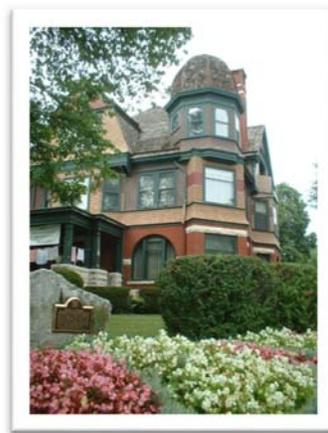
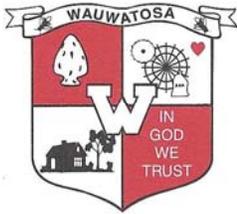


# **Wauwatosa Community Health Improvement Plan**

***Improving the health and wellbeing for all  
who live, work and play in Wauwatosa***

Wauwatosa Health Department  
2013 - 2017





## CITY OF WAUWATOSA

7725 WEST NORTH AVENUE  
WAUWATOSA, WISCONSIN 53213  
PHONE: (414) 479-8915  
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[www.wauwatosa.net](http://www.wauwatosa.net)

KATHY EHLEY  
Mayor

December 18, 2013

Dear Community:

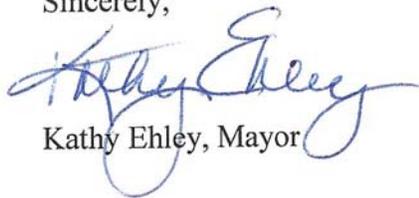
The City of Wauwatosa prides itself on the quality of services and meeting the needs of our citizens. The Wauwatosa Health Department (WHD) is committed to improving wellbeing, keeping this community healthy and protecting the public safety.

We are excited to present the 2014-2017 City of Wauwatosa Community Health Improvement Plan which is the result of a comprehensive assessment of health strengths and needs. The process involved collecting information from citizens, agencies, existing data sets, and local surveys. Based on the findings, Wauwatosa community-based health priorities are:

1. Alcohol Use/Excessive Use
2. Healthy Eating and Activity
3. Mental Health Issues
4. Injury and Violence Prevention

The WHD takes a leadership role in addressing health priorities and working with community partners. Partnerships create opportunities for improvement through policies and environments that help make healthy choices easier for individuals, families, institutions, and the community. The Healthiest Wauwatosa plan is an opportunity to make a positive change in the Wauwatosa. Together, we can make a difference and maintain our quality of life.

Sincerely,



Kathy Ehley, Mayor



Dr. Nancy Kreuser, RN, PhD, Health Officer

Follow the links for the Wauwatosa Community Health Assessment:  
<http://www.wauwatosa.net/DocumentCenter/Home/View/2140> (Full Report)

To learn more about what the Wauwatosa Health Department does, go to our 2012 Annual Report  
<http://www.wauwatosa.net/DocumentCenter/View/2471>

For health information, WHD services and programs available to you, follow this link  
<http://www.wauwatosa.net/index.aspx?nid=113>

## Thank You!!

The Wauwatosa Health Department would like to thank the following organizations for their contributions to the Community Health Improvement Plan. This plan wouldn't be possible without the expertise of our community partners and their commitment to making Wauwatosa safe and healthy for all residents. **We look forward to strengthening our collaborations with these organizations and also identifying new organizations to partner with as we improve the health of our community.**

- ★ American Red Cross
- ★ Aurora Health Care
- ★ Children's Hospital of Wisconsin
- ★ City of Wauwatosa Department Directors, Administration and Elected Officials
- ★ Day cares
- ★ Froedtert and Medical College of Wisconsin
- ★ Health care providers
- ★ Injury Research Center
- ★ Interfaith
- ★ Private and parochial schools of Wauwatosa
- ★ Senior Commission
- ★ Senior living facilities
- ★ Tosa Cares
- ★ Tosa United
- ★ Wauwatosa Board of Health
- ★ Wauwatosa Department of Public Works
- ★ Wauwatosa Economic Development Department
- ★ Wauwatosa Farmer's Market
- ★ Wauwatosa Fire Department
- ★ Wauwatosa Neighborhood Associations
- ★ Wauwatosa Park and Recreation Department
- ★ Wauwatosa Police Department
- ★ Wauwatosa School District
- ★ West Allis Health Department, Women, Infants, and Children (WIC) Program
- ★ Wisconsin Department of Transportation
- ★ Wisconsin Lutheran College
- ★ YMCA

