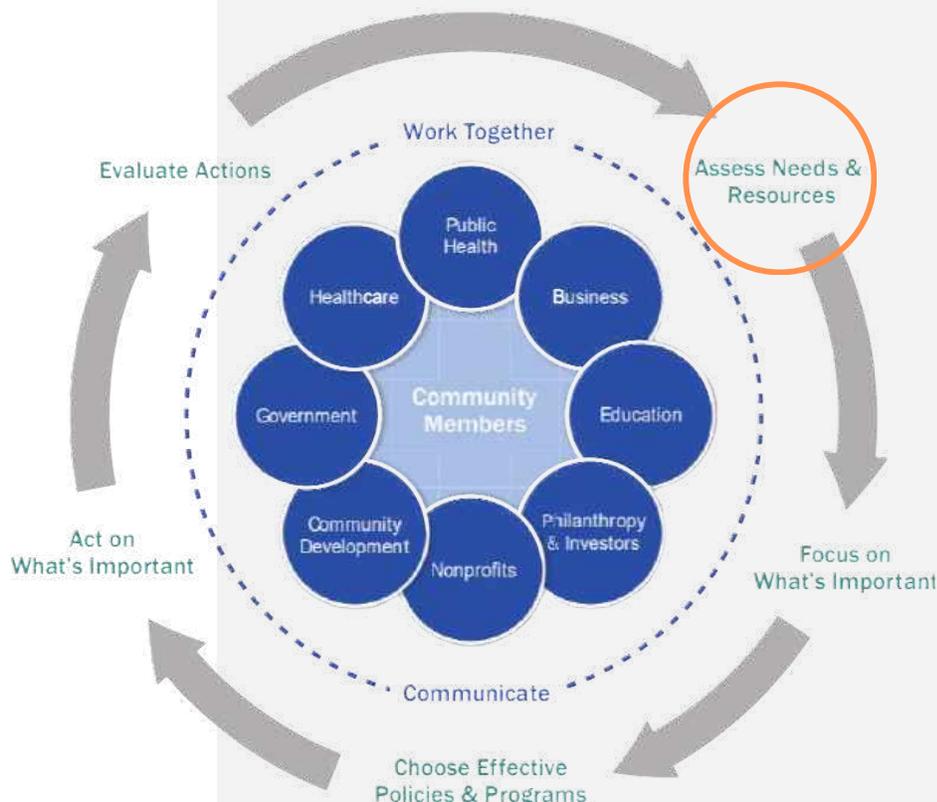
- Understanding the role of social determinants and root causes, and recognize the benefit of working across disciplines by incorporating health into all policies.
- Establishing an interdisciplinary and interdepartmental health equity team
- Presenting data with compassion, empathy, and respect for the people who it represents
- Contracting third party trainers/educators to minimize bias and strengthen collaborative partnerships when possible
- Partnering with local, state, and national organizations committed to health equity on collaborative learning and projects
- Facilitating frequent trainings and educational opportunities for all staff that promotes cultural humility and addresses implicit bias, anti-racism, etc.
- Holding regular opportunities for reflection and discussion of health equity that allows staff to support and hold each other accountable
- Providing opportunities for all staff to establish and maintain community relationships to promote empathy and understanding of the populations they serve
- Sharing data through diverse mediums like graphs, charts, social media, public briefings, and fact sheets to reach a broader audience

# Community Health Assessment Process

In 2020, HCHD began the process of administering a Community Health Assessment (CHA) with a goal to gather information on the current health needs in the community. During this process, HCHD sought to create a comprehensive picture of factors impacting the health outcomes and quality of life of people in Hales Corners.

