



Healthiest Greenfield Coalition

WELCOME!

Meeting #2
March 15, 2016



Public Health

WELCOME!

We envision people living and working in a healthy community where all individuals have an opportunity to reach their highest level of wellness. We also envision collaboration with community partners to address local concerns and develop strategies to improve the health and safety of the community.



Public Health

OBJECTIVES FOR TODAY

- ✓ Network with partners.
- ✓ Re-Group as the Healthiest Greenfield Coalition.
- ✓ Provide brief introductions.
- ✓ Review results from additional data collection methods.
- ✓ Refresh on community health data.
- ✓ Conduct activity to focus on health priority areas.
- ✓ Conclude with description of next steps.



HGC PURPOSE



Evaluate and
contribute to the
Greenfield
Community Health
Assessment

Serve as
community
champions and
engage the
community for
change

Spearhead the
Greenfield
Community Health
Improvement Plan



INTRODUCTIONS

- Name
- Affiliation
- Fill in the blank:



The City of Greenfield is _____.



Image Source: aileenshu.wordpress.com



Public Health

OUR ROADMAP TO HEALTH



ADDITIONAL DATA REVIEW

- Requested data from Kick-Off Meeting
- Coalition Feedback Survey Results
- Community Health Online Survey Results
- Local Public Health System Assessment Results
- Forces of Change Assessment Results



KICK-OFF MEETING DATA GAPS



ALZHEIMER'S DISEASE & OTHER DEMENTIAS

National Perspective



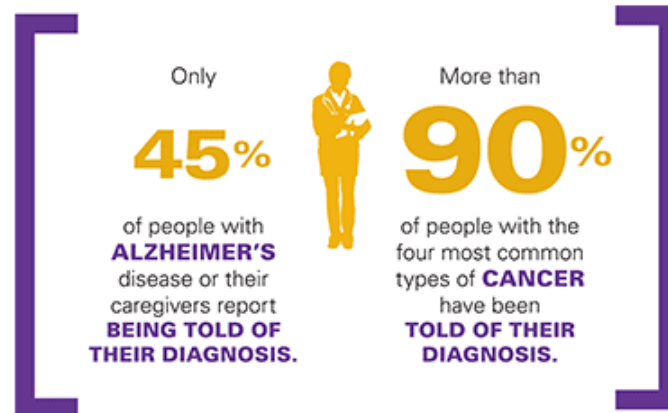
It's the only cause of death in the top 10 in America that **CANNOT BE PREVENTED, CURED OR SLOWED.**



ALMOST TWO THIRDS of Americans with Alzheimer's disease are women.



SENIORS dies with Alzheimer's or another dementia.