**A BIG Thank You to everyone who lives,  
learns, works and plays in Wauwatosa for  
helping to make Wauwatosa a safe and  
healthy community for all!**



# Wauwatosa Health Department

## Table of Contents

Wauwatosa Community Health Improvement Plan Background	4
Health Priorities	6
Excessive Alcohol Use	7
Healthy Eating and Activity	10
Mental Health	13
Injury and Violence Prevention	16



## Community Health Improvement Plan Background

Every five years, the Wauwatosa Health Department (WHD), in collaboration with community organizations, stakeholders and residents, undergoes a strategic planning process to improve health and develops a Community Health Improvement Plan (CHIP) to further the health and wellbeing of all Wauwatosans. The WHD utilizes *Mobilizing for Action through Planning and Partnerships (MAPP)* as a framework for its strategic planning process. The MAPP framework (Figure 1) helps communities prioritize public health issues and identify resources to address them. MAPP consists of six phases taking the community from organizing and creating a vision of health, to collecting quantitative and qualitative data from those who live and work in the community, to developing strategies and action steps for improving health. For more on the MAPP framework, please refer to the National Association of County and City Health Officials (NACCHO) website at [www.naccho.org/topics/infrastructure/mapp](http://www.naccho.org/topics/infrastructure/mapp).

To ensure that the CHIP reflects the needs of the community, the WHD conducts thorough community assessments at five-year intervals along with monitoring the health data that is regularly available from department programs and services. Community partners such as the Wauwatosa Police and Fire Departments, local health care providers, Wauwatosa School District, private schools and other local organizations and businesses provide additional valuable data regarding special populations and health needs.

**Figure 1: MAPP Model**

The six steps of MAPP are in the center of the model. The four MAPP assessments that inform and drive the process are shown in the four arrows of the model.



The data sources for the CHIP are many, but primary sources include:

- ★ *Wauwatosa Community Health Assessment (CHA)* – WHD, 2011  
A collection and analysis of quantitative data from a variety of sources including but not limited to, birth and death records, crime statistics, WI Immunization Registry, Youth Risk Behavior Survey, Community Health Survey and various health department surveys.



- ★ *Community Themes and Strength Assessment (CTSA)* – WHD, 2011  
The WHD collected qualitative data collected through a series of 13 semi-structured interviews and five focus groups with stakeholders, residents, employees and youth. The goal of the interviews and focus groups was to gather data community strengths and perceptions of health for the CTSA. Participants answered questions such as: 1). What are important components of a healthy community; 2). What are key health issues facing Wauwatosa; and 3). What should the community and/or the WHD do in the next five years to improve health in Wauwatosa? In addition, WHD encouraged residents and community members to complete an online survey with their comments and suggested strategies.
  
- ★ *Forces of Change Assessment (FOCA)* – WHD, 2011  
Data on emerging political, social and financial issues that may affect health was collected through interviews with stakeholders and residents

Supplementary data sources that are reviewed on a consistent basis include U.S. Census Bureau data on population and housing characteristics, WHD Communicable Disease Surveillance Program data, WHD Environmental Health Program data, WI Immunization Registry data, and Women, Infants, and Children (WIC) Program data.

The WHD reviewed the above data and researched evidence-based practices and emerging strategies that have successfully addressed similar health issues in other communities. In addition, the WHD reviewed and incorporated community values and community organizations' missions and goals. Subsequently, the WHD mapped logic models with suggested activities and timelines to the identified health priorities. In May 2012, the WHD hosted a community forum to disseminate and vet a draft set of community health priorities and the corresponding health improvement initiatives. During 2012 and 2013, the WHD scheduled several meetings with individual community partners to secure organizational commitment to specific activities and strategies. The following document details the Wauwatosa community's plan to address specific health priorities through 2017.