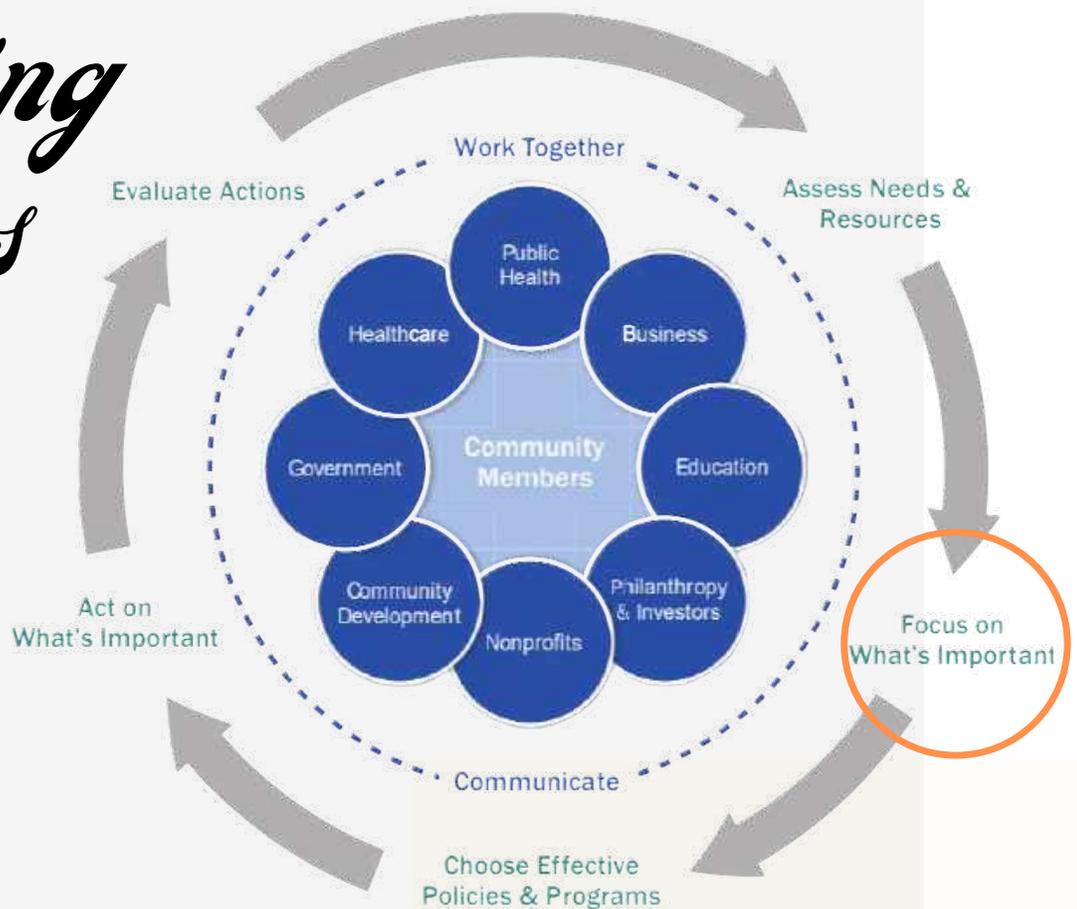
Hales Corners Health Department and the Board of Health believe a healthy community is a shared responsibility. Therefore achieving health and wellness depends on valued partnerships within our community. Thus, the two core tasks of this assessment were collecting public health information within existing data systems and hearing directly from residents about their health priorities and concerns through surveys and focus groups. Some of the partners surveyed and those who participated in this process included health systems, long-term care facilities, schools, fire and police departments, volunteers, local health departments, and community members

## The Wisconsin Way Framework Take Action Cycle



HCHD utilized the Wisconsin Way Framework, Take Action Cycle, developed by the Wisconsin Association of Local Health Departments (WALHDAB), for completing the CHA. This figure on the left shows this Community Health Improvement Process model. "Phase I: Assess Needs and Resources" was addressed in completing the CHA. The model also reflects the importance of engaging with the community to communicate efforts and findings throughout the phases represented in the model. The HCHD 2020 Community Health Assessment can be reviewed at [www.halescorners.org](http://www.halescorners.org).

# Community Health Improvement Planning Process



© 2014 County Health Rankings and Roadmaps

## Introduction & Approach

After receiving the Community Health Assessment (CHA) results, the HCHD moved into next phase of the Wisconsin Way framework, Take Action Cycle: "Focus on What's Important," beginning its Community Health Improvement Plan (CHIP). A CHIP describes long-term, collaborative efforts to address public health issues identified through a Community Health Assessment. The Community Health Improvement Plan serves as a community's health action plan: it summarizes health issues and priorities found from conducting the CHA, is armed with impactful, diverse solutions needed to address those priorities, and provides a common vision and shared approach to use in working towards a healthy and vibrant community. A CHIP is also a customary practice of public health and a national standard for all public health departments (WI Administrative Code, DHS Chapter 140).

