



Community Health Improvement Plan



Public Health

Implemented Date: 02/2015

Revised Date:

An Invitation to the Community

To Cudahy Residents:

It is our distinct pleasure to present to you the *Cudahy Community Health Improvement Plan*. This plan represents the fulfillment of the statutory requirement for each local health department to create a community health plan every five years. While the Cudahy Health Department has the pleasure of developing this document, it truly belongs to the community.

This plan was created by assessing and analyzing both qualitative and quantitative data to determine those areas most important to contributing to a better and longer life for all Cudahy residents. Furthermore, this plan was created with the cooperation of the Healthiest Cudahy Collaboration a cooperation of community leaders, local businesses, c community organizations and residents with an interest in improving the health of our city.

Healthiest Wisconsin 2020, the current state health plan, was used as a framework for identifying health priority areas. The vision of *Healthiest Wisconsin 2020* is everyone living better, longer. This is a noble vision, and one that we hope will be realized in the City of Cudahy over the next five years.

Throughout assessment and planning process we have identified five health priority areas that align with those in *Healthiest Wisconsin 2020*. These health priority areas are fundamental to the *Cudahy Community Health Improvement Plan*:

Substance Abuse
Mental Health
Physical Activity
Nutrition
Health Growth and Development

The health priority areas identified in this plan are your health priority areas; we must work together to improve the health of Cudahy. There are multiple opportunities for residents, community leaders and businesses to plan and work together. You are welcome to join the Healthiest Cudahy Collaboration, participate in a Task Force or the Community Advisory Board meetings. Achieving health and wellness depends on valued partnerships within our community. Input from all Cudahy residents is welcome since the *Cudahy Community Health Improvement Plan* belongs to the community and is an ongoing effort to live better, longer.

Sincerely,

Katie Gajeski, MS
Health Officer
Cudahy Health Department

Acknowledgements

The Cudahy Health Department wishes to thank those individuals who contributed their time and energies to the development of the *Cudahy Community Health Improvement Plan!*

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Community Health Improvement Plan Background

Every five years, the Cudahy Health Department (CHD), in collaboration with community organizations, stakeholders and residents, undergoes a strategic planning process to improve health. Subsequently, a Community Health Improvement Plan (CHIP) is developed to further the health and wellbeing of all community members. The CHD has utilized a combination of strategies as framework for the planning process, but has focused on the MAPP (Mobilizing for Action through Planning and Partnerships) Model. 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.

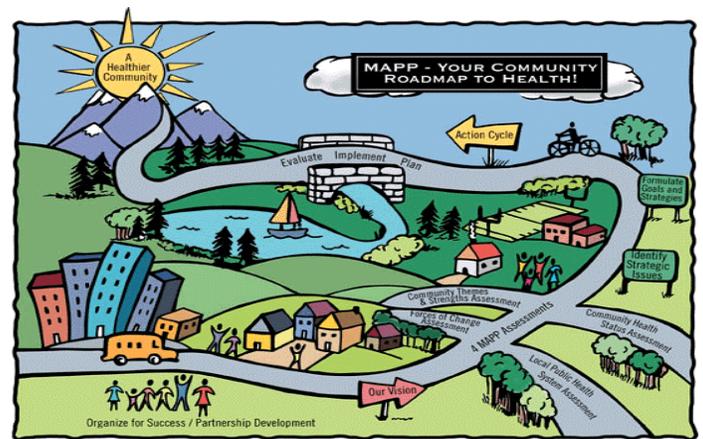
To ensure that the CHIP reflects the needs of the community, the WHD conducts thorough community assessments at five-year intervals along with monitoring the health data that is regularly available from department programs and services. Aurora Health Care is a key partner in administering a phone-based survey, questioning and sampling the Cudahy population.

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

- Cudahy Community Health Assessment via Aurora Health Care– CHD, 2012
A collection and analysis of a variety of data sources including but not limited to, birth and death records, crime statistics, WI Immunization Registry and Aurora Community Health Survey.
- Healthiest Cudahy Coalition – CHD, 2013
- Forces of Change Assessment – CHD, 2013
- Community Partners – CHD, ongoing
Community partners such as the Cudahy Police and Fire Departments, local health care providers, school district and other local organizations and businesses provide additional valuable data regarding special populations and health needs.