## Wauwatosa CHIP Health Priorities

Four health issues clearly emerged as health priorities for the Wauwatosa community based on community input and review of the data. The top health priorities are:

1. Excessive Alcohol Use
2. Healthy Eating and Activity
3. Mental Health
4. Injury and Violence Prevention

These four priorities will be the focus of educational, programmatic and policy attention for the next five years. The WHD, community partners and residents developed goals and comprehensive action plans to address the health priorities and engage the community in making Wauwatosa a healthier place to live and work. The remainder of the CHIP will highlight goals and action plans for each of the health priorities.

It is important to note that several health concerns were deemed very important during the strategic planning process, including issues that are required to be regulated and enforced by law. The WHD and community partners have several programs in place to address these other health topics and are collaborating to improve upon existing efforts. Additional action plans are in place for the following health issues:

- Environmental Health and Preparedness
- Vaccine Preventable Communicable Diseases
- Non-Vaccine Preventable Communicable Diseases (including tuberculosis and food-borne pathogens)
- Reproductive and Sexual Health
- Growth and Development Across the Lifespan
- Tobacco Use
- Other Drug Use and Abuse



**City of Wauwatosa Community Health Improvement Plan  
Health Priority # 1  
Excessive Alcohol Use**

**What is excessive alcohol use?**

Excessive alcohol use refers to consistent heavy drinking (more than 2 drinks per day for men, 1 drink per day for women) or binge drinking (drinking 5 or more drinks at one time). Excessive alcohol consumption can lead to several immediate health risks including unintentional injuries (traffic injuries, falls, drownings), domestic violence, risky sexual behaviors, poor birth outcomes and alcohol poisoning. Over time, continued excessive drinking can lead to the development of chronic diseases, social and economic problems and neurological impairment.

**Why is excessive alcohol use a *Wauwatosa CHIP* health priority?**

- Excessive alcohol use is a health concern throughout the state of Wisconsin. Wisconsin residents report higher levels of heavy drinking and binge drinking compared to residents nationwide.
- 22% of Wauwatosa adult residents report recent binge drinking in the past 30 days.
- More Wauwatosa adult females report heavy daily drinking than females throughout the state of WI or nationwide (9% of Wauwatosa females report drinking more than 1 drink per day compared to 6.6% of females in WI and 4% of females in the US).
- Over 15% of Wauwatosa youth in grades 9-12 report recent binge drinking.
- Nearly 25% of Wauwatosa youth in grades 9-12 report riding with someone who had been drinking; 40% reported that it was a parent who was the driver.



***Wauwatosa CHIP* Overall Goals**

By December 31, 2017, reduce the percentage of Wauwatosa adults and youth who drink alcohol excessively.

By December 31, 2017, reduce the percentage of Wauwatosa adults and youth who drive after drinking or ride with someone who has been drinking.

**Tracking our Success:**

- Indicator 1: The percent of Wauwatosa adults that report binge drinking (consuming at least 5 drinks at one time) in the past month will decrease from 22% (32% for males, 14% for females) to 15%.
- Indicator 2: The percent of Wauwatosa adults that report heavy daily drinking (more than 2 drinks/day for males, 1 drink/day for females) will decrease to 6% for males (baseline 7%) and females (baseline 9%).



### Tracking our Success (continued):

- Indicator 3: The percentage of adults who report driving after drinking or riding with someone who had been drinking in the past 30 days will decrease from 5% to 4%.
- Indicator 4: The percentage of Wauwatosa youth in grades 9-12 that report binge drinking in the past month will decrease from 15.6% to 8.5% (national goal).
- Indicator 5: The percent of Wauwatosa youth in grades 9-12 that report riding during the last month with someone who had been drinking will decrease from 24.6% to 20%.
- Indicator 6: Add alcohol compliance checks. Maintain a no sale record to minors by retail establishments.

### Key Partners:

Wauwatosa Adults and Youth  
Tosa United

Wauwatosa Common Council  
Wauwatosa Health Department (WHD)  
Wauwatosa School District (WSD)

Froedtert & Medical College of Wisconsin (F&MCW)

Health Community

Injury Research Center (IRC)

Wauwatosa Economic Development

Wauwatosa Police Department (WPD)

### What community partners will do:

- Secure funding for biannual compliance checks (WHD, WPD)
- Conduct alcohol sales compliance checks twice a year (WPD)
- Implement high school targeted programming that addresses the consequences of youth drinking and driving, such as ENCARE, “Every 48 Minutes” or “Just Drive!”(Tosa United, WSD, WHD, WPD, F&MCW)
- Promote “Parents Who Host, Lose the Most” messaging and programming (Tosa United, WHD, WSD, WPD)
- Educate the Common Council and community leaders on best practices related to reducing alcohol use among adults and youth (WHD, Tosa United)
- Educate and implement best and emerging practices with festivals serving alcohol (WHD, IRC)
- Conduct alcohol-related enforcement activities with the regional Operating While Intoxicated (OWI) Task Force at least six times annually (WPD)

#### Local and Online Resources:

*Tosa United*

[www.wauwatosa.k12.wi.us/parents/tosa\\_united.cfm](http://www.wauwatosa.k12.wi.us/parents/tosa_united.cfm)

*Wauwatosa Health Department Nurse Line*

Phone: 414-479-8939

Email: [publichealthnurse@wauwatosa.net](mailto:publichealthnurse@wauwatosa.net)

*Al-Anon/Alateen Family Groups of SE Wisconsin*

[www.alanon-wi.org](http://www.alanon-wi.org)

Phone: 414-257-2415

E-mail: [alanon@alanon-wi.org](mailto:alanon@alanon-wi.org)

*IMPACT*

[www.impactinc.org](http://www.impactinc.org)

Phone: 414-256-4808



**What community partners will do (continued):**

- Develop questions for tracking percentage of youth who drive with someone who has been drinking (WHD)
- Implement Positive Behavioral Interventions and Supports (PBIS) as a model to reinforce positive behaviors (WSD)

**What Wauwatosa residents can do:**

- Support Tosa United and the School District in their efforts to educate youth and parents about the dangers of excessive drinking and drunk driving
- Educate policy makers on the health concerns and social dangers related to excessive drinking
- Seek help if you or a loved one struggle with excessive alcohol use
- Show power with your dollars by supporting local businesses that pass compliance checks by not selling liquor to minors



## City of Wauwatosa Community Health Improvement Plan Healthy Eating and Activity Health Priority #2

### What is healthy eating and activity?

Healthy eating is the regular and sufficient consumption of nutritious foods across the life span, including breastfeeding. Healthy activity is any bodily activity that enhances or maintains physical fitness. Proper eating, sufficient activity and a healthy body weight are all essential components of a person's overall health and wellbeing. They promote healthy growth and development in children and reduce risks for cardiovascular disease, cancers, diabetes and poor mental health in adults.

Although individuals are responsible for eating a nutritious diet, remaining active and maintaining a healthy weight, supportive policies and environments need to be in place to support good food choices, eating behaviors and activity. Interventions to increase healthy eating need to address the availability of healthy food in schools and the community, hunger within households, screening and counseling by health care professionals, as well as increasing individual knowledge and behaviors related to food and nutrition. Interventions to improve activity are in process focusing on improving Wauwatosa's structural environment, including the availability of sidewalks, trails, parks and bike lanes. Other interventions need to focus on increasing access to community facilities that support physical activity, and improving youth movement through schools, day cares, homes and the community.



### Why is healthy eating and activity a *Wauwatosa CHIP* priority?

- 31% of Wauwatosa adult residents and 5% of adolescents eat 3 or more servings of vegetables per day.
- Fruit and vegetable consumption among residents decreased between 2003 and 2009. In that same time, the number of Wauwatosa residents who were overweight increased.
- The percentage of Wauwatosans who engage in moderate to vigorous physical activity fall below the percentages found across the state and nation and fail to meet the Healthy People 2020 ([www.healthypeople.gov/2020](http://www.healthypeople.gov/2020)) physical activity goals.
- The number of adults who report being overweight or obese increased from 47% in 2003 to 55% in 2009.
- Approximately 20% of Wauwatosa youth described themselves as overweight.

### *Wauwatosa CHIP* Overall Goals

By December 31, 2017, improve breastfeeding practices among Wauwatosa mothers.



**Wauwatosa CHIP Overall Goals (continued):**

By December 31, 2017, Wauwatosa residents will increase their daily fruit and vegetable intake.

By December 31, 2017, fewer Wauwatosa adults and youth will report themselves as being overweight.

By December 31, 2017, Wauwatosa will maintain or increase the percentage of adults and youth engaging in the recommended amount of moderate physical activity for their age.

