

Cudahy Health
Department

2021 - 2025

Community Health Improvement Plan



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Acknowledgements

The Cudahy Health Department wishes to thank all the stakeholders, agencies and community members who contributed their time and energies to the development of the Cudahy 2021-2025 Community Health Improvement Plan.

- **Acelero Learning**
- **Alverno College**
- **Advocate Health**
- **ATI Metals**
- **City of Cudahy**
- **Community Advocates**
- **Community Medical Services (CMS)**
- **Cudahy Board of Health**
- **Cudahy Family Library**
- **Cudahy Fire Department**
- **Cudahy Police Department**
- **Cudahy Recreation Department**
- **Cudahy United Methodist Church**
- **Eras Senior Network**
- **Froedtert Hospital**
- **Healthiest Cudahy Collaboration**
- **Hunger Task Force**
- **Interfaith**
- **Kella Rose Wellness**
- **Kelly Senior Center**
- **Medical College of Wisconsin**
- **Mental Health America**
- **Oak Creek Health Department**
- **Park Pals**
- **Prevent Suicide Wisconsin**
- **Project Concern**
- **School District of Cudahy**
- **South Milwaukee/ St. Francis Health Department**
- **West Allis WIC**

Vision & Mission Statements



Our Vision

Health for all who live, work and play in Cudahy.
Committed to a Healthier Cudahy.

Our Mission

The mission of the Cudahy Health Department is to protect and promote the overall health and wellbeing of the community by recognizing the unique values and needs of our diverse population.

Executive Summary

In order to address complex health issues, assessment and collaboration are essential.

Beyond basic programs and services, local health departments are also responsible for identifying and collaborating with partners to address local health priorities that further improve community health. The Community Health Improvement Plan (CHIP) being the framework for addressing these priorities.

The **Community Health Improvement Plan (CHIP)** is a five-year plan that identifies priorities, goals, objectives, and strategies to improve the health of the Cudahy community. This document builds upon the needs and priorities identified in the 2020 South Shore Community Health Assessment and incorporates input from community partners, residents, and stakeholders.

Community Health Priorities:

The **three (3) priorities** for the 2021-2025 Community Health Improvement Plan are:



Mental Health



Substance Use



**Physical Activity
& Nutrition**

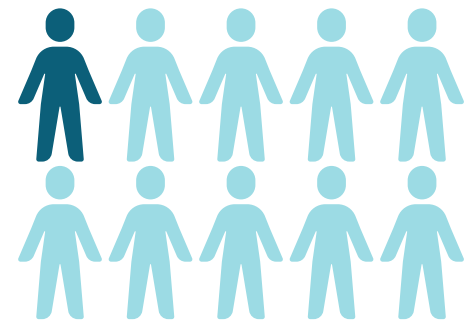
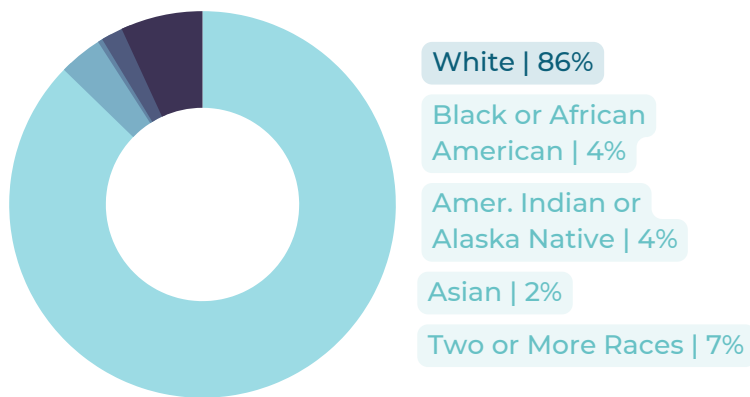
This document will highlight the selected priorities and outline goals, objectives, and strategies for addressing them within our community.

Cudahy

Demographics

Cudahy is a city located along the western shore of Lake Michigan in the southeast region of Milwaukee County in Wisconsin with a population of 18,204.

The majority of the population are **white**.



10 percent (%) of the population are **Hispanic or Latino**.

20%

of the population are **65 and older**, higher than the state (18%) and county (14%).

16%

of the population are **under 18**, less than the state (22%) and county (24%).

\$63,419

Median Household Income in Cudahy.



12%

of the population are **living in poverty**.



11%

of the population have a **disability under the age of 65**.



