



City of Wauwatosa



**Community Health  
Improvement Plan**

2018 - 2022



Wauwatosa Health Department



# Acknowledgements

Thank you to the following organizations for their contributions to the selection of health priority areas for the 2018 - 2022 Community Health Improvement Plan. This plan wouldn't be possible without the expertise of these community partners and their commitment to making Wauwatosa healthy and safe for all residents.

## **Healthy Wauwatosa Coalition**

- Aurora Health Care
- City of Wauwatosa Alderpersons
- Committee for Citizens with Disabilities (Wauwatosa)
- Friends of Hoyt Park & Pool
- Froedtert & Medical College of Wisconsin
- Interfaith Older Adults Program
- Life Navigators
- Medical College of Wisconsin
- Rescare Workforce Services
- Tosa Cares
- Tosa Community Food Pantry
- Tosa Farmers Market
- Wauwatosa Development Department
- Wauwatosa Department of Public Works
- Wauwatosa Health Department
- Wauwatosa Office of the Mayor
- Wauwatosa Police Department
- Wauwatosa Recreation Department
- Wauwatosa School District
- Wauwatosa Senior Commission
- Wauwatosa Youth Commission
- WI Division of Public Health Regional Office

## **Team Members Unable to Attend**

- Children's Hospital & Health System
- Milwaukee County Behavioral Health Division
- SafeKids Southeast Wisconsin
- Tobacco-Free Suburban Milwaukee & Ozaukee Counties
- Wauwatosa Chamber of Commerce
- Wauwatosa Fire Department
- Wauwatosa Neighborhood Association (NAC) Council
- Wauwatosa School District Safe Routes to School
- Whole Foods
- Women, Infants and Children Program (WIC), West Allis Health Department

# Acknowledgements

## **Healthy Community Action Team**

- Life Navigators
- Medical College of Wisconsin
- Tosa Farmer's Market
- Wauwatosa Health Department
- Wauwatosa Recreation Department
- Wauwatosa School District
- Wauwatosa Senior Commission
- Women, Infants and Children Program (WIC), West Allis Health Department

## **Mental Health Across the Lifespan Action Team**

- Aurora Health Care
- Committee for Citizens with Disabilities (Wauwatosa)
- Froedtert & Medical College of Wisconsin
- Interfaith Older Adults Program
- Susan G. Komen Foundation
- Wauwatosa Health Department
- Wauwatosa Police Department
- Wauwatosa School District
- Wauwatosa Senior Commission
- Wauwatosa Youth Commission

## **Personal Safety & Injury Prevention Action Team**

- Committee for Citizens with Disabilities (Wauwatosa)
- Froedtert & Medical College of Wisconsin
- Wauwatosa Fire Department
- Wauwatosa Health Department
- Wauwatosa Police Department
- Wauwatosa School District Safe Routes to School
- Wauwatosa Senior Commission

## **Substance Use Action Team**

- Aurora Health Care
- Froedtert & Medical College of Wisconsin
- Tobacco-Free Suburban Milwaukee & Ozaukee Counties
- Wauwatosa Fire Department
- Wauwatosa Health Department
- Wauwatosa Police Department
- Wauwatosa Senior Commission
- Wauwatosa School District
- Wauwatosa Youth Commission

# Community Health Improvement Plan: Introduction

## What is a Community Health Improvement Plan (CHIP)?

A community health improvement plan (CHIP) is a long-term, systematic effort to address public health problems in a community. The community health improvement plan is developed collaboratively, and defines a vision for the community's health.

## How Did We Develop the CHIP?

Every five years, Wauwatosa Health Department (WHD), in collaboration with community organizations, stakeholders and residents, undergoes a strategic planning process to improve the health and wellbeing of all Wauwatosans. WHD facilitated the Mobilizing for Action through Planning and Partnerships (MAPP) process in Wauwatosa, bringing together over 25 community partners under the common vision of "Creating a Healthy Wauwatosa for All."

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](http://www.naccho.org).

To ensure the CHIP reflects the needs of the community, WHD conducts thorough assessments at five-year intervals along with monitoring the health data that is regularly available. With the completion of the Community Health Assessment, the community continued with the MAPP Framework to facilitate the development of the Community Health Improvement Plan (CHIP). The final three phases of the MAPP Framework: Identification (and Prioritization) of Strategic Issues, Formulate Goals and Objectives, and the Action Cycle (Plan, Implement, and Evaluation) complete the process.