By 2050, these costs could rise as high as **\$1.1 TRILLION.**



In 2015, Alzheimer's and other dementias will cost the nation **\$226 BILLION.**



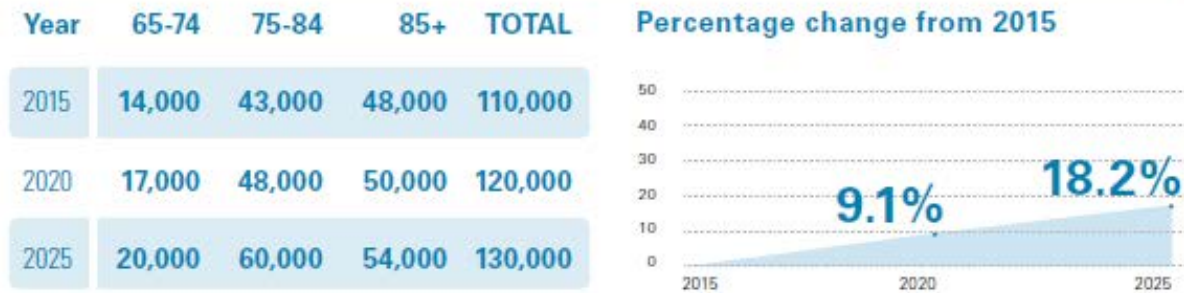
ALZHEIMER'S DISEASE & OTHER DEMENTIAS

Wisconsin Perspective

65+

Number of people aged 65 and older with Alzheimer's by age

Totals may not add due to rounding



%

Percentage of seniors with Alzheimer's disease



#

Number of deaths from Alzheimer's disease in 2012

1,671

• 6th leading cause of death in Wisconsin



CAREGIVERS

Alzheimer's and Dementia Caregivers: Wisconsin

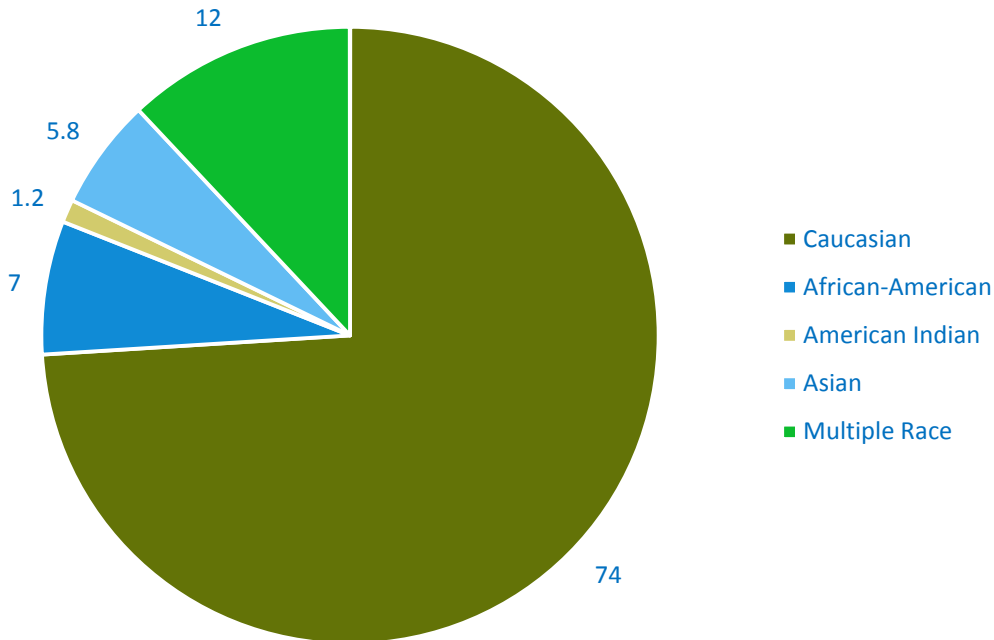
Number of Alzheimer's and dementia caregivers, hours of unpaid care, and costs of caregiving

Year	# of Caregivers	Total Hours of Unpaid Care	Total Value of Unpaid Care	Higher Health Costs of Caregivers
2012	189,000	215,000,000	\$2,656,000,000	\$120,000,000
2013	190,000	217,000,000	\$2,698,000,000	\$122,000,000
2014	191,000	218,000,000	\$2,650,000,000	\$127,000,000