11%

of the adult population do not have **health insurance**.

Essential Partnership

Healthiest Cudahy Collaboration

The Healthiest Cudahy Collaboration (HCC) is committed to preventing illness and injury, and to promoting and protecting the health and wellbeing of those who live, work, learn, and play in Cudahy.

The Cudahy Health Department facilitates the Healthiest Cudahy Collaboration (HCC), a community-centered approach to address public health priorities identified by the Cudahy community. HCC is comprised of individuals from more than 30 organizations from various sectors including business, child development, education, government, health care, law enforcement, literacy, manufacturing, not-for-profit, nutrition, public health, recreation, services for older adults, and wellness.

The work of HCC is guided by the Community Health Assessment (CHA). Between 2020 and early 2021, most HCC activities were put on hold due to the COVID-19 pandemic. In mid-2021, HCC partners reconvened to establish a strategic plan to address priority areas identified in the 2020 South Shore Community Health Assessment including **mental health and wellness, substance use, and physical activity and nutrition**. The goals and objectives outlined in this document are the result of HCC strategic planning. Additionally, the related activities included in the CHIP workplan are a result of HCC strategic planning.



Healthiest Cudahy Collaboration
Community Caring for Community

Health Equity

Health inequities are historic, systemic, avoidable, unfair, and unjust barriers that prevent individuals and communities from attaining complete physical, mental, and social wellbeing. Health inequities are experienced in differences in length of life; quality of life; rates of disease, disability, and death; severity of disease; and access to treatment.

Achieving health equity is a key goal of public health.

Health equity means every person has the opportunity to reach their full health potential and that no person is unable to reach this potential because of their social position or socially determined circumstance such as class or income-level; immigration status; language; age; physical, mental, or intellectual ability; race or ethnicity; gender; or sexual orientation.

The Cudahy Health Department is committed to incorporating an equity lens in all that we do to help ensure that every person who lives, works, plays, and learns in Cudahy has the opportunity to reach their full health potential.

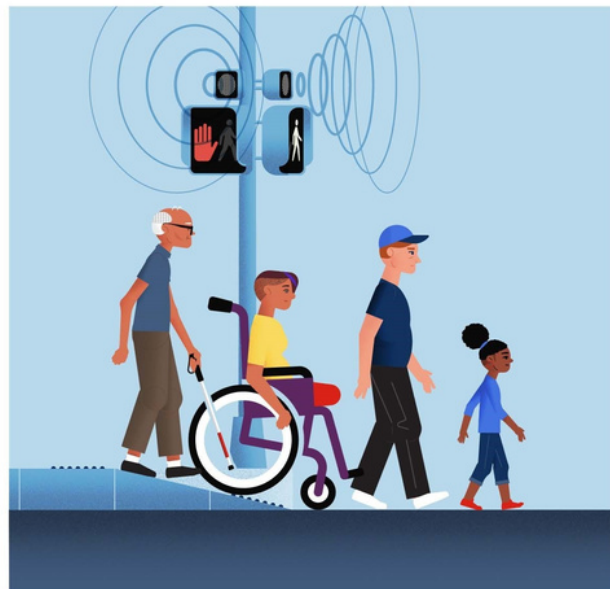
EQUALITY:

Everyone gets the same – regardless if it's needed or right for them.



EQUITY:

Everyone gets what they need – understanding the barriers, circumstances, and conditions.



About The Plan

The **Community Health Improvement Plan (CHIP)** is a five-year plan that identifies priorities, goals, objectives, and strategies to improve the health of the community.

The CHIP is a roadmap developed in collaboration with community stakeholders that will act as a guide for community health improvement. The CHIP provides overarching goals, specific objectives, and evidence-based strategies to produce better health outcomes in the areas of concern identified in the Community Health Assessment (CHA).

Community transformation begins with the steps outlined in the Take Action Cycle.

The Take Action Cycle was utilized as the framework for prioritizing the community health issues identified in the CHA, understanding available resources and gaps in services and programs, and taking collaborative action.

- **Assess Needs & Resources:** Gather information to assess needs and resources.
- **Focus on What's Important:** Set priorities, so we can focus on what's important.
- **Choose Effective Policies & Programs:** Find the most effective approaches to address our priorities, and then...
- **Act on What's Important:** Ensure that selected policies and programs are adopted and implemented in order to achieve intended results.
- **Evaluate Actions:** Evaluating throughout the cycle will help us improve our strategies and ensure that what we're doing is effective.