## What Data Sources Are Used in the CHIP?

The data sources for the CHIP are many, but the primary document referenced was our most recent community health assessment, the "2017 Wauwatosa Community Health Profile." The four extensive assessments which comprise the 2017 Wauwatosa Community Health Profile were discussed at length during the CHIP process. Detailed descriptions of the assessments are found on the following page.

Figure 1: MAPP Model





# Community Health Improvement Plan: Introduction

## **MAPP Framework Community Health Assessments**

- Community Themes and Strengths Assessment: provides a deep understanding of the issues that residents feel are important by answering the questions: "What is important to our community?", "How is quality of life perceived in our community?", and "What assets do we have that can be used to improve community health?"
- Local Public Health System Assessment: focuses on all of the organizations that contribute to the public's health and measures how well the public health system partners collaborate to provide public health services based on a nationally recognized set of performance standards.
- Community Health Status Assessment: provides quantitative data on a wide range of health indicators, including quality of life, behavioral risk factors, and other measures that reflect a broad definition of health. Sources include but are not limited to, birth and death records, crime statistics, WI Immunization Registry, Youth Risk Behavior Survey, Community Health Survey, and various health department surveys.
- Forces of Change Assessment: focuses on forces such as legislation, economics, technology and other external forces that impact the promotion and protection of the public's health. It also identifies what threats or opportunities are generated by the positive and negative forces.

## **How Did We Identify and Prioritize Strategic Issues?**

This phase began the process of developing the Wauwatosa Community Health Improvement Plan 2018-2022. The purpose of this phase was to determine the top health issues for the community and set in motion a process of creating achievable objectives for the community to meet by the year 2022.

It began by reconvening many of the same key leaders and stakeholders who had been called upon earlier to assist with the community health assessment process. For the CHIP process, the Healthy Wauwatosa community partner group was asked to participate in an interactive forum.

Prior to the Healthy Wauwatosa meeting in September, 2017, each member was provided with a copy of the 2017 Wauwatosa Community Health Profile and a copy of the Wauwatosa Community Health Improvement Plan 2013-2017. They were asked to review the materials before attending an afternoon long meeting to learn about and discuss the current community data and trends. At the conclusion of this meeting, participants were given a brief survey of the top six health need areas affecting the Wauwatosa community. Participants were asked to independently rank what they felt were the most important health priorities for the community to address.

# Community Health Improvement Plan: Introduction

## 2018-2022 CHIP Health Priority Focus Areas

Substance Use  
Mental Health Across the Lifespan  
Healthy Community  
Personal Safety & Injury Prevention

It is important to note that several health concerns were deemed important during the strategic planning process, including issues that are required to be regulated and enforced by law. These issues include:

- Environmental Health and Preparedness
- Vaccine Preventable Communicable Diseases
- Non-Vaccine Preventable Communicable Diseases (including tuberculosis and food-borne pathogens)
- Communication between Community Partners
- Chronic Disease Prevention
- Reproductive and Sexual Health



# Community Health Improvement Plan: Introduction

## How Did We Formulate Goals and Strategies?

The next phase of the CHIP process required forming smaller action teams of community partners to develop goals, objectives, indicators, and strategies for each of the health priorities. The teams consisted of six to ten community partners with a Wauwatosa Health Department Management Team Member facilitator to guide the team members through the process. The action teams each met between two to four times to further examine the issues regarding the health priority. Action team members signed up voluntarily following the Healthy Wauwatosa community partner health priority selection meeting.

## Moving Forward

Each health priority action team will continue to meet throughout the duration of the 2018-2022 Wauwatosa Community Health Improvement Plan action cycle. In order to monitor this, each of the action teams will meet two or more times per year, as needed, to review progress made on the CHIP strategies, assess current trends, address emerging or changing health equity concerns, and revise the action plan.

The Community Health Improvement Plan provides a blueprint for community action. It is a dynamic working document used by stakeholders to leverage resources in support of grant funding and to direct collaboration among community partners.



For more information on the health needs of Wauwatosa residents,  
please review the 2017 Community Health Profile.

[www.wauwatosa.net/health](http://www.wauwatosa.net/health)



# Health Priority #1 - Substance Use

## Definition

According to the Substance Abuse and Mental Health Services Administration (SAMHSA), substance use disorder is a condition in which the use of one or more substances causes a clinically and functionally significant impairment, such as health problems, disability, and failure to meet major responsibilities at work, school or home. The six most common substance use disorders are alcohol use, tobacco use, cannabis use, stimulant use, hallucinogen use, and opioid use.