WOMEN, INFANTS & CHILDREN (WIC): GREENFIELD LOCATION

Race of Greenfield WIC Participants,
December 2015

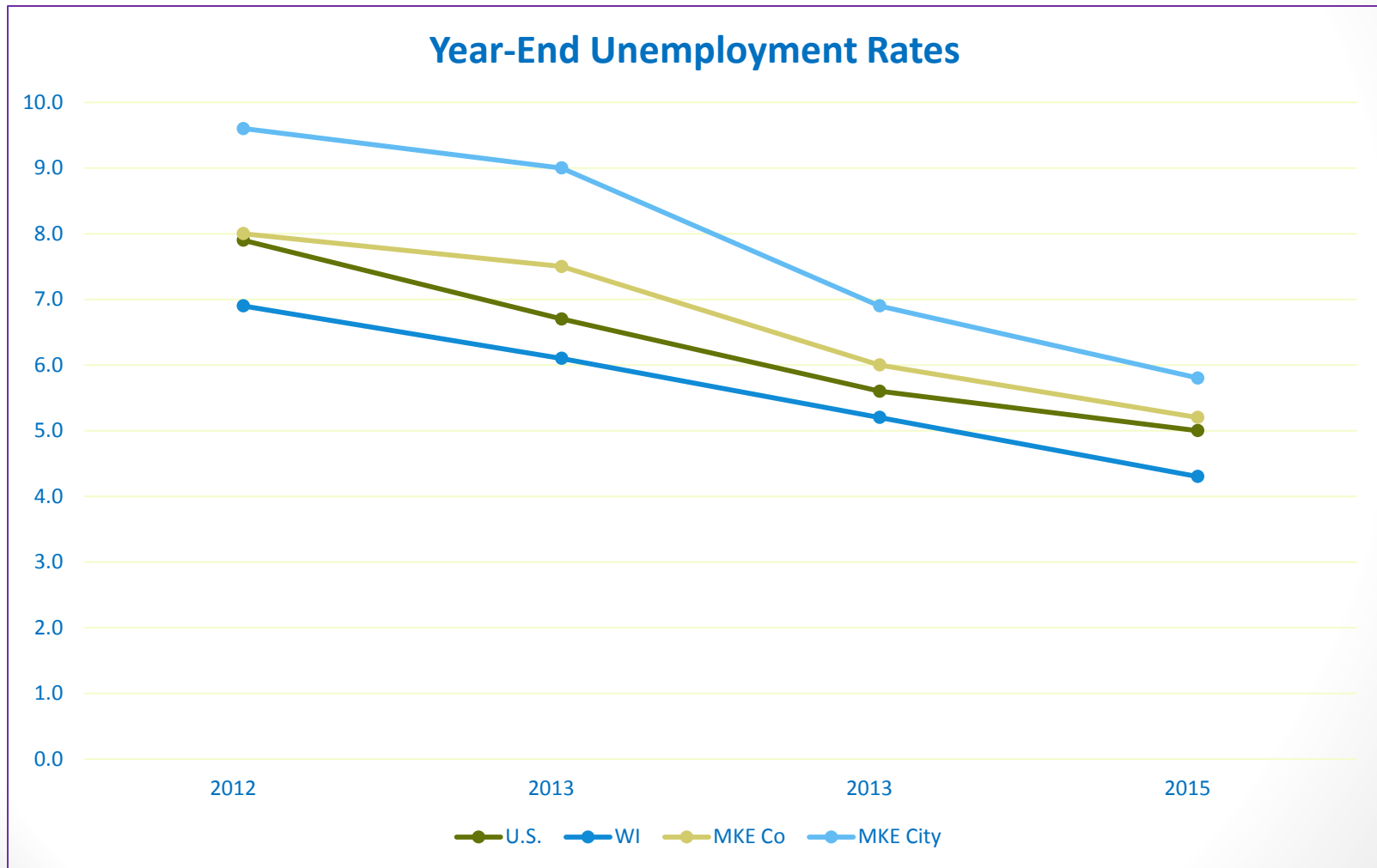


- 27% - Hispanic
- 2.7% - English as second language
- 78% - Medical Assistance
- 52% - Food Share recipient
- 55% - Income at 100% of poverty or less