## Implementation Methods

To help determine themes and health priorities following the completion of the CHA, The Hales Corners Health Department again reached out to the community through small group brainstorming sessions at the local library. During these sessions, community members were also consulted on various, creative solutions to address the urgent topics. To prioritize the health concerns most accurately, these sessions were facilitated utilizing a third party facilitator to minimize bias and strengthen collaborative partnerships. The sessions were held throughout May and June of 2022, and were attended by a variety of residents. Residents included children and adults, men and women, all with diverse backgrounds of time spent living in the community. The approach of smaller group sessions was chosen to not only gain an introspective view of community members and their possible solutions, but also to spark interest in being actively engaged and participate in these initiatives and activities.



These small group sessions consisted of the following activities:

- Discussions about what makes the community healthy
- Presentation and discussion of the CHA data and current community health issues and trends
- Prioritization of health issues and desired direction for the CHIP
- Discussions of current resources and strategies, that currently exist to address prioritized issues
- Determine potential solutions and opportunities for community collaboration and engagement to address prioritized health issues

Ensuring equitable access and participation in identifying themes and health priorities, HCHD also distributed a digital community survey to over 1900 residents. This served as another approach to gather input related to the CHA data findings for those who were unable to attend the in-person group brainstorming sessions.

### **Ongoing Community Engagement**

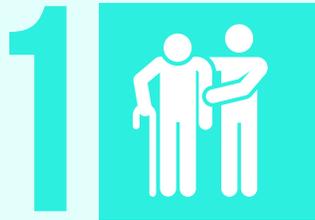
Community stakeholder input is vital to the development, analysis and implementation of the Community Health Improvement Plan. The Health Department believes a community centered approach is key to achieving long term sustainable changes. Therefore, HCHD seeks to not only include community members in this initial creation of the CHIP, but the ongoing, long term work required for its success and desired outcomes.

During these processes, the Health Department successfully identified themes and prioritized health concerns within the community, also aligning with local, state and national health improvement plans. These essential areas are included in this improvement plan to be addressed over next five years.



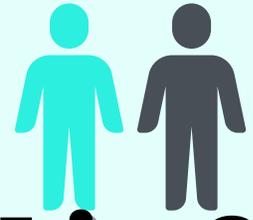
# Health Priorities

Hale and Hearty, HCHD's Community Health Improvement Plan for 2022-2027, focuses on the improvement of four health areas, prioritized by the community, over the next five years. They include:



## Healthy Aging

- 20% of Hales Corners residents are 65+, and 12.4% of those who are 65+ live alone ++
- 10.4% of Hales Corners residents are veterans
- Poverty rates are highest in those Hales Corners residents who are 65+
- According to World Health Organization, By 2030, 1 in 6 people in the world will be aged 60 years or over



**1 in 2**  
Hales Corners residents who are 60+ live alone ++

+ Indicates number/percent higher than MKE County  
++ Indicates number/percent higher than State of Wisconsin



## Improve Emotional Well-Being

- 11.3% of Hales Corners adults said their mental health was not good for more than half of past month
- 7.6% of Hales Corners residents reported feeling their mental health needs were not met in the last year
- In 2020, 16 psychiatric/suicide attempt calls were made in Hales Corners
- Between 2015-2019, there were 11 opioid deaths and 41 opioid-related hospital visits from Hales Corners



**2 in 3**  
Hales Corners residents reported feeling depressed (out of 1,167 Hales Corners residents)

# Health Priorities

3



## Promote Health Behaviors that Reduce Chronic Disease

- Deaths related to high blood pressure and Alzheimer's have increased since 2015
- Nearly 1 in 10 of Hales Corners residents have been diagnosed with diabetes
- 1 in 10 Hales Corners residents reported someone in their home uses tobacco products



1 in 3

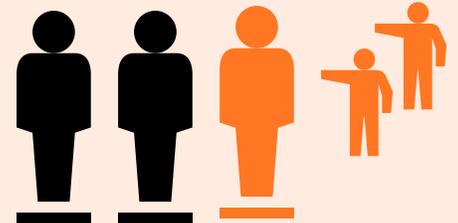
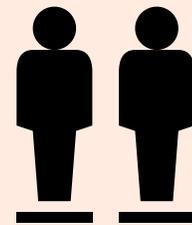
adults in Hales Corners have **high cholesterol** and/or are **obese**