**Tracking our Success:**

- Indicator 1: The percent of Wauwatosa mothers who initiate breastfeeding will remain at or above 88.9%
- Indicator 2: Wauwatosa women who report exclusively breastfeeding their child until 3 months of age will increase from 37% to 46.2%
- Indicator 3: Wauwatosa women who report breastfeeding their child to 6 months of age will increase from 51.9% to 60.6%
- Indicator 4: The percent of Wauwatosa adults (≥18 years of age) reporting themselves as overweight or obese will be 50% or less
- Indicator 5: The percent of Wauwatosa adults reporting themselves as eating 3 or more servings of vegetables per day will increase 10%
- Indicator 6: The percent of adults engaged in ≥ 30 minutes of moderate physical activity at least 5 times/week will be ≥ 51%
- Indicator 7: The percent of Wauwatosa youth (grades 9-12) reporting themselves as eating 3 or more servings of vegetables per day will increase to 10%
- Indicator 8: The percent of youth engaged in ≥ 60 minutes of moderate physical activity at least 5 times/week will be ≥ 55%
- Indicator 9: The percent of Wauwatosa youth (grades 9-12) who consider themselves overweight or obese will decrease to 20% or less



**Key Partners:**

Wauwatosa Adults and Youth	Health Community
Local lactation specialists	Neighborhood Association Council (NAC)
Mayfair Mall	Tosa Cares
Wauwatosa Department of Public Works	Wauwatosa Farmers Market
Wauwatosa Health Department (WHD)	Wauwatosa Police Department (WPD)
Wauwatosa Recreation Department (Rec)	Wauwatosa School District (WSD)
YMCA - West Suburban	
Froedtert & Medical College of Wisconsin (F&MCW)	
Wauwatosa Community Development Department (WCDD)	
Women, Infants, and Children (WIC) Program	



### What community partners will do:

- Identify barriers for sustained and exclusive breastfeeding and implement a response plan to reduce identified barriers (WHD, WIC, health care providers)
- Increase communication and promotion of existing healthy lifestyle classes, events and programs available in the community (Rec, YMCA, Farmers' Market)
- Develop and conduct new healthy lifestyle classes or programs, including Living Well, Walk With a Doc, and eating well cooking classes (F&MCW, Rec, YMCA)
- Diversify fitness programming and locations (Rec, WSD)
- Maintain or improve healthier options in school vending machines (WSD)
- Develop social media strategies to encourage participation in community healthy lifestyles offerings (WHD)
- Maintain and/or increase local food security programs (WIC, Tosa Cares, WHD)
- Increase safer routes to school (WSD, WPD, WCCD, DPW)
- Finalize a master plan for walking and bike paths in the City of Wauwatosa (WCDD)
- Update school wellness policies for faculty and students (WSD)

### What Wauwatosa residents can do:

- Increase fruit and vegetable servings to over 5 per day
- Use local resources that increase opportunities to be active
- Decrease screen time (time spent using a device such as a computer, television, or games console)
- Encourage friends and family members to do the same
- Participate on wellness committees to improve healthy eating and activity at your school or workplace



#### Local and Online Resources:

*Wauwatosa Health Department Nurse Line*  
Phone: 414-479-8939  
Email: [publichealthnurse@wauwatosa.net](mailto:publichealthnurse@wauwatosa.net)

*Tosa Farmers Market*  
Open Saturdays, June through mid-October  
[www.tosafarmersmarket.com](http://www.tosafarmersmarket.com)

*Wauwatosa Recreation Department*  
[www.wauwatosa.k12.wi.us/tosarec](http://www.wauwatosa.k12.wi.us/tosarec)

*CDC Healthy Living*  
[www.cdc.gov/HealthyLiving](http://www.cdc.gov/HealthyLiving)

*Wisconsin WIC Program*  
[www.dhs.wisconsin.gov](http://www.dhs.wisconsin.gov)