## Why is substance use a Wauwatosa CHIP priority?

- **In the 2015 Wauwatosa Community Health Survey:**
  - 40% of respondents identified themselves as binge drinkers.
  - 12% of respondents stated they currently smoke tobacco cigarettes.
- **In the 2012 Wauwatosa Community Health Survey:**
  - 28% of respondents identified themselves as binge drinkers.
  - 11% of respondents stated they currently smoke tobacco cigarettes.
- **In the 2017 Wauwatosa Youth Risk Behavior Survey:**
  - 19% of youth respondents have tried smoking.
  - 54% of youth respondents had at least one drink in their lifetime.
  - 36% of youth respondents had used marijuana once in their lifetime.
  - 11% of youth respondents had taken a prescription drug without a doctor's prescription.
  - 37% of youth respondents agreed or strongly agreed that illegal drugs are a problem at school.
- **In the 2015 Wauwatosa Youth Risk Behavior Survey:**
  - 18% of youth respondents have tried smoking.
  - 57% of youth respondents had at least one drink in their lifetime.
  - 30% of youth respondents had used marijuana once in their lifetime.
  - 11% of youth respondents had taken a prescription drug without a doctor's prescription.
  - 43% of youth respondents agreed or strongly agreed that illegal drugs are a problem at school.

## Alignment with Healthiest Wisconsin 2020

Healthiest Wisconsin 2020 mentions alcohol and other drug use and tobacco use and exposure as focus areas. According to Healthiest Wisconsin 2020, alcohol and other drug use means any use of a substance, or uses of substances, that results in negative consequences. Eliminating tobacco use and exposure means improving health by preventing tobacco abuse, promoting tobacco dependence treatment, protecting all people from exposure to secondhand smoke, and identifying and eliminating tobacco-related disparities.

# Health Priority #1 - Substance Use

## Goals and Objectives by December 31, 2022

- **Increase awareness and education on opiates and prescription drugs.**
  - By December 31, 2022, create a Wauwatosa Opioid and Prescription Drug Information and Resource Guide.
    - Develop a toolkit with education and prevention on opioids and other prescription drugs.
    - Create a resource guide with substance use treatment centers, mental health providers, and other relevant resources in Wauwatosa. Disseminate hard copy and electronic versions through a variety of methods and partners.
  - By December 31, 2022, develop the Hidden in Plain Sight Initiative in Wauwatosa.
    - Construct mobile and stationary teen bedroom exhibits that contain warning signs of substance use.
    - Each year, host a community event to educate parents and children on early intervention and prevention of substance use.
  - By December 31, 2022, promote methods for proper disposal of prescription medication.
    - Host medication collection events twice per year in conjunction with the DEA National Drug Take Back Days.
    - Create a list of medication and sharps disposal sites throughout Wauwatosa.
    - Provide education around safe medication storage in the home and proper disposal methods.
- **Implement risk reduction strategies for alcohol and marijuana use among Wauwatosa residents.**
  - By December 31, 2022, promote safe using behaviors and reduce risk of mortality.
    - Reduce rates of impaired driving by 10%.
    - Reduce the percentage of Wauwatosa students who think people are at no risk of harm if they smoke marijuana from 29% to 24%.
  - By December 31, 2022, promote community safety by increasing awareness around substance use and violence.

# Health Priority #1 - Substance Use

## What Wauwatosa residents can do:

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



### Local and Online Resources:



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

Aurora Behavioral Health - Dewey Center, Wauwatosa  
[www.aurorahealthcare.org](http://www.aurorahealthcare.org)  
414-454-6700

IMPACT  
[www.impactinc.org](http://www.impactinc.org)  
Phone: 414-256-4808

## Health Priority #2 - Mental Health Across the Lifespan

### Definition

Mental health is the successful performance of mental function, resulting in productive activities, fulfilling relationships with other people, and providing the ability to adapt to change and cope with adversity. A person struggling with mental health may experience stress, depression, anxiety, relationship problems, grief, addiction, learning disabilities, mood disorders, or mental health illness of varying degrees.