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

The CHD conducted a survey to determine which of focus from the state health plan, *Healthiest Wisconsin 2020* were important to the community. The CHD reviewed the compilation of data and collaborated with the Healthiest Cudahy Coalition members to determine how to successfully address



priority health issues. It was important to the CHD to review and incorporate community values and community organizations' missions and goals in the strategies administered. The Healthiest Cudahy Collaboration (HCC), established in 2013, is a partnership of Cudahy organizations focused on improving the health of all Cudahy residents. The HCC is comprised of a broad base of 94 individuals representing 33 organizations, 16 citizens and elected officials. The Collaboration has created three Task Forces to address five health priorities in the community. Each Task Force meets monthly and is facilitated by its designated Cudahy Health Department public health nurse. Additionally, all HCC members are invited to participate in the Community Advisory Board meetings which are conducted quarterly

Cudahy CHIP Health Priorities

The five health priorities were selected based on survey responses from the community along with quantitative and qualitative input provided by collaboration members. Five issues clearly emerged as priorities for the Cudahy community based on review of the data coupled with community input. Three Task Forces were developed to address the top health priorities. The Task Forces are:

- 1. Mental Health and Substance Abuse**
- 2. Nutrition and Physical Activity**
- 3. Health Growth and Development**

The Task Forces along with the HCC will be the focus of educational and programmatic attention for the next five years. In December 2014, each Task Force began developing goals, objectives and indicators for evaluation. The specific interventions selected by the Task Forces are based upon best practices, clinical standards and research. The remainder of the CHIP will highlight goals and action plans for each of the Task Forces.

The state health plan, *Healthiest Wisconsin 2020 Everyone Living Better, Longer*, is the public health agenda for the state and serves as a foundation for all community health improvement plans for local jurisdictions within the state. The vision of the state health plan is included in the title, "everyone living better, longer". The specific goals for the plan are to improve health across the lifespan, eliminate health disparities and achieve health equity. The *Healthiest Wisconsin 2020* plan identifies a number of different focus areas, and in the same way, the CHD identified its priority focus areas. The health priorities of the Cudahy community fall within the state's objectives. Creating an action plan with strategies that aim to address these issues will make foundational improvements in overall population health.

Health Priority #1: Mental Health and Substance Abuse

What is mental health and mental illness?

Mental Health as defined by the Centers for Disease Control and Prevention, is a state of well-being in which the individual realized his or her own abilities, can cope with the normal stressors of life, can work productively and is able to make a contribution to their community. It is estimated that only 17% of U.S. adults are considered to be in a state of optimal mental health. Mental health is the foundation for well-being and there is emerging evidence that positive mental health is associated with improved health outcomes.

Positive mental health is more than the absence of mental illness, which is defined by the Centers for Disease Control and Prevention as a health condition characterized by alterations in thinking, mood, or behaviors (or some combination thereof) associated with distress and/or impaired functioning. Depression is the most common type of mental illness, affecting more than 26% of the U.S. adult population. It has been estimated that by 2020, depression will be the second leading cause of disability throughout the world, trailing only ischemic heart disease.

To date health care and public health efforts and resources have focused on screening, diagnosis, and treatment of mental illness rather than on mental health. Little has been done to protect the mental health of those free of mental illness. The Center of Disease Control and Prevention state there are indicators of mental health, representing three domains:

- 1) **Emotional well-being:** Perceived life satisfaction, happiness, cheerfulness, peacefulness
- 2) **Psychological well-being:** Self-acceptance, personal growth including openness to new experiences, optimism, hopefulness, purpose in life, control of one's environment, spirituality, self-direction, and positive relationships
- 3) **Social well-being:** Social acceptance, beliefs in the potential of people and society as a whole, personal self-worth and usefulness to society, and a sense of community

Why is mental health and Cudahy CHIP priority?

In the 2014 Cudahy Health Department survey, 58.76% of respondents reported Mental Health as a health priority for Cudahy. In the 2012 Community Health Survey, there was a 7% increase in the number of Cudahy residents diagnosed with a mental health condition in the past 3 years. In a 2013, the local emergency department treated 901 clients with anxiety, suicidal ideations and psychiatric problems.

	2006	2009	2012
Considered suicide	3%	5%	2%
Diagnosed mental health condition in the past 3 years	n/a	10%	17%

What is substance abuse?