UNEMPLOYMENT RATES, 2012-PRESENT

National, Wisconsin, Milwaukee County & City

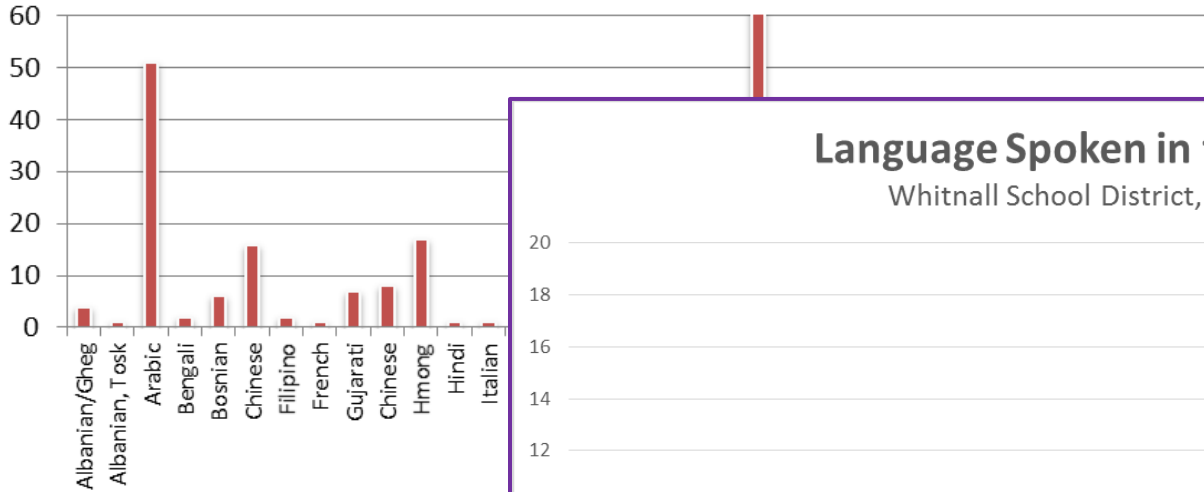


DIVERSITY

Languages Spoken in Schools: Greenfield, 2014-15

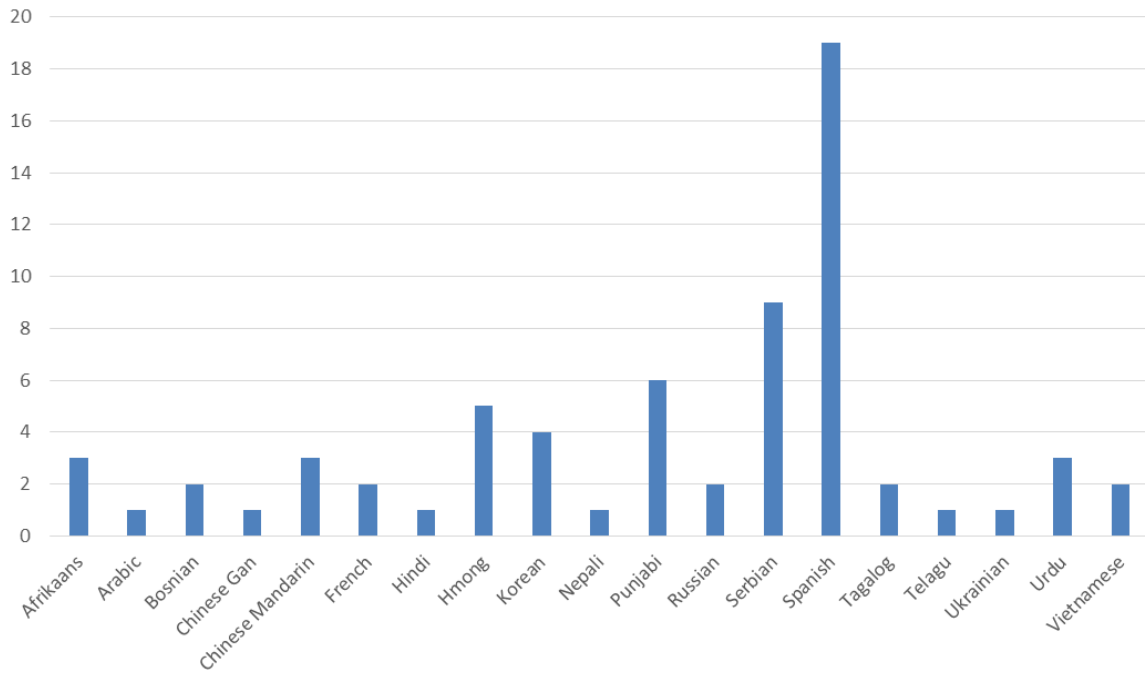
Language Spoken in the Home

Greenfield School District, 2014-15



Language Spoken in the Home

Whitnall School District, 2014-15



MORTALITY DATA: WISCONSIN

Leading Causes of Death by age	Infants under 1	1 to 4	5 to 14	15 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older	All ages
1st	Short Gestation/ Low birth weight (92)	Unintentional Injuries (9)	Unintentional Injuries (23)	Unintentional Injuries (209)	Unintentional Injuries (301)	Unintentional Injuries (256)	Malignant Neoplasms (767)	Malignant Neoplasms (2,091)	Heart Disease (9,215)	Malignant Neoplasms (11,278)
2nd	Congenital Malformations (87)	Malignant Neoplasms (7)	Malignant Neoplasms (12)	Suicide (116)	Suicide (111)	Malignant Neoplasms (165)	Heart Disease (491)	Heart Disease (1,161)	Malignant Neoplasms (8,160)	Heart Disease (11,066)
3rd	Unintentional Injuries (23)	Pneumonia/ Influenza (7)	Suicide (10)	Homicide (47)	Malignant Neoplasms (51)	Heart Disease (143)	Unintentional Injuries (317)	Unintentional Injuries (346)	Chronic Lower Respiratory (2,390)	Unintentional Injuries (2,891)