### Why is mental health across the lifespan a Wauwatosa CHIP priority?

- **In the 2015 Wauwatosa Community Health Survey:**
  - 4% of respondents reported they always or nearly always felt sad, blue or depressed in the past thirty days.
  - 4% of respondents felt so overwhelmed they considered suicide in the past year.
  - 3% of respondents reported they seldom or never find meaning or purpose in daily life.
- **In the 2012 Wauwatosa Community Health Survey:**
  - 2% of respondents reported they always or nearly always felt sad, blue or depressed in the past thirty days.
  - <1% of respondents felt so overwhelmed they considered suicide in the past year.
  - 3% of respondents reported they seldom or never find meaning or purpose in daily life.
- **In the 2017 Wauwatosa Youth Risk Behavior Survey:**
  - 28% of respondents felt sad or hopeless every day for at least 2 weeks or more in a row which stopped usual activities.
  - 13% of respondents seriously considered suicide in the last 12 months.
  - 64.9% of respondents either strongly agreed or agreed that they belong at their school.
- **In the 2015 Wauwatosa Youth Risk Behavior Survey:**
  - 25% of respondents felt sad or hopeless every day for at least 2 weeks or more in a row which stopped usual activities.
  - 11% of respondents seriously considered suicide in the last 12 months.
  - 66% of respondents either strongly agreed or agreed that they they belong at their school.

### Alignment with Healthiest Wisconsin 2020

Healthiest Wisconsin 2020 mentions mental health as a focus area. According to Healthiest Wisconsin 2020, mental health is the foundation for well-being and effective functioning for an individual and community. It is more than the absence of mental illness; it is a resource vital to individuals, families and societies.

## Health Priority #2 - Mental Health Across the Lifespan

### Goals and Objectives by December 31, 2022

- **Establish a community of mental health resiliency.**
  - By December 31, 2022, decrease the number of Wauwatosa residents that report feeling sad, blue or depressed by 15%.
    - Reduce the stigma associated with mental illness by offering Adverse Childhood Events and Trauma Informed Care education at various community locations.
  - By December 31, 2022, reduce the number of Wauwatosa residents that seriously considered suicide in the last year by 10%.
    - Increase the outreach of the Youth Mental Health First Aid program by expanding the marketing of the program throughout the Wauwatosa community.
    - Develop a Wauwatosa-specific mental health resources document to distribute throughout the community to assist those in mental health crisis. Disseminate hard copy and electronic versions through a variety of methods and partners.
- **Develop a culture of healthy relationships in Wauwatosa.**
  - By December 31, 2022, increase the number of Wauwatosa high school students that feel they belong at their school to  $\geq 70\%$ .
    - Establish a youth peer to peer support program (i.e. Hope Squad) in Wauwatosa high schools and middle schools.
  - Implement annual Mental Health Awareness speaker series each May beginning in 2019.
    - Recruit local individuals and organizations to speak on a variety of mental health topics throughout Mental Health Awareness Month each year.
  - By June 30, 2018, implement the Senior Liaison program with the Wauwatosa Neighborhood Association.
    - Senior Liaisons would provide mental health or other community resources to at-risk seniors they encounter.



## Health Priority #2 - Mental Health Across the Lifespan

### 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.
- Become trained to recognize the signs of someone in mental health crisis with Youth Mental Health First Aid; Question, Persuade, Refer (QPR); or Signs of Suicide (SOS) training.
- 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, Project TEAMS!  
[www.wauwatosa.k12.wi.us](http://www.wauwatosa.k12.wi.us)  
E-mail: [krubsael@wauwatosa.k12.wi.us](mailto:krubsael@wauwatosa.k12.wi.us)

Prevent Suicide Greater Milwaukee  
Coalition of volunteers working to reduce the number of attempted and completed suicides in the Milwaukee area.  
[www.preventsuicidemke.org](http://www.preventsuicidemke.org)

Suicide Prevention Line  
1-800-273-8255

HOPE LINE  
Text: 741741

# Health Priority #3 - Healthy Community

## Definition

Consuming fruits and vegetables and regular exercise lowers the risk of developing many chronic diseases and can also help with weight management. Daily recommendations for adults: eat at least two servings of fruits and three servings of vegetables per day. The recommended amount of physical activity for adults is moderate activity for at least 30 minutes 5 or more days per week and vigorous activity for at least 20 minutes 3 or more days per week.