4



## Safe & Strong Community

- Over the last year 5% of Hales Corners residents were afraid for their personal safety
- Sexually transmitted diseases have increased for the sixth year in a row in Hales Corners
- Opioid-related deaths and hospitalizations have increased in Hales Corners over the last 5 years
- Larceny theft in 2019–2020 was up by 37% in Hales Corners



**Nearly 1 in 5**

**children in Hales Corners reported being bullied in the last year**

# Goals, Strategies & Objectives

The goals, strategies, and objectives for Hale and Hearty, Community Health Improvement Plan 2022-2027, were developed to address concerns that were identified in the Hales Corners CHA. They will be implemented during this CHIP cycle by HCHD and community partners as indicated, and be monitored by the Health Department. The following pages present the Hale and Hearty health priorities, goals, strategies, objectives, key health equity considerations and population health indicators that will be monitored.





## *Health Priority 1:* Healthy Aging

Healthy aging is the continuous process of optimizing opportunities to maintain and improve physical and mental health, independence, and quality of life throughout the life course. Health conditions and the loss of mobility can lead to depression and anxiety in aging adults. Signs of depression or anxiety can vary, including frequent crying, changes in appetite, sleep disorders, or lack of interest in good hygiene.

When steps are taken to promote optimal mental health, older adults may have a better outlook on life and be more enthusiastic about the future. When older adults are healthier, they can better enjoy activities such as socializing with friends and family, exercising, and spending time with their pets. Even without a previous diagnosis, it's important to screen for mental health conditions in older adults on a regular basis.

From a public health perspective, healthy aging in older adults reduces the risk of developing chronic diseases, like Alzheimer's disease, high blood pressure, cancer, and other conditions that impact overall quality of life. Positive and healthy environments, policies and services focused on healthy aging increase the odds of living longer and happier lives.



### **Population health indicators we would like to impact:**

- Improve the Hales Corners AARP Livability Total Index Score
- Decrease Alzheimer's disease deaths
- Reduce the proportion of preventable hospitalizations in older adults

### **Health Equity Lens:**



- By 2030, 1 in 6 people in the world will be aged 60 years or over (WHO, 2022)
- During the COVID-19 pandemic, the impacts of ageism in health care, public health, long-term care services and supports, employment and housing have contributed to high death and illness rates among older adults. (APHA, 2022)
- Two in five older adults live with a disability (APHA, 2022)



# Health Priority 1:

## Healthy Aging

GOAL	OBJECTIVE	STRATEGY
<p>Increase the level of prosperity among the older population</p>	<p>Improve the Hales Corners AARP Livability Total Index Score by at least 5 points (currently 57) with Focus on Housing and Physical Activity Categories</p>	<ul style="list-style-type: none"> <li>• Create an age-friendly task force with multiple community organizations, and create AARP standard Age-Friendly Community plan               <ul style="list-style-type: none"> <li>◦ Age-friendly housing policies (disparity area within index)</li> <li>◦ Offer low to no cost physical activities (Example: Yoga)</li> <li>◦ Increase awareness of current social activity availability (Example: Posters or community activity boards)</li> </ul> </li> </ul>
<p>Improve the communities aging populations support system by helping them find and receive local resources and addressing their issues/concerns</p>	<p>Create at least one community worker position for answering and directing community calls/requests for resources</p>	<ul style="list-style-type: none"> <li>• Monitor calls that the Health Department receives about aging related resources.</li> <li>• Document the resources requested or problems addressed.</li> <li>• Use information to show the need for the above stated position(s) and funding.</li> <li>• Develop a resource guide/e-mail newsletter that would be utilized by the position developed above.</li> </ul>
<p>Improve the community's awareness, education, and engagement in creating Age-Friendly Communities</p>	<p>Reach at least fifty community touchpoints regarding healthy aging presentations, outreach, trainings, and events for local organizations</p>	<ul style="list-style-type: none"> <li>• Identify guest speakers/specialists and topics for informative training/seminars/services in multi-disciplinary locations within the community</li> <li>• Create calendar (both physical and electronic) of upcoming "healthy aging" events and share with community members</li> <li>• Discuss programs/policies and physical activity/wellness programs with providers and local policy makers (Example: Park Rx)</li> </ul>