4th	SIDS (21)	Homicide (7)	Chronic Lower Respiratory (5)	Malignant Neoplasms (24)	Homicide (46)	Suicide (125)	Liver Disease (159)	Chronic Lower Respiratory (263)	Stroke (2,168)	Chronic Lower Respiratory (2,742)
5th	Placenta/ Cord/ Membrane (17)	Congenital (*)	Homicide (*)	Heart Disease (14)	Heart Disease (36)	Chronic Liver Disease (43)	Suicide (159)	Chronic Liver Disease (262)	Alzheimer's (1,857)	Stroke (2,468)
6th	Maternal Pregnancy Complication (14)	Septicemia (*)	Heart Disease (*)	Congenital (6)	Chronic Liver Disease (11)	Diabetes (37)	Stroke (95)	Diabetes (197)	Unintentional Injuries (1,407)	Alzheimer's (1,864)
7th	Neonatal Hemorrhage (10)	In Situ Neoplasm (*)	Congenital (*)	Chronic Lower Respiratory (5)	Stroke (10)	Stroke (23)	Diabetes (81)	Stroke (165)	Diabetes (1,009)	Diabetes (1,331)
8th	Respiratory Distress (*)	Heart Disease (*)	Cerebro-Vascular (*)	HIV (*)	In Situ Neoplasm (9)	Pneumonia/ Influenza (20)	Chronic Lower Respiratory (64)	Suicide (120)	Nephritis (864)	Pneumonia/ Influenza (981)
9th	Bacterial Sepsis (*)	Pneumonitis/ Asp. (*)	Septicemia (*)	Pneumonia/ Influenza (*)	Chronic Lower Respiratory (7)	Homicide (16)	Pneumonia/ Influenza (43)	Septicemia (67)	Pneumonia/ Influenza (834)	Nephritis (964)
10th	Necrotizing Enterocolitis (*)	--	Diabetes (*)	Pregnancy Related (*)	Septicemia (6)	HIV (10)	Nephritis (22)	Pneumonia/ Influenza (66)	Parkinson's (600)	Suicide (755)