## Why is healthy community a Wauwatosa CHIP priority?

- **In the 2015 Wauwatosa Community Health Survey:**
  - 71% of respondents reported eating 2+ servings of fruits per day.
  - 37% of respondents reported eating 3+ servings of vegetables per day.
  - 47% of respondents reported engaging in the recommended amount of physical activity per week.
  - 60% of respondents reported themselves as overweight.
- **In the 2012 Wauwatosa Community Health Survey:**
  - 77% of respondents reported eating 2+ servings of fruits per day.
  - 36% of respondents reported eating 3+ servings of vegetables per day.
  - 57% of respondents reported engaging in the recommended amount of physical activity per week.
  - 58% of respondents reported themselves as overweight.
- **In the 2017 Wauwatosa Youth Risk Behavior Survey:**
  - 64% of youth ate vegetables at least 3 times in the past 7 days.
  - 72% of youth ate fruits at least 3 times in the past 7 days.
  - 60% of youth reported physical activity at least 60 minutes per day for at least 5 days.
  - 39% of youth reported trying to lose weight.
- **In the 2015 Wauwatosa Youth Risk Behavior Survey:**
  - 43% of youth reported trying to lose weight.
  - 57% of youth reported physical activity at least 60 minutes per day for at least 5 days.

## Alignment with Healthiest Wisconsin 2020

Healthiest Wisconsin 2020 mentions chronic disease prevention and management, physical activity, and adequate, appropriate and safe food and nutrition as focus areas. According to Healthiest Wisconsin 2020, adequate nutrition and physical activity are essential to the management and prevention of many chronic diseases.

# Health Priority #3 - Healthy Community

## Goals and Objectives by December 31, 2022

- **Create a culture of healthful eating and increased nutrition.**
  - By December 31, 2022, increase the number of residents who report eating 2+ servings of fruits per day by 5% and 3+ servings of vegetables per day by 10%.
    - Implement a Harvest of the Month program at grocery stores, schools, Tosa Farmer's Market, and other locations across the City.
    - Increase utilization of the Power of Produce Program with Tosa Farmer's Market by coordinating a formal introduction to the program at five-year-old kindergarten graduations at WSD and private schools.
    - Increase residents' awareness and utilization of Tosa Cares and Tosa Food Pantry through targeted educational campaigns. Implement a "Give Healthy" campaign citywide for donations.
    - Promote the benefits of family mealtimes in the Wauwatosa general, medical, educational and daycare communities.
    - Engage local restaurants to host a family meal night. The family meal nights will include information on how to start and have family conversations. City dignitaries and leaders may be invited to attend and participate.
  - By December 31, 2022, increase the number of new mothers that report breastfeeding/chest feeding upon discharge from the hospital by 5%.
    - Implement the evidence-based educational program, Coffective.
    - Create a private nursing/pumping room in at least two locations across Wauwatosa for use during public events.
- **Create a culture of increased physical activity and movement.**
  - By December 31, 2022, increase the number of residents, including seniors and those who are disabled, who report engaging in the recommended moderate or vigorous activity by 10%.
    - Inventory current recreational programming activities throughout Wauwatosa.
    - Create an online repository of programming and fitness opportunities throughout Wauwatosa.
    - Implement an annual citywide Mayor's Fitness Challenge for adults and families in Wauwatosa. The challenge will focus specifically on two additional populations: adaptive and middle/high school students.
    - In partnership with Wellness in Tosa Schools (WITS), create an improved physical education policy for high school students.
    - Inventory current workplace wellness programs across Wauwatosa.
    - Distribute a toolkit for employers on implementing a wellness program. Investigate the WELCOA Well City designation for Wauwatosa.
    - Promote inter generational programs.
    - Increase walkability in Wauwatosa by installing directional landmark signs with walking distances throughout Wauwatosa.

## Health Priority #3 - Healthy Community

### What Wauwatosa residents can do:

- Increase fruit and vegetable servings to over five 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 health 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)

# Health Priority #4 - Personal Safety & Injury Prevention

## Definition

According to the Centers for Disease Control and Prevention, injuries are the leading cause of death for Americans ages 1 to 44 and a leading cause of disability for all ages. Most events resulting in injury, disability, or death are predictable and preventable. Preventing injuries and violence requires addressing and improving individual safety behaviors, the physical environment, access to services and social environments.