Substance abuse is a harmful pattern of use of any substance for mood altering purposes which lead to frequent and serious problems. These problems can affect performance at school, work or home. Many times, relationships begin to suffer. Individuals abusing substances often have trouble with the law. Research shows that having a family history of substance abuse makes a person more at risk for alcohol and drug abuse. Depression, low self-esteem and other mental health issues can also lead to substance abuse.

Why is substance abuse a Cudahy CHIP priority?

In the 2014, Cudahy Health Department survey, 73.20% of respondents reported Substance Abuse as a health priority for Cudahy. In the 2012, Community Health Survey, 36% binge drinking was reported, which is higher than the state (22%) and the nations (15%) rates. In 2013, the Cudahy Fire Department responded to 27 overdose call and 9 poisoning/ingestion calls in 2013. The local emergency department treated 674 clients for alcohol, drug or overdose related concerns during 2013.

Table 2. Substance Abuse (2012 Cudahy Community Health Survey)

Household Problems associated with	2006	2009	2012
Alcohol	<1%	4%	5%
Misuse of Prescription or OTC Drugs			3%
Cocaine, Heroin or other Street Drugs			2%
Marijuana			2%

Key Partners

- School District of Cudahy
- North Shore Bank
- Project Concern of Cudahy-St. Francis Inc.
- Aurora Health Care
- Cudahy Fire Department
- Cudahy Police Department
- Individual Community Residents

What Cudahy residents can do:

- Support and promote anti-bullying activities in the Cudahy School District through education
- Educate themselves on signs and symptoms of mental health issues and substance abuse
- Be aware of community organizations or resources addressing mental health issues. Share resources with your family, friends and neighbors

What the Substance Abuse and Mental Health Task Force will do:



Substance Abuse and Mental Health Task Force Plan

2020 Goals	2020 Objectives	Baseline	Data Source
Promote responsible use of alcohol among teens and parents	By 2020, the City of Cudahy will have a social hosting ordinance.	# of underage drinking offenses by year for the last 5 years	Police dept. 2012 Community Health Survey
Increased community awareness of available resources for substance abuse and mental health	By 2020, the Task Force will develop & distribute an easy to use brochure listing community resources for substance abuse and mental health	Number of brochures distributed Number of partners brochure shared with	Health Department
Development of collaborative and sustainable programs between the Cudahy School System and other agencies to address mental health and AODA issues.	By 2020, the Cudahy School System will develop a framework in collaboration with community mental health services which identifies how to introduce mental health education/ behavioral strategies to educators and school system employees.	Number of School system employees trained	School systems will supply Health department with data
	By 2020, The Task force will host an open forum or panel discussion/presentation to address alcohol abuse and related behaviors	Number of events Number of participants	Health Department

Health Priority #2: Nutrition and Physical Activity

What is nutrition and physical activity?

Nutritious, healthy eating is the regular and sufficient consumption of nutrient dense foods across the life span. Physical 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 chronic diseases and poor mental health in adults. Although individuals are primarily responsible for consuming a nutritious diet, leading an active life and maintaining a healthy weight, supportive policies and environments need to be in place to support positive food choices, eating behaviors and activity levels. Interventions to increase nutrition need to address the availability of healthy food are imperative to overall health and wellness. Healthy eating plays a vital role in maintaining a healthy lifestyle and helps to prevent chronic diseases. Physical activity that is part of a person's lifestyle has been shown to reduce the risk of certain diseases such as high blood pressure, stroke, coronary artery disease, type 2 diabetes, obesity, colon cancer and osteoporosis. Adequate physical activity on a regular basis may also improve mental health.

Why is nutrition and physical activity a Cudahy CHIP priority?

In the 2014 Cudahy Health Department survey, 35.05% of respondents reported nutrition and 36.08% reported physical activity as a health priority for Cudahy. In the 2012, Community Health Survey, 67% were overweight based on body mass index, which is higher than the state (64%) and the nation (64%). Cudahy residents' engaging in recommended moderate or vigorous activity was 53%, which is the same as the state (53%) and slight above the nation (51%). A large percentage of Cudahy adults (62%) and children (70%) are consuming two or more servings of fruit per day. Far fewer Cudahy adults (28%) and children (35%) are consuming three or more servings of vegetables per day. The local emergency department treated 858 clients for chest pain or myocardial infarction and 139 clients for stroke related symptoms in 2013.