# *Health Priority 1:*

## Healthy Aging

HALE AND HEARTY OBJECTIVE	ALIGNMENT WITH STATE AND NATIONAL PRIORITIES
<p>Improve the Hales Corners AARP Livability Total Index Score by at least 5 points (currently 57)</p>	<ul style="list-style-type: none"> <li>• Increase the proportion of adults who meet current minimum guidelines for aerobic physical activity and muscle-strengthening activity (Healthy People, 2030)</li> <li>• Increase the proportion of homes that have an entrance without steps (Healthy People, 2030)</li> </ul>
<p>Create at least one community worker position for answering and directing community calls/requests for resources</p>	<ul style="list-style-type: none"> <li>• Increase the proportion of adults who get recommended evidence-based preventive health care (Healthy People, 2030)</li> <li>• Reduce the proportion of adults with disabilities who delay preventive care because of cost (Healthy People, 2030)</li> </ul>
<p>Reach at least fifty community touchpoints regarding healthy aging presentations, outreach, trainings, and events for local organizations</p>	<ul style="list-style-type: none"> <li>• Increase the proportion of older adults with dementia, or their caregivers, who know they have it (Healthy People, 2030)</li> <li>• Increase the proportion of adults who talk to friends or family about their health (Healthy People, 2030)</li> </ul>



## *Health Priority 2:* Improve Emotional Well-Being

There is a strong relationship between mental health, emotional health, physical health, and personal well-being. A person's state of emotional health has a strong impact on their overall wellness. The implications of decreased emotional well being are often related to mental health concerns such as stress, depression, and anxiety. These, in turn, can contribute to physical health issues such as digestive disorders, sleep disturbances, and general lack of energy. Mental health is also often connected to substance misuse and dependency.

Emotional well-being was strongly impacted by the COVID-19 pandemic which caused many disruptions and changes to everyday life. Protective measures which were implemented had significant effects on people's emotional well-being.

Enhancing emotional well-being is seen to contribute to increasing coping ability, self-esteem, performance and productivity at work, and even life longevity. Creating an environment for positive mental health can help improve quality of life, allowing to maintain healthy relationships and promote physical well-being.

### **Population health indicators we would like to impact:**



- Decrease suicide deaths
- Reduce the rate of hospitalizations for mental disorders
- Decrease the number of residents who reported feeling sad, blue or depressed within 30 days
- Increase the number of residents that recognize the need to seek treatment for mental health disorders

### **Health Equity Lens:**



- Number of calls made to Impact 211 related to mental health more than tripled since 2018
- The COVID-19 pandemic has created traumatic stressors that have the potential to further erode students' mental well-being (CDC, 2022)
- Stigma related to mental health can influence parent and adolescent reporting and the likelihood of seeking care (CDC, 2022)



# Health Priority 2:

## Improve Emotional Well-Being

GOAL	OBJECTIVE	STRATEGY
<p>Improve overall mental well-being of Hales Corners residents</p>	<p>Reach at least twenty community touchpoints regarding positive mental health strategies, including reducing stigma, coping skills, conflict resolution, combatting stigma and risk factors</p>	<ul style="list-style-type: none"> <li>• Partner with and support community-based initiatives and programs that enhance neighborhood interactions</li> <li>• Provide educational seminars/training around positive coping skills and conflict resolution skills (Identify speakers, set dates in calendar both electronic and paper)</li> <li>• Implement strategies to reduce stigma of mental illness               <ul style="list-style-type: none"> <li>◦ The HCHD will provide educational materials to improve perceptions of mental health and mental illness, promote acceptance, eliminate misperceptions, and reduce negative attitudes associated with mental illness</li> <li>◦ Strengthen partnership with Community Alliance</li> <li>◦ Collaborate with churches and faith-based organizations</li> <li>◦ Host event and gatherings to correct misinformation, expose community members to people with mental health illnesses</li> <li>◦ Develop and implement anti-stigma campaigns at local schools</li> </ul> </li> </ul>
<p>Reduce self-harm and suicide</p>	<p>Reduce the rate of suicide within the community by at least 35%</p>	<ul style="list-style-type: none"> <li>• Improve awareness of risk factors of suicide within the community               <ul style="list-style-type: none"> <li>◦ Develop suicide awareness events such as 5k runs or roundtable events at different locations (police department, churches, etc.)</li> </ul> </li> <li>• Increase coping skills within community sectors</li> <li>• Promote the use of mental health literacy programs in schools</li> <li>• Engage in Suicide Awareness Month               <ul style="list-style-type: none"> <li>◦ Example: Participate in the “Out of the Darkness” campaign</li> </ul> </li> </ul>