## Why is personal safety and injury prevention a Wauwatosa CHIP priority?

- **In the 2015 Wauwatosa Community Health Survey:**
  - 24% of respondents drove with technology distractions 1+ times/day.
  - 13% of respondents reported being afraid for their safety.
- **In the 2012 Wauwatosa Community Health Survey:**
  - 2% of respondents reported being afraid for their safety.
- **In the 2017 Wauwatosa Youth Risk Behavior Survey:**
  - 96% of youth reported always or almost always wearing a seat belt while riding in a car.
  - 21% of youth reported texting or emailing while driving a car once or more than once in the last 30 days.
- **In the 2015 Wauwatosa Youth Risk Behavior Survey:**
  - 94% of youth reported always or almost always wearing a seat belt while riding in a car.
  - 18% of youth reported texting or emailing while driving a car once or more than once in the last 30 days.
- **In the 2016 Wauwatosa Community Themes and Strengths Assessment:**
  - Youth Council: Members reported that texting while driving was one of the most important health concerns facing young people.
  - Online Community Health Survey: Respondents reported that texting while driving was among the top risky behaviors.
  - Senior Commission: Members reported affordable, safe and accessible transportation as a major health concern.

## Alignment with Healthiest Wisconsin 2020

Healthiest Wisconsin 2020 mentions injury and violence as a focus area. The burden of injury differs across the life span. The effects of unintentional and intentional injury include costs related to care and treatment of injuries, but also loss of productivity, years of potential life lost due to injury mortality, and the influence of injury and violence on chronic disease, physical and mental health.



# Health Priority #4 - Personal Safety & Injury Prevention

## Goals and Objectives by December 31, 2022

- **Reduce preventable injury hazards at home to allow all Wauwatosans to safely age in place.**
  - By December 31, 2022, decrease inpatient hospital and emergency room visits related to falls by 10%.
    - Train Senior Liaisons in fall prevention strategies and programs available in the community for the seniors they encounter.
    - Increase the numbers and locations of community offerings for evidence-based fall prevention education classes (Stepping On, Remembering When, etc.).
    - Increase marketing of Wauwatosa Health Department child home safety program to day cares, churches, and WIC participants.
  - By December 31, 2022, decrease the number of children with elevated lead levels by 10%.
    - Wauwatosa Departments of Public Works, Water, and Health will work together to create a lead hazard awareness campaign for Wauwatosa residents.
    - Encourage and educate local pediatricians on the importance of lead testing for all children and proper follow-up for those that have elevated lead levels.
- **Create a culture of road safety.**
  - By December 31, 2022, decrease the number of inattentive driving citations given by the Wauwatosa Police Department by 20%.
    - Increase awareness of the Graduated Driver's License law for parents of Wauwatosa teens by utilizing the tools provided by the Children's Hospital of Wisconsin Crossroads Teen Driving Program.
    - Implement an inattentive teen driving program at both Wauwatosa high schools.
    - Promote free or low cost senior driving safety courses available online or in person to assist seniors with ongoing infrastructure changes.
    - Increase the number of Wauwatosa residents signed up to receive e-mail or text alerts for local road construction updates.
  - By December 31, 2022, reduce pedestrian related injuries by 10%.
    - Continue to implement the recommendations made in the Wauwatosa Bicycle and Pedestrian Plan to make Wauwatosa roadways safer for pedestrians and bicyclists.
    - Promote safe walking and biking for all Wauwatosa children by increasing participation and education in Walk to School and Bike to School days at all elementary schools.
    - Promote bicycle safety training annually (Bike Camps, Bike Rodeos, Bublr courses, and helmet fitting events) to Wauwatosa residents.

# Health Priority #4 - Personal Safety & Injury Prevention

- **Wauwatosa as a model community for emergency response.**

- By December 31, 2022, increase the number of Wauwatosans available to assist in a medical or public health emergency.
  - Increase the number of AEDs available in public establishments by 15%.
  - Increase the number of residents trained in hands-only CPR by 10%.
  - Increase the number of residents actively utilizing the Pulse Point app on their smartphone by 10%.
  - Implement training of the Stop the Bleed program to Wauwatosa residents.
  - Increase the number of Wauwatosa residents registered on the Wisconsin Emergency Assistance Volunteer Registry (WEAVR) by 10%.

### What Wauwatosa residents can do:

- Enroll and participate in the WHD/WFD Remembering When Fall Prevention Program.
- Participate on school committees to review and update school safety policies.
- Volunteer to lead a Safe Walk Route to your school.
- Sign up for a CPR class through the WFD.
- Make a personal and/or family pledge to prevent distracted driving.
- Sign up for the Wisconsin Emergency Assistance Volunteer Registry (WEAVR) at [www.weavrwi.org](http://www.weavrwi.org)



### Local and Online Resources:

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)

Wauwatosa Fire Department  
Phone: 414-471-8490

Wauwatosa Safe Routes to School  
Phone: 414-773-1048  
[www.wauwatosa.k12.wi.us](http://www.wauwatosa.k12.wi.us)