PHYSICAL ACTIVITY

Strategies to Create Places for Physical Activity

- Joint use agreements
- Open gym time
- Community fitness programs
- Community gardens
- Active recess
- Activity programs for older adults
- Green space and parks
- Mixed-use development
- Streetscape design (i.e., sidewalks)
- Safe Routes to Schools
- Bike and pedestrian master plans
- Comprehensive land use

ADDITIONAL DATA SOURCES



COALITION FEEDBACK SURVEY

STRENGTHS

- Proactive
- Community that cares; image and pride
- Farmers Market
- Park & Rec Programs
- Affordability of housing
- New developments
- Parks and playgrounds
- Clean community
- Good people

WEAKNESSES

- Informing community of health results, initiatives, educational opportunities, interventions, etc.
- Aging population
- Drug abuse
- Sexually transmitted diseases
- Mental health issues
- Lack of (access to) sidewalks, parks, trails
- Population that is stressed, overworked, disconnected from community
- Cohesive partnerships
- Youth substance abuse
- Healthy lifestyle behaviors
- Overweight population
- Resistance to change



COMMUNITY HEALTH SURVEY VIA SURVEYMONKEY

STRENGTHS

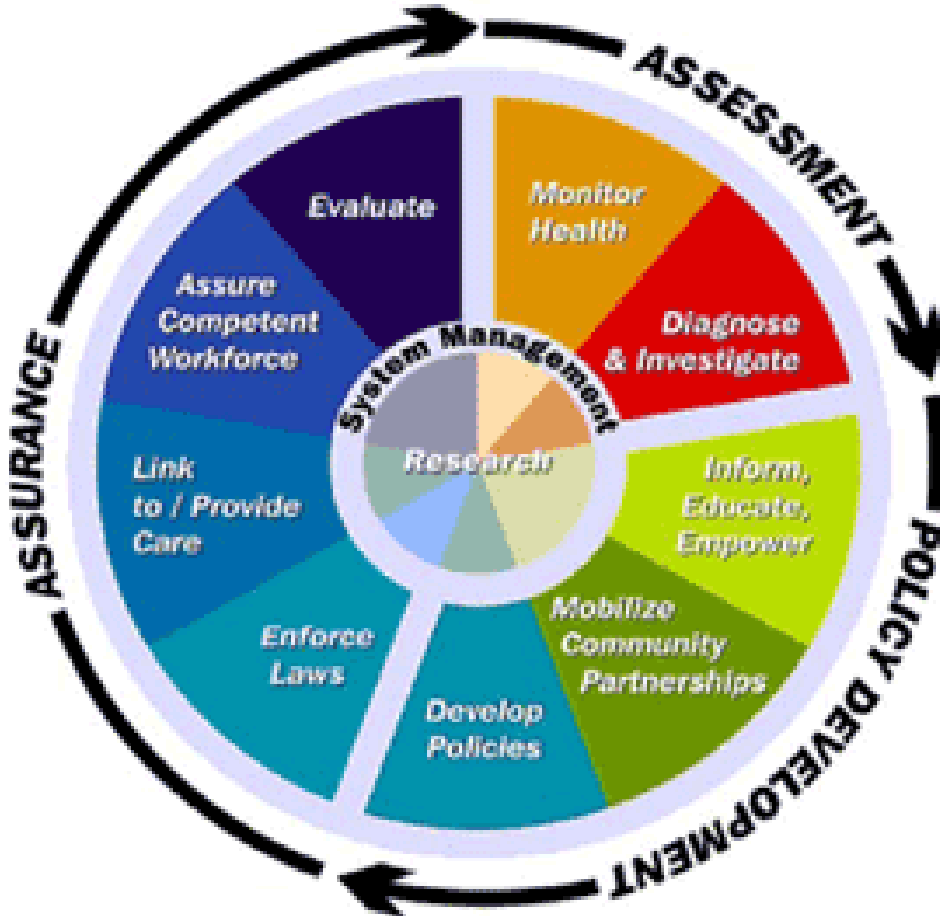
- Parks system
- Safe place
- Citizens; community spirit
- Farmers Market
- Police Department; public sector employees
- Desirable place to live