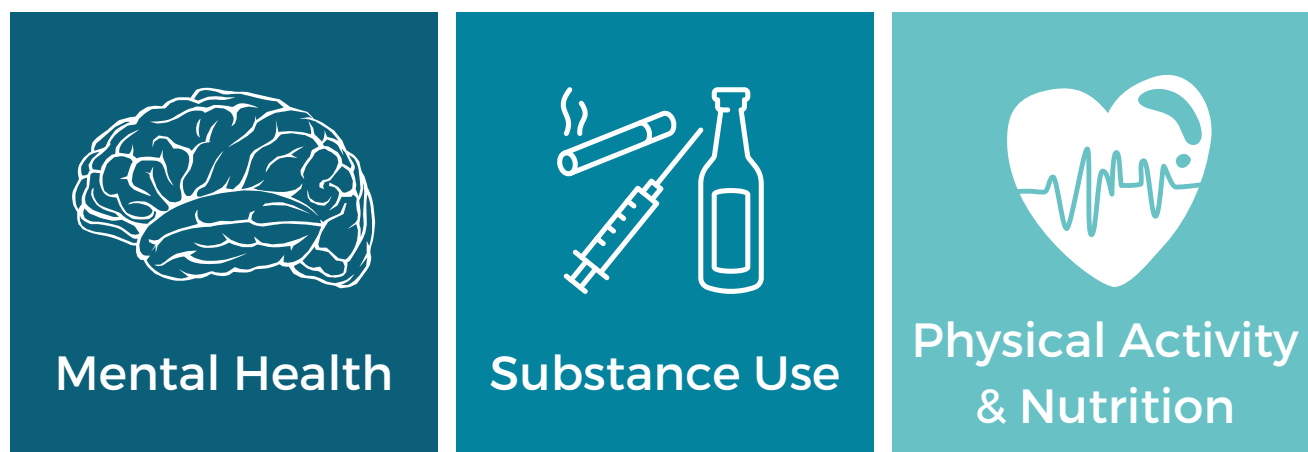


Take Action Cycle for Community Health Improvement

About The Plan

The health priorities outlined in the CHIP were selected based on a comprehensive assessment of community health, which can be summarized into three main components: (1) data assessment, (2) stakeholder feedback, and (3) community feedback.

The three priorities of the 2021 – 2025 Community Health Improvement Plan are:



Mental Health

Substance Use

Physical Activity
& Nutrition

Data Collection Tools: Advocate Health community health survey, health department community health survey, community focus groups, key informant interviews, and secondary local health data

Timeline of Development

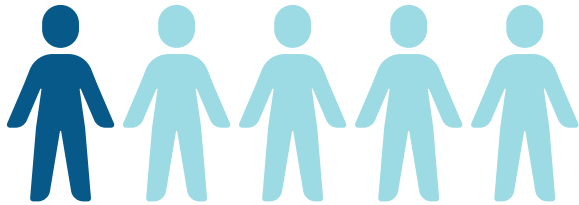
DEC 2019	South Shore Community Health Assessment (CHA) approved & adopted.
JAN 2020	Results of CHA presented to HCC & priority selection process begins.
MAR 2020	COVID-19 emergency response begins.
JULY 2021	HCC reconvenes & health priorities finalized.
2021-2022	Work plans developed, champions identified, and actions prioritized.
2023-2025	Implement work plans & evaluate actions.

Mental Health Background

Mental health is an integral and essential component of health.

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act and helps determine how we handle stress, relate to others, and make healthy choices. In 2019, mental health and access to quality mental health services were identified as top health priorities by Cudahy residents.

"People are experiencing stress and anxiety at alarming rates, especially students... and the community has lots of resources, but they are grossly underutilized." - Quote from Key Informant Interview



1 in 5 U.S. adults experience mental illness each year.

47%

of Cudahy residents identified **mental health as a top health concern** in our community in 2021. An **18% increase from 2019.**

Youth Risk Behavior Survey

Students reporting **prolonged, disruptive sadness.**

31% high school students
30% middle school students

Students reporting they **rarely or never get the emotional help they need.**

55% high school students
47% middle school students

Students reporting **significant problems with anxiety.**

49% high school students
59% middle school students

Students who reported they **seriously considered suicide.**


13% High School students
17% Middle School students

Mental Health Workplan

Impact: Improved mental health & wellbeing among all who live, work, learn, and play in Cudahy.

Goal: Increase the capacity of the broader Cudahy community to identify, refer, and support people struggling with poor mental health and wellbeing.

Objectives:

- 
- 1** Establish and distribute an accessible and comprehensive inventory of mental health (including substance use) resources and services to Cudahy residents by June 30, 2023.
 - 2** Establish a strategy to ensure that Cudahy is a trauma informed community by December 31, 2023.
 - 3** Offer a minimum of 4 mental health & wellness trainings or educational workshops to community members annually.
 - 4** Develop and implement an equity-driven strategy to increase the capacity of community members to question, persuade, and refer individuals at risk for suicidal ideation by June 30, 2023.
 - 5** Host a minimum of three community events to build and social connectedness and increase community capacity to respond to and reduce stigma each calendar year.
 - 6** Establish a youth-led, school-based strategy to address adverse mental health outcomes and stigma among Cudahy youth by May 31, 2023.

Key Partners:

Advocate Health, Alverno College, Community Advocates, Cudahy Family Library, Cudahy Fire Department, Cudahy Health Department, Cudahy Department of Public Works, Cudahy Lions Club, Cudahy Police Department, Cudahy Recreation Department, Kelly Senior Center, School District of Cudahy, Wellpoint Care Network, West Allis WIC.

Substance Use Background

Substance use is a serious community health challenge.

Substance use includes the use of illegal drugs and the inappropriate use of legal substances, such as alcohol, tobacco/nicotine, and prescription medications. Substance use disorders typically develop in adolescence due to lived experiences and for some individuals, progresses to a chronic illness that requires lifetime care. In 2019, Cudahy residents identified drug use as a top health priority. Additionally, **28 percent (%)** listed alcohol use and **21 percent (%)** listed tobacco use/vaping as top health priorities in the community.

Youth Risk Behavior Survey

Students reporting **using vaping products** in the past 30 days.

13% high school students
9% middle school students

Students reporting **using marijuana** in the past 30 days.

12% high school students
4% middle school students

Students reporting **having at least one alcoholic drink** in the past 30 days.

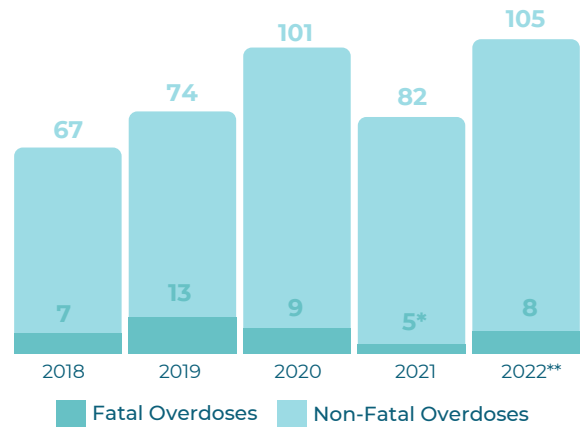
22% high school students
9% middle school students

Students reporting **misuse of over-the-counter and/or prescription pain medicines.**

12% high school students
7% middle school students

Drug overdose deaths in Milwaukee County have increased nearly 60 percent (%) from 2016 to 2020.

Milwaukee County Overdose Dashboard



Overdose data in Cudahy from 2018 - 2022

*Less than 5


** 2022 numbers not finalized

Substance Use Workplan

Impact: Reduction in adverse health outcomes associated with substance use for those who live, work, learn, and play in Cudahy.

Goal: Increase the capacity of the broader Cudahy community to identify, refer, and support people struggling with substance use and substance use disorders.

Objectives:

- 
- 1** Develop and publish a website dedicated to providing substance use and mental health resources available to Cudahy and broader South Shore community by May 1, 2023.
 - 2** Establish regular community resource fairs to connect residents to critical services and resources by June 30th, 2023.
 - 3** Increase the number of people trained in Narcan administration by Cudahy Health Department staff by 50% year over year.
 - 4** Increase the number of Narcan doses distributed by Cudahy Health Department staff by 50% year over year.
 - 5** The Cudahy Health Department will develop and implement a fentanyl test strip policy for the training and distribution of fentanyl test strips to community members by March 31, 2023.
 - 6** Serve as a coordinating agency for the South Shore OFR including meeting all grant requirements, planning and attending regular meetings and events, and supporting the establishment of a South Shore OFR strategic/work plan.

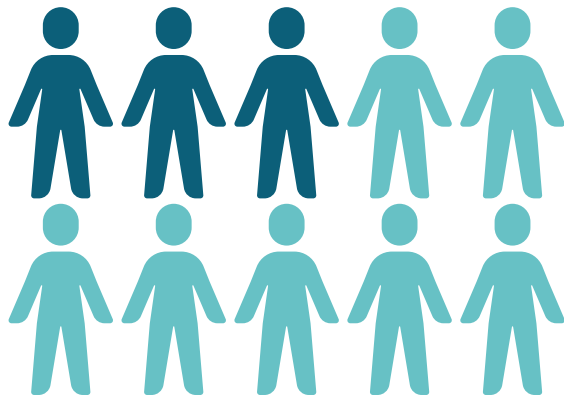
Key Partners:

Advocate Health, Community Advocates, Community Medical Services, Cudahy Family Library, Cudahy Fire Department, Cudahy Health Department, Cudahy Police Department, Kelly Senior Center, Project Concerns, School District of Cudahy, South Shore Cares

Physical Activity & Nutrition Background

Physical activity and nutrition are integral in the prevention of chronic disease, the leading causes of death in the community.

Chronic Diseases have a tremendous impact on the community; they represent the top leading causes of death in our community. Poor nutrition and lack of physical activity are risk factors for chronic disease. In 2019, Cudahy residents selected **obesity (19%)**, **nutrition/healthy foods (18%)**, **chronic disease prevention (14%)**, and **physical inactivity (12%)** as the top health priorities.



34 percent (%) of Cudahy adults are considered obese.

Chronic diseases are among the **leading causes of death in Cudahy.**

- 1. Heart Disease**
- 2. Cancer**
- 3. Unintentional Injuries**
- 4. COVID-19**
- 5. Cerebrovascular Diseases**

People with chronic disease are at higher risk of serious illness & death from COVID-19.

Youth Risk Behavior Survey

Students reporting **exercising 0 days in the past week.**

14% high school students

6% middle school students

Students reporting **hunger due to lack of food at home.**

32% high school students

45% middle school students

4% of both high school and middle school students report experiencing hunger most of the time or always.

65%

of students are **enrolled in free or reduced-price lunch.**

Physical Activity & Nutrition Workplan

Impact: Reduce risk of chronic health conditions by improving physical health and wellbeing among those who live, work, learn, and play in Cudahy.

Goal: Increase access to nutrition programs and services among all who live, work, learn, and play in Cudahy.

Objectives:

1

Increase the utilization of the Mobile Market by 20% year over year.

2

Establish nutrition-focused community education programs by June 30th, 2023.

3

Establish a community garden accessible to all who live, work, learn, and play in Cudahy by end of 2024.

4

Establish a strategy to expand summer meals program access and utilization by May 31, 2023.

Goal: Increase access and participation in physical activity among those who live, work, learn, and play in Cudahy, regardless of age, ability, income, and other social determinants.

Objectives:

1

Develop an interactive physical activity guide for Cudahy residents of all ages and abilities, for all seasons, by July 30, 2023.

2

Establish new and renewed partnerships with Cudahy-based fitness businesses to establish an innovative and accessible physical activity strategy by March 31, 2023.

3

Explore the opportunity to establish an annual 5K run/walk/roll by end of 2023.

Health Equity

Key Partners:

Cudahy Family Library, Cudahy Health Department, Cudahy Recreation Department, Cudahy United Methodist, Kella Rose Wellness, Project Concern, School District of Cudahy, West Allis WIC

Next Steps

Through 2025, in collaboration with the Healthiest Cudahy Collaboration and other key stakeholders, the Cudahy Health Department will continue to implement the 2021-2025 Community Health Improvement Plan (CHIP).

The Cudahy Health Department will be responsible for monitoring and evaluating the progress and effectiveness of CHIP strategies. Additionally, the CHIP is an iterative process and working document and thus requires ongoing review to meet the needs of the Cudahy community.

Next Steps include:

1	Completion of the CHIP work plan detailing the actions and activities to be taken to meet the goals and objectives outlined in this document.
2	Twice yearly workplan revisions, if needed, based on progress made and updates needed to meet the needs of the Cudahy community.
3	A published annual report to report progress to the broader Cudahy community.

By the end of 2025, in collaboration with key partners, the Cudahