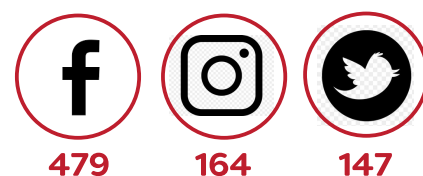


2018-2022 Strategic Plan Annual Update

COMMUNICATION

- Increased the number of Facebook "likes" by 77%, from 271 to 479 ("Healthy Wauwatosa").
- Joined Twitter (@HealthyTosa) and Instagram (healthywauwatosa).
- Updated brochures and other communication documents with our new branding color scheme and logo.
- Added our website and social media links to all agency templates.
- Advertised our programs, services and staff for National Public Health Week on all social media platforms.
- Worked with the city's communications team to further advertise our programs and services.
- Redesigned our website to increase utilization.

Social Media Followers



Facebook: Healthy Wauwatosa
Instagram: healthywauwatosa
Twitter: @HealthyTosa

VISIBILITY

- Hosted the Legislative Breakfast in June, 2018. Reps. Hutton and Kooyenga attended.
- Conducted comprehensive health equity week educational campaign for residents and City staff in December, 2018.
- Developed an electronic inventory of community partners.
- Monitor national, state and local legislative activity. Relevant legislation presented to staff and to the Board of Health.
- Board of Health sent an advocacy letter opposing a vape shop.
- Presented to the Community Affairs Committee on three separate occasions and hosted a Committee of the Whole.
- Created quarterly district newsletters sent to the Council to highlight our services in each jurisdiction.
- Hosted a thank you celebration for our Board of Health members.



2018 Wauwatosa
Legislative Breakfast



View the full 2018-2022 WHD Strategic Plan:
www.wauwatosa.net/healthdata
414-479-8936

Revised 11/16/18

ENSURE A SAFE AND HEALTHY ENVIRONMENT

- City-wide rat education campaign in July.
- Use HealthSpace (state online food inspection licensing system) to track all environmental health complaints.
- Reviewed our Food Inspection and Rabies Exposure and Control policies.
- Publish food inspection reports online on HealthSpace.
- Continue to send quarterly food program newsletter.



CONTINUOUS QUALITY IMPROVEMENT (QI)

- Implemented a new performance management dashboard.
- Management team is LEAN/Six Sigma Yellow Belt Certified.
- Hosted a QI speaker at our annual staff retreat to provide additional training on how to identify QI projects.
- Developed a plan to address identified gaps for our reaccreditation application.
- Every staff member submitted at least one QI project idea to our Quality Improvement Advisory Committee, furthering our efforts to be an organization with a robust quality improvement culture.

WHD Management Team
achieved LEAN/Six
Sigma Yellow Belt
Certification



WORKFORCE DEVELOPMENT

- Staff completed the annual Core Competencies for Public Health Professionals assessment.
- Revised our workforce development plan.
- Developed a resource binder to outline tools and funding sources for staff.
- Developed a list of potential projects and initiatives for a student or intern to complete.
- Attended a field placement event at UW-Milwaukee Zilber School of Public Health to foster interest in governmental public health.



Healthy Community; Value to You;
Nationally Recognized; Wauwatosa Health Department

Healthy Community

- 2018-2022 Community Health Improvement Plan
- 2018-2022 Wauwatosa Health Department Strategic Plan
- New Sharps Disposal Program & Second Prescription Collection Event Annually
- Important and Ongoing WHD Services and Programs
 - Communicable Disease Control
 - Immunizations
 - Lead Poisoning Prevention
 - Nurse Consultations
 - Clinics
 - Animal Issues and Rabies Control
 - Nuisances
 - Human Health Hazards
 - Licensing and Inspections
 - Health Education & Communications

Value to You

- Received an additional \$46,650 in grant funds in 2018 for Strategic Plan and Community Health Improvement Plan activities.
- Participation in University of Washington nationwide project to develop a return on investment (ROI) model for public health.

Nationally Recognized

- National Accreditation Status - 2015 - 2020
- One of 5 health departments in Wisconsin selected to participate in CDC Opioid Technical Assistance Communication Project (\$20,000 in grant funding)
- Public Health Nurse Residency Program
 - Presentations at three national conferences (NNPHI, NACCHO, APHA)
 - Selected for national replication by National Public Health Nurses Association. Nursing Supervisor will be co-leader on national effort.