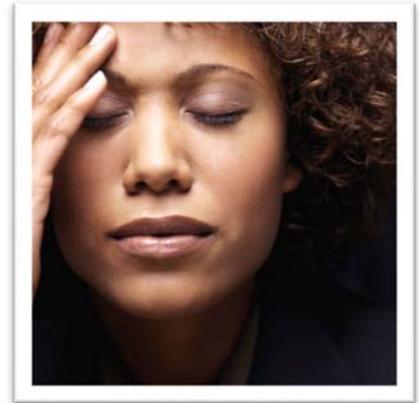
*La Leche League of Wisconsin*  
[www.llli.org/web/wisconsin.html](http://www.llli.org/web/wisconsin.html)



## City of Wauwatosa Community Health Improvement Plan Mental Health Health Priority #3

### What is mental health?

Mental health is closely associated with physical health and is considered indispensable to personal well-being, family and interpersonal relationships, and the ability to make meaningful contributions to community and society. A person in good mental health lives fully to their abilities, can cope with normal life stresses, can work productively and is able to contribute to the community. Mental disorders are health conditions where a person experiences alterations in thinking, mood and/or behavior leading to distress and/or impaired functioning. The majority of mental disorders can be prevented or treated; however, less than half of adults suffering from a mental disorder seek treatment. Untreated mental disorders can lead to poor quality of life, loss in productivity and premature death.



### Why is mental health a *Wauwatosa CHIP* priority?

- Wauwatosa has seen an increase in the percent of adult residents who report being diagnosed with a mental health condition, from 2% in 2003 to 12% in 2009.
- Wauwatosa community members have voiced the need for public information on mental illness across the lifespan and resources that are available to help those in need.
- Stigma associated seeking professional help to improve mental health needs to be addressed. Only half of surveyed Wauwatosa residents reported that they would seek professional help if they were experiencing extreme stress, family conflict, complications with aging or other causes of mental illness.
- In 2009, 8.2% of Wauwatosa teens (grades 9-12) reported seriously considering suicide, 6.9% had made a plan about how they would attempt suicide, and another 3.8% had attempted suicide in the last 12 months.

### **Wauwatosa CHIP Overall Goals**

By December 31, 2017, the percent of Wauwatosa adults and teens who feel sad, depressed or hopeless will be  $\leq 4\%$  and  $\leq 18\%$  respectively.

By December 31, 2017, the rate of suicides within Wauwatosa will be  $\leq 10$  suicides per 100,000 population.

By December 31, 2017, the percent of Wauwatosa youth in grades 9 through 12 who did something to purposely hurt themselves without wanting to die in the past 12 months will be  $\leq 12.5\%$ .



### Tracking our Success:

- Indicator 1: The percent of Wauwatosa adults who have considered attempting suicide in the past year will decrease to  $\leq 2.7\%$ .
- Indicator 2: The percent of Wauwatosa youth in grades 9 through 12 who have considered attempting suicide in the past year will decrease to  $\leq 8.0\%$ .
- Indicator 3: The percent of Wauwatosa youth in grades 9 through 12 who have at least one teacher or adult in the school that they can talk to if they have a problem will increase to  $\geq 73\%$ .
- Indicator 4: The percent of Wauwatosa youth in grades 9 through 12 who strongly agree or agree that harassment and bullying by other students is a problem at their school decrease to  $\leq 42\%$ .



### Key Partners:

Wauwatosa Adults and Youth  
Health Community  
Mental Health Workgroup  
Tosa United  
Wauwatosa Police Department (WPD)  
Wauwatosa School District (WSD)  
Wellness in Tosa Schools (WITS)

Faith-based organizations  
Interfaith  
Neighborhood Association Council (NAC)  
Wauwatosa Health Department (WHD)  
Wauwatosa Recreation Department (REC)  
Wauwatosa Senior Commission  
YMCA (West Suburban)

### What community partners will do:

- Develop and implement a community awareness campaign about mental health issues and resources (WHD, Tosa United, mental health organizations and providers)
- Update and disseminate local mental health resources (WHD)
- Increase social connectedness of seniors to reduce sense of isolation, including addressing transportation barriers (Interfaith, Senior Commission, NAC)
- Develop and implement neighborhood “senior liaisons” (NAC, Senior Commission)
- Reinstate neighborhood “Welcome Packets” to promote community connectedness (NAC)
- Develop and produce an educational video to increase community awareness around adolescent mental health issues (WSD)
- Track and monitor annual suicide rates based on police department data (WPD, WHD)
- Track and monitor other mental health indicators, such as depression, isolation, and bullying (WHD, WSD, health organizations)
- Track and share data on pre-schoolers’ positive social-emotional skills (WSD)
- Propose a “Young Professionals Club” to the Chamber of Commerce (NAC)

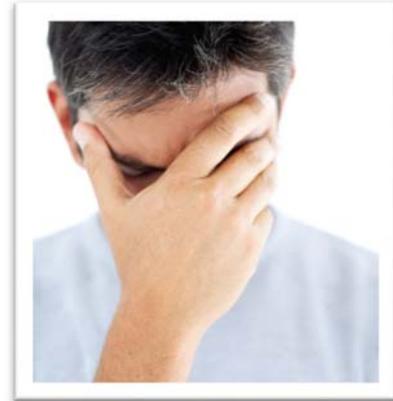


**What community partners will do (continued):**

- Promote and conduct support groups and programs, including the Living Compass and Family Caregivers Support training (YMCA)

**What Wauwatosa residents can do:**

- Be aware of community organizations or resources addressing mental health issues. Share resources with your family, friends and neighbors
- Access screening or early intervention for mental health disorders
- Prevent bullying behaviors through education and conflict resolution training
- Get to know your neighbors
- Participate in regular exercise, especially outdoor activity
- If you have children, plan family meals and technology-free family time



**Local and Online Resources:**

*Wauwatosa Health Department Nurse Line*

Phone: 414-479-8939

Email: [publichealthnurse@wauwatosa.net](mailto:publichealthnurse@wauwatosa.net)

*Wauwatosa School District, Wellness In Tosa Schools (WITS) Committee*

[www.wauwatosa.k12.wi.us/wellcomm.cfm](http://www.wauwatosa.k12.wi.us/wellcomm.cfm)

*CDC Mental Health*

Provides information on mental health and links to relevant local and national organizations

[www.cdc.gov/mentalhealth](http://www.cdc.gov/mentalhealth)

*Substance Abuse and Mental Health Services Administration (SAMHSA)*

Provides information and links on mental health, substance abuse, bullying and trauma

[www.samhsa.gov](http://www.samhsa.gov)

Support specifically for military families: [www.samhsa.gov/MilitaryFamilies](http://www.samhsa.gov/MilitaryFamilies)

Treatment Locator: [www.samhsa.gov/treatment/index.aspx](http://www.samhsa.gov/treatment/index.aspx)

Treatment Referral Line: 1-800-662-HELP (4357)



**City of Wauwatosa Community Health Improvement Plan  
Injury and Violence Prevention  
Health Priority #4**

**What is injury and violence prevention?**

Unintentional injuries and injuries caused by acts of violence are a leading cause of death and disability in America. Unintentional injuries include harm to the body from falls, motor vehicle accidents, drowning and poisonings. Intentional injuries are due to acts of violence and include harm from assaults, homicides, suicides, abuse, bullying and neglect. Beyond immediate pain and inconvenience, injuries and violence often result in premature death, disability, high medical costs, lost productivity and poor mental health. Preventing injuries and violence requires addressing and improving individual safety behaviors, the physical environment, access to services and social environments.

**Why is injury and violence prevention a *Wauwatosa CHIP* priority?**

According to the *2012 Wauwatosa Community Health Survey Report*, Wauwatosa residents ranked injury and violence prevention as a top 3 health concern. Recent events occurring within Wauwatosa such as injuries in railroad and school crossings propelled this issue as a priority. The Wauwatosa Fire Department reported falls as the top reason for ambulance runs.

By law, children under 8 years of age are required to be restrained in appropriate child safety seats. Wauwatosa child restraint and safety belt usage needs to increase over the next decade to meet 2020 goals.

A safe and healthy school environment promotes learning and student engagement while protecting against risky and unhealthy behaviors. Students in Wauwatosa are concerned with the safety at their schools. When compared with teens from throughout Wisconsin, Wauwatosa teens report more occurrences of being hit, punched or kicked on school property. Almost half of Wauwatosa teens feel that harassment and bullying are problems at their school.

***Wauwatosa CHIP* Overall Goals**

By December 31, 2017, reduce the number of emergency room visits by Wauwatosa residents by 10%.

By December 31, 2017, there will be no motor vehicle-related pedestrian injuries to Wauwatosa residents.

By December 31, 2017, the percentage of Wauwatosa youth in grades 9 through 12 who feel violence is a problem at their school will be  $\leq$  25%.

By December 31, 2017, there will be no deaths in children aged 0-18 years due to preventable, non-medical causes.



### Tracking our Success:

- Indicator 1: The rate of emergency room visits resulting from falls by adults and youth in target Wauwatosa zip codes will decrease by 10%.
- Indicator 2: The number of speeding citations in Wauwatosa school zones will be reduced by 10% to  $\leq 106$ .
- Indicator 3: Children enrolled in the WHD Child Home Safety Program will be 100% injury free at the 3-month evaluation.
- Indicator 4: Wauwatosa youth in grades 9 through 12 who respond that someone had tried to hurt them by hitting, punching, or kicking them while on school property in the past 12 months will decrease to  $\leq 18\%$ .
- Indicator 5: Decrease the percent of Wauwatosa youth in grades 9 through 12 who strongly agree or agree that harassment and bullying by other students is a problem at their school to  $\leq 42\%$ .

### Key Partners:

Wauwatosa Adults and Youth Injury Research Center (IRC)	Aurora Health Care
Neighborhood Association Council (NAC)	Interfaith
Tosa United	Safe Kids of Southeastern Wisconsin
Wauwatosa Fire Department (WFD)	Wauwatosa Department of Public Works
Wauwatosa Police Department (WPD)	Wauwatosa Health Department (WHD)
WI Division of Public Health	Wauwatosa School District (WSD)
Froedtert & Medical College of Wisconsin (F&MCW)	
Wauwatosa Community Development Department (WCDD)	

### What community partners will do:

- Coordinate and monitor data on ambulance responses, trauma data and emergency room visits by Wauwatosa residents (WFD, WHD)
- Offer the Child Home Safety Program to Wauwatosa families with young children. Expand the Child Home Safety Program to older children to address bike helmet use, falls from furniture tipping, fire prevention and indoor/outdoor safety for kids aged 4-8 years. (WHD)
- Continue to offer Safe Walk to School Programs (WSD, WPD, WHD, WDCD, DPW)
- Explore piloting bike helmet fitting events in the community (WFD, WHD, Safe Kids)
- Develop and implement neighborhood "senior liaisons" (NAC, Senior Commission)



### **What community partners will do (continued):**

- Develop and conduct safety injury prevention classes or programs, including “Just Drive!”, “Forever Changed”, Emergency Nurses Cancel Alcohol-Related Events (ENCARE), and Telephone Reassurance (F&MCW, Interfaith, WFD, WPD)
- Enforce parking and traffic safety (WPD)
- Increase school safety initiatives via school staff training by police (WPD, WSD)
- Advocate and educate on the booster seat law (IRC, WHD)
- Update or implement new School Wellness Policies that address bullying and school safety (Tosa United, WSD)
- Establish and maintain a permanent medications collection site (Tosa United, WPD)

### **What Wauwatosa residents can do:**

- Enroll and participate in the WHD Child Home Safety Program
- Participate on school committees to review and update school safety policies
- Volunteer to lead a Safe Walk Route to your school
- Make your home, car or office a safe environment for all. Review resource guides on preventing falls, poisonings and other unintentional injuries.

#### **Local and Online Resources:**

##### *Tosa United*

[www.wauwatosa.k12.wi.us/parents/tosa\\_united.cfm](http://www.wauwatosa.k12.wi.us/parents/tosa_united.cfm)

##### *Wauwatosa Health Department Nurse Line*

Phone: 414-479-8939

Email: [publichealthnurse@wauwatosa.net](mailto:publichealthnurse@wauwatosa.net)

##### *Wauwatosa Police Department*

Non-emergency phone: 414-471-8478

Wauwatosa Crime Stoppers: 414-771-TOSA (8672)

##### *Safe Kids Southeast Wisconsin*

Provides information, resources and action related to home safety, motor vehicle safety, pedestrian safety and play safety

[www.safekidswi.org/SafeKidsWisconsin-SoutheastWisconsin.asp](http://www.safekidswi.org/SafeKidsWisconsin-SoutheastWisconsin.asp)