WEAKNESSES

- Educating mass group
- Limited health services & info
- Age
- Not enough safe areas to bike/walk
- Expressway and air quality
- Many rental properties
- Assistance for elderly
- Limited mental health & drug treatment services
- Heroin
- Alcohol
- Youth nutrition



LOCAL PUBLIC HEALTH SYSTEM ASSESSMENT

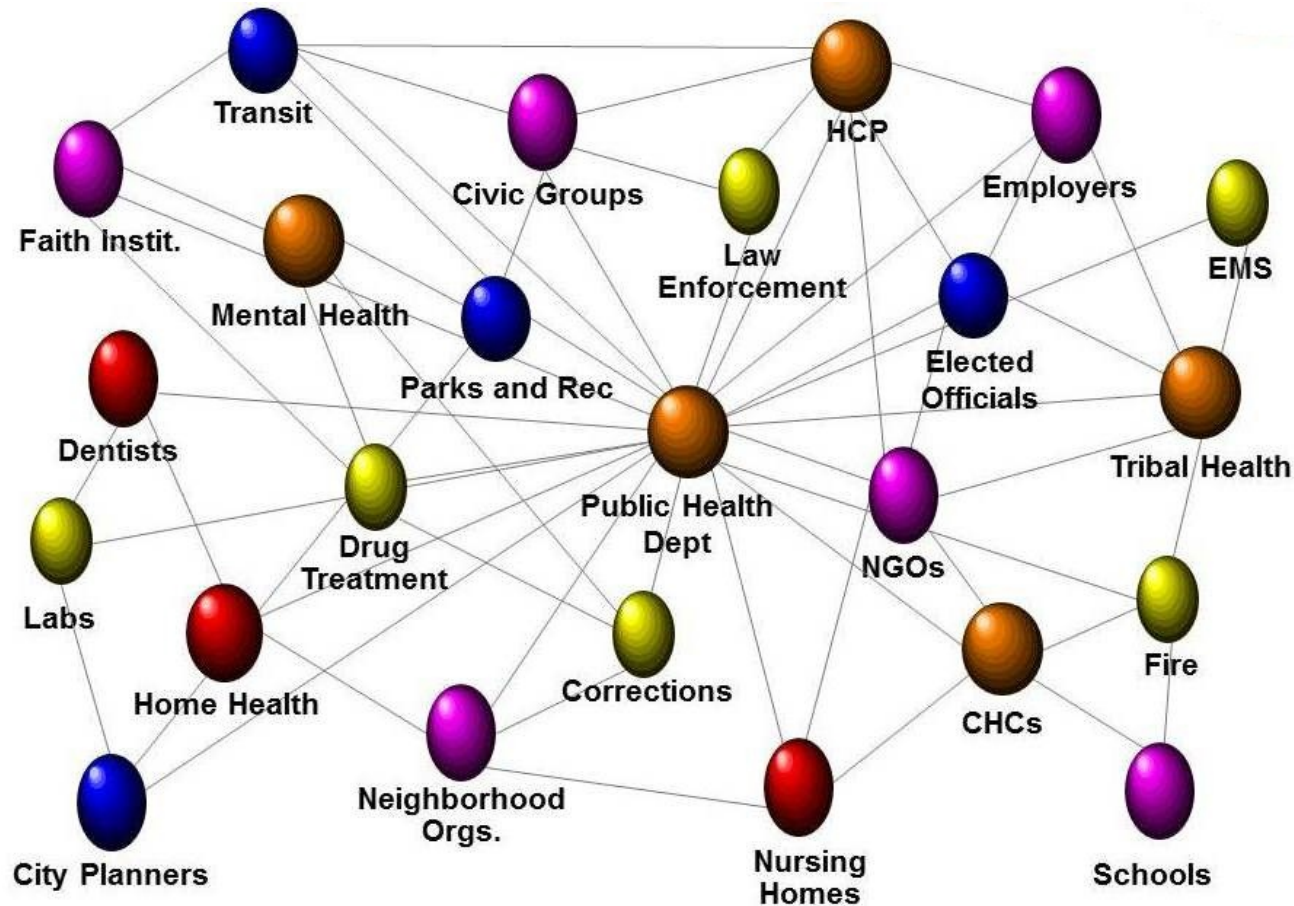


- Conducting the Local Public Health System Assessment, answers the following questions:
 - What are the activities, competencies, and capacities of the local public health system?
 - How are the 10 Essential Public Health Services being provided to the community?



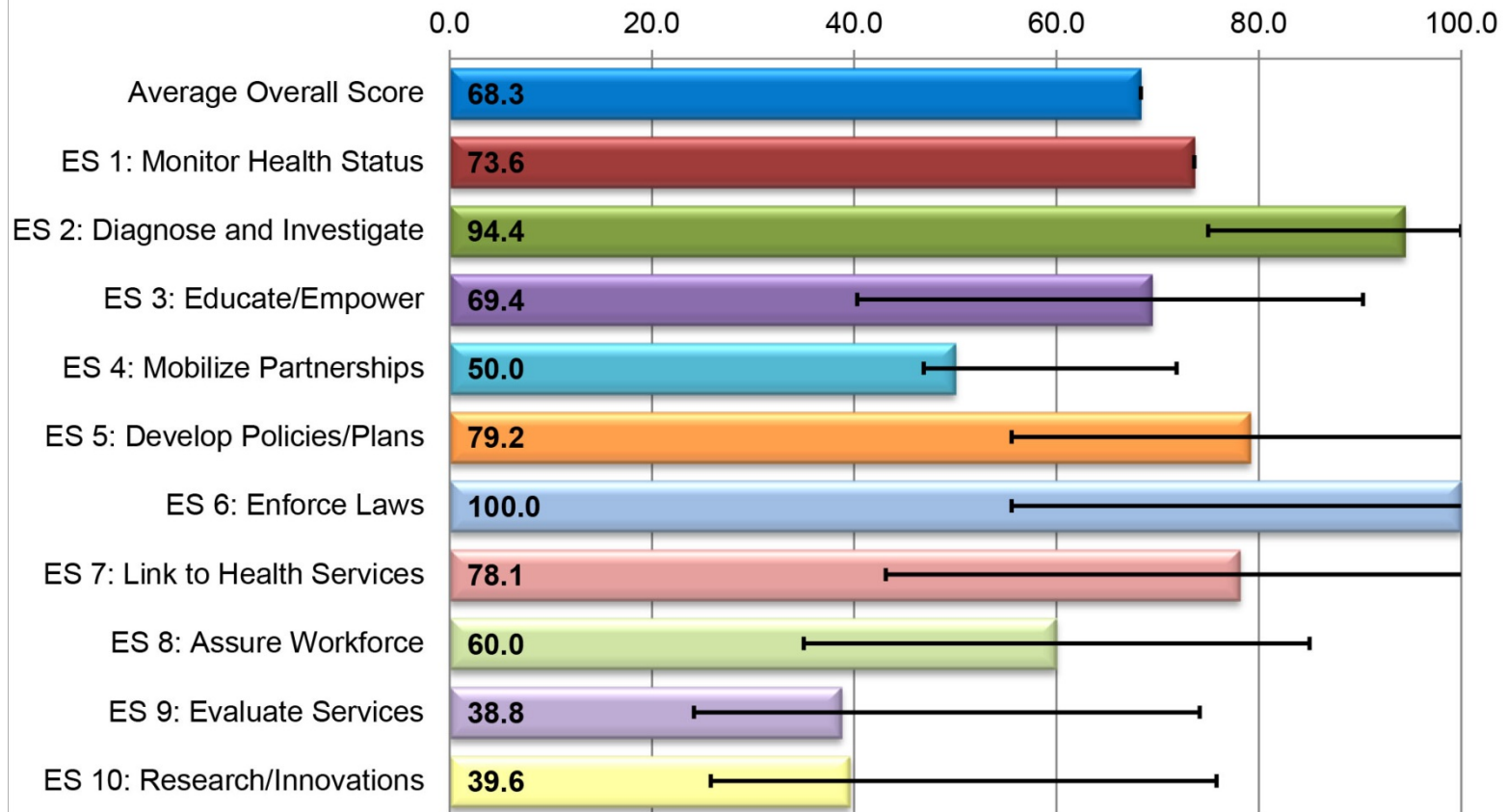
LOCAL PUBLIC HEALTH SYSTEM ASSESSMENT

WHO IS THE LOCAL PUBLIC HEALTH SYSTEM?



LOCAL PUBLIC HEALTH SYSTEM ASSESSMENT

Summary of Average ES Performance Score



FORCES OF CHANGE ASSESSMENT

- **Forces are a broad all-encompassing category** that includes trends, events and factors.
 - **Trends are patterns over time**, such as migration in and out of a community or a growing disillusionment with government.
 - **Factors are discrete elements**, such as a community's large ethnic population, an urban setting, or a jurisdiction's proximity to a major waterway.
 - **Events are one-time occurrences**, such as a hospital closure, a natural disaster, or the passage of new legislation.



FORCES OF CHANGE ASSESSMENT

What has occurred recently that may affect our local public health system or community?

- Beekeeping Ordinance
- The Farmers Market
- Mount Carmel closing
 - Significant in relation to long-term care in Wisconsin
 - Removes long-term care capacity from the community
- Care delivery has shifted
- Mental health changes/needs in Milwaukee county
 - Really only providing emergency care...
- Nicotine delivery change
 - Electronic smoking devices



FORCES OF CHANGE ASSESSMENT

What may occur or has occurred that may pose a barrier to achieving the shared vision?

- Budgets
- Lack of sidewalks
- Nationally, the economy is somewhat stagnant
 - Not losing people, not gaining people
 - People without insurance
 - Lack of money for prevention



FORCES OF CHANGE ASSESSMENT

What may occur in the future?

- New communicable diseases
- Addiction in general
 - (Heroin, etc.)
- Budgets will probably remain tight
- Pressures will continue to be leaner, faster, together
- Consolidation of health care delivery
 - Big boys are getting bigger
- Political year
 - New people at all levels
- New overall development in Greenfield
 - More traffic congestion
 - More traffic accidents?
 - Increase in urbanicity
 - Urban agriculture, more interest in growing food, nutrition topics

WE HAVE SOME DATA. NOW WHAT?



VERIFYING SELECTIONS: CRITERIA

ISSUE

Rate on a scale of 1-5, 5 being the highest rating			
SIZE OF PROBLEM	URGENCY	SEVERITY	IMPACT ON OTHERS

PEARL TEST: Yes or No? Yes=1, No=0				
<u>Propriety:</u> Is an intervention suitable? Is it feasible to impact in 5 years? Will it duplicate efforts?	<u>Economics:</u> Does it make economic sense to address this problem?	<u>Acceptability:</u> Will this community accept an emphasis on his problem and will they accept the proposed interventions to follow?	<u>Resources:</u> Are funding and other resources available or potentially available?	<u>Legality:</u> Are there laws to allow intervention to be implemented? If not, is it worthwhile to expend the time, energy, resources, etc.?

TOTAL SCORE





Equality

doesn't mean



Equity



IDENTIFYING STRATEGIC ISSUES

ACTIVITY: 1-2-4-ALL



NEXT STEPS

Solidify strategic issues

- Score issues using criteria; contact Lisa if interested in joining scoring committee

Next Meeting: Tuesday, May 3 @ 6:30 PM

- Formulate strategies

Draft of Community Health Assessment document to be expected mid-May for review.

- Distribute via e-mail
- Host listening session for feedback

Summer & Fall 2016

- Meet 1-2 times over summer
- Write the Community Health Improvement Plan (CHIP)
- Work groups – divide and conquer



THANK YOU!



Did you sign in?

- It's important you sign in and confirm your email address is on our distribution list.

Upcoming meeting:

- Tuesday, May 3
at 6:30pm

For questions or more information, please contact:
Lisa Boettcher, Public Health Specialist, MPH
lisab@greenfieldwi.us or 414.329.5262



“in a time when she believed nothing would grow again she planted some seeds and gave them room to grow and as they began to flourish she felt a kernel of hope begin to grow inside her”