## *Health Priority 2:*

### Improve Emotional Well-Being

HALE AND HEARTY OBJECTIVE	ALIGNMENT WITH STATE AND NATIONAL PRIORITIES
<p>Reach at least twenty community touchpoints regarding positive mental health strategies, including reducing stigma, coping skills, conflict resolution, combatting stigma and risk factors</p>	<ul style="list-style-type: none"> <li>• Increase the proportion of people with substance use and mental health disorders who get treatment for both (Healthy People, 2030)</li> <li>• Increase and enhance protective factors (Healthy Wisconsin, 2020)</li> </ul>
<p>Reduce the rate of suicide within the community by at least 35%</p>	<ul style="list-style-type: none"> <li>• Reduce the suicide rate (Healthy People, 2030) (Healthy Wisconsin, 2020)</li> <li>• Reduce suicide attempts by adolescents (Healthy People, 2030) (Healthy Wisconsin, 2020)</li> </ul>



## *Health Priority 3:*

### Promote Health Behaviors that Reduce Chronic Disease

Chronic disease presents a significant and growing burden to public health. Risk factors include tobacco use, poor diet, and sedentary lifestyle which contribute to cardiovascular disease, cancer, chronic lung diseases, and diabetes mellitus. The widespread and growing global prevalence of these risk factors has led to projected increases in future disabilities and deaths. Creating policies, programs, and services that target and prevent the development of these risk factors will help reduce the burden of chronic diseases.



### Population health indicators we would like to impact:

- Decrease the adult obesity rate
- Decrease the percentage of adults who are sedentary
- Reduce the amount of adults who are newly diagnosed with diabetes
- Increase fruit and vegetable intake among residents
- Reduce tobacco use among adults and adolescents



### Health Equity Lens:

- In the United States, more than 40% of school-aged children and adolescents have at least one chronic health condition such as obesity... [or] other physical conditions (CDC, 2022)
- Distance to grocery stores and lack of transportation are barriers that can inhibit access to healthy food options (Healthy People, 2030)
- Overweight and obese children are likely to stay obese into adulthood and more likely to develop non-communicable diseases like diabetes and cardiovascular diseases at a younger age (Sohoo, et al., 2015)
- Adolescents who are exposed to cigarette advertising often find the ads appealing, which can increase an adolescent's desire to smoke (CDC, 2022)



# Health Priority 3:

## Promote Health Behaviors that Reduce Chronic Disease

GOAL	OBJECTIVE	STRATEGY
<p>Reduce preventable chronic disease cases within the community</p>	<ul style="list-style-type: none"> <li>• Establish an ongoing Community Farmer's Market</li> <li>• Have at least three early child care and education sites complete the Go Nutrition, Physical Activity, or Breastfeeding Self-Assessment for Child Care (<u>GO NAPSACC</u>)</li> <li>• Implement one new program or event focused on nutrition or physical activity within Hales Corner's School District</li> <li>• Launch an annual community health challenge</li> <li>• Develop and promote a mindfulness meditation program</li> </ul>	<ul style="list-style-type: none"> <li>• Host a table at the farmers market that that contains information about nutritional needs to prevent chronic disease               <ul style="list-style-type: none"> <li>◦ Have cost effective, easy and healthy meal recipe samples at events</li> <li>◦ Collaborate with local partnerships to optimize reach of services within community</li> </ul> </li> <li>• Partner with day cares around health and wellness initiatives and policies               <ul style="list-style-type: none"> <li>◦ Provide child/parent focused seminars/training on healthy diets for infants/children.</li> </ul> </li> <li>• Collaborate with schools to integrate healthy eating (gardening, healthy snacks/cooking), and physical activity (walk/bike to school days, walk-a-thons, sneaker drives)</li> <li>• Launch a health challenge (Example: Steps, 5k events, 30-day yoga challenges, etc.) to reoccur every year               <ul style="list-style-type: none"> <li>◦ Provide virtual and modified options for inclusivity</li> </ul> </li> <li>• Create a "sleep project" that honors and promotes the need for rest and recovery (Example: "Bring your pillow and blanket to the park day" while also disseminating sleep, mindfulness and meditation tips and facts)</li> </ul>
<p>Reduce/prevent illness, disability and death related to tobacco use</p>	<ul style="list-style-type: none"> <li>• Reach at least fifty community touch points related to educational outreach for tobacco cessation, licensing, and counter-marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Raise awareness among community members about FDA approved tobacco cessation services, including the use of quit helpline services.</li> <li>• Continue to partner with Community Alliance to educate policy makers on local Tobacco Retail License programs to reduce youth access to tobacco products</li> <li>• Provide education to local businesses to adopt tobacco free workplace policies</li> </ul>



## Health Priority 3:

Promote Health Behaviors that Reduce Chronic Disease

HALE AND HEARTY OBJECTIVE	ALIGNMENT WITH STATE AND NATIONAL PRIORITIES
<ul style="list-style-type: none"> <li>• Establish an ongoing Community Farmer's Market</li> <li>• Have at least three early child care and education sites complete the Go Nutrition, Physical Activity, or Breastfeeding Self-Assessment for Child Care (GO NAPSACC)</li> <li>• Implement one new program/event focused on nutrition or physical activity within Hales Corner's School District</li> <li>• Launch an annual "Community Health Challenge"</li> <li>• Develop and promote a mindfulness and/or meditation program</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce the proportion of adults with obesity (Healthy People, 2030)</li> <li>• Reduce the proportion of children and adolescents with obesity (Healthy People, 2030)</li> <li>• Increase vegetable and fruit consumption by people aged 2 years and older (Healthy Wisconsin, 2020) (Healthy People, 2030)</li> <li>• Increase the proportion of adolescents who participate in daily school physical education (Healthy Wisconsin, 2020) (Healthy People, 2030)</li> <li>• Increase the proportion of child care centers where children aged 3 to 5 years do at least 60 minutes of physical activity a day (Healthy Wisconsin, 2020) (Healthy People, 2030)</li> <li>• Reduce the proportion of adults who do no physical activity in their free time (Healthy Wisconsin, 2020) (Healthy People, 2030)</li> <li>• Increase the proportion of adolescents, children and adults who do enough aerobic physical activity (Healthy Wisconsin, 2020) (Healthy People, 2030)</li> </ul>
<p>Reach at least fifty community touch points related to educational outreach for tobacco cessation, licensing, and counter-marketing</p>	<ul style="list-style-type: none"> <li>• Reduce use of other tobacco products by youth (Healthy People, 2030) (Healthy Wisconsin, 2020)</li> <li>• Reduce adult smoking rate (Healthy People, 2030)</li> <li>• Reduce use of other tobacco products by adults (Healthy People, 2030)</li> <li>• Reduce current use of flavored tobacco products in adolescents who use tobacco (Healthy People, 2030)</li> <li>• Reduce the proportion of adolescents exposed to tobacco marketing (Healthy People, 2030)</li> </ul>



## *Health Priority 4:* Safe & Strong Community

Building a safe and strong community stems from multiple factors that are heavily influenced by our infrastructure and societal systems. The community navigates public health issues such as substance misuse, violence, crime, and external threats like emerging diseases. These issues have an immediate and lasting impact on overall wellness. Local laws and policies are limited, however, without the collective effort from the community, impactful and relevant solutions cannot be developed. Community engagement, participation, and mobilization are essential to create and sustain a nurturing environment. This promotes safety, prosperity, and health for all.



### **Population health indicators we would like to impact:**

- Reduce violent and non-violent crime
- Increase the number of residents in need and seeking treatment for substance use/misuse
- Reduce overdose rate
- Decrease occurrence of sexually transmitted disease
- Maintain current vaccination rates



### **Health Equity Lens:**

- Adverse childhood experiences, or ACEs, are potentially traumatic events that occur in childhood (0-17 years). ACEs are linked to chronic health problems, mental illness, and substance use problems in adulthood (CDC, 2022)
- Some residents in Hales Corners reported that they didn't feel safe in their community
- The COVID-19 pandemic further forced communities indoors and away from their neighbors
- Harmful attitudes and stigma exist around the life-saving medication, Naloxone. This limits access and use for those experiencing an overdose