Key Partners:

- Anytime Fitness Cudahy
- Kelly Senior Center/Interfaith
- Cudahy Fire Department
- South Shore Cyclery
- Wheaton Franciscan Medical Group
- West Allis Health Department Women Infant, Children(WIC) Program
- Nicholson Realty
- ATI
- Milwaukee County Emergency Gov't

What Cudahy residents can do:

- Promote and support local farmer markets and community garden initiatives
- Participate in employer sponsored Wellness Programs
- Educate themselves on making better food choices

What the Physical Activity and Nutrition Task Force will do:



Physical Activity and Nutrition Task Force Plan			
2020 Goals	2020 Objectives	Baseline	Data Source
By 2020, All Cudahy residents will be physically active.	By 2020, there will be a 5% decrease in the number of overweight Cudahy residents	67% of residents self-identified as being overweight in 2012	Cudahy Community Health Survey Report
By 2020, All Cudahy residents will choose healthier food options.	By 2020, there will be an 5% increase in vegetable intake for Cudahy residents	28% of residents self-identified as eating 3+ servings of vegetables	Cudahy Community Health Survey Report
	By 2020, there will be an increase in the number of outreach activities related to nutrition	0	Cudahy Health Department

Health Priority #3: Healthy Growth and Development

What is Healthy Growth and Development?

The early years of a child's life are very important for their health and development. Healthy development means that children of all abilities, including those with special health care needs, are able to grow up where their social, emotional and educational needs are met. Having a safe and loving home and spending time with family in activities such as playing, singing, reading and talking are important. Proper nutrition, exercise and rest are also key factors in healthy growth and development. Skills such as taking a first step, smiling for the first time and waving "bye-bye" are developmental milestones. Children reach milestones in how they play, learn, speak, behave and move. The developmental milestones give a general idea of the changes to expect as a child gets older. A child's growth and development are followed through a partnership between parents and health care professionals. Developmental disabilities can often be mitigated if detected early.

Why is Healthy Growth and Development a Cudahy CHIP priority?

In the 2014, Cudahy Health Department survey, 41.24% of respondents reported healthy growth and development was a health priority for Cudahy. In the 2012, Community Health Survey, 97% of households with children reported receiving preventive care in the past 12 months, while <1% did not receive the medical care needed and 7% did not receive dental care that was needed. For children 8 years of age to 17 years of age 41% reported experiencing bullying in the past 12 months.

Key Partners

- Individual Community Residents
- Community Day Cares
- Cudahy School District and Recreation Department
- Cudahy Businesses
- Cudahy Police Department
- WIC Program

What Cudahy residents can do:

- Support breast feeding mothers and Cudahy businesses that are breast feeding friendly.
- Advocate for developmental screening of all Cudahy children.
- Promote and attend life skills courses, events, and opportunities in the community.

What the Healthy Growth and Development Task Force will do:



Healthy Growth and Development Task Force Plan			
2020 Goals	2020 Objectives	Baseline	Data Source
To Promote Breastfeeding in Cudahy.	By 2020, the number of women who initiate breastfeeding will increase by 10%.	CHD to obtain data from WIC CHD to obtain data from Birth Reports	WIC Birth Reports
	By 2020, the number of women breastfeeding exclusively for 6 months will increase by 5%.	CHD to obtain data from WIC	WIC Survey of Birth Report Mothers who initiated Breast Feeding.
	A minimum of 5 Cudahy businesses/organizations will be breastfeeding friendly.	CHD to obtain data	CHD will track # of organizations
To identify developmental delays in children living or playing in the Cudahy community in order to promote early intervention.	By 2020, there will be an increase in the number of children screened using the Ages and Stages Questionnaire.	CHD to obtain data	CHD Cudahy School District Kindergarten Screening Data Day Care Library Playgroups/Reading Groups
To enhance life skills in Cudahy youth and positive parenting in families.	By 2020, there will be an increase in the number of opportunities offered to the Cudahy community to enhance life skills and positive parenting.	CHD to obtain data/ sources TBD	CHD Cudahy School District Cudahy Recreation Department Other
	By 2020, evaluate the Cudahy School District Curriculum for courses that address life skills, (i.e.; physical and mental health, nutrition, communication skills, parenting skills, financial skills, and safety.)	Task Force to evaluate Curriculum	Cudahy School District

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