## Health Priority 4: Safe & Strong Community

GOAL	OBJECTIVE	STRATEGY
Prevent and reduce violence	Reach at least twenty community touch points related to educational outreach and activities for violence prevention	<ul style="list-style-type: none"> <li>• Host various classes for community members to gain a greater sense of safety               <ul style="list-style-type: none"> <li>◦ Self defense, anti-bullying, empowerment classes etc.</li> </ul> </li> <li>• Develop a “See Something, Say Something” campaign that sheds light on the bystander effect/apathy and how to prevent this phenomenon from happening.</li> <li>• Collaborate with Safe and Sound Milwaukee to learn intervention framework to implement within community</li> </ul>
Prevent substance abuse/misuse/overdose	Provide at least two Narcan training/distribution sessions within the community per quarter	<ul style="list-style-type: none"> <li>• Continue to collaborate with Community Alliance to identify potential community training and distribution sites, including trusted community entities like churches and other faith-based organizations</li> </ul>
Reduce transmission of infectious disease	<ul style="list-style-type: none"> <li>• Implement geo-fencing social media campaign to target STI high risk populations</li> <li>• Achieve and maintain effective vaccination coverage above 85% amongst young children</li> </ul>	<ul style="list-style-type: none"> <li>• Improve accessibility and provide educational resources, and awareness of STI testing and preventative products</li> <li>• Continue free clinics for Covid-19 vaccinations and provide testing locations resources</li> <li>• Follow up with vulnerable Covid-19 positive populations to decrease the transmission amongst geriatric and pediatric population</li> <li>• Collaborate with local schools to track immunization mandates and follow up to ensure that students receive missing vaccinations</li> </ul>



## Health Priority 4: Safe & Strong Community

HALE AND HEARTY OBJECTIVE	ALIGNMENT WITH STATE AND NATIONAL PRIORITIES
<p>Reach at least twenty community touch points related to educational outreach and activities for violence prevention</p>	<ul style="list-style-type: none"> <li>• Reduce the number of young adults who report 3 or more adverse childhood experiences (Healthy People, 2030)</li> <li>• Reduce the rate of minors and young adults committing violent crimes (Healthy People, 2030)</li> <li>• Reduce the rate of adolescent and young adult victimization from violent crimes (Healthy People, 2030)</li> </ul>
<p>Provide at least two Narcan training/distribution sessions within the community per quarter</p>	<ul style="list-style-type: none"> <li>• Reduce overdose deaths involving opioids, heroin, methadone and synthetic opioids (Healthy People, 2030) (Healthy Wisconsin, 2020)</li> <li>• Increase the proportion of people with substance use and mental health disorders who get treatment for both (Healthy People, 2030) (Healthy Wisconsin, 2020)</li> <li>• Reduce the proportion of people who had opioid use disorder in the past year (Healthy People, 2030) (Healthy Wisconsin, 2020)</li> </ul>
<p>Implement geo-fencing social media campaign to target STI high risk populations</p>	<ul style="list-style-type: none"> <li>• Increase the proportion of adolescents who get formal sex education before 18 years of age (Healthy People, 2030)</li> <li>• Increase the proportion of sexually active female adolescents and young women who get screened for chlamydia (Healthy People, 2030)</li> </ul>
<p>Achieve and maintain effective vaccination coverage above 85% amongst young children</p>	<ul style="list-style-type: none"> <li>• Maintain the vaccination coverage level of 2 doses of the MMR vaccine for children in kindergarten (Healthy People, 2030)</li> <li>• Reduce the proportion of children who get no recommended vaccines by age 2 years (Healthy People, 2030)</li> </ul>

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## **Thank you to our Participating Partners:**

The Village Board of Health:

Jill Theobald, MD

Bette Schubert, RN

Dennis Garvin ANP

Mike Jansen

Mary Bennett

Hales Corners Village

Hales Corners Health Department

Hales Corners Police Department

Hales Corners Fire Department

Hales Corners Library

Hales Corners Faith Community

Hales Corners Child Care Providers

Hales Corners Healthcare Providers

Hales Corners Private Businesses

Hales Corners Residents



*Thank you  
to our  
community!*

The Hales Corners Health Department acknowledges that this work cannot be done alone. Please visit the [HCHD website](#) to learn more about additional CHIP activities, programs and opportunities for community participation. If you would like to be added to the HCHD e-mail list please subscribe by visiting our website [here](#).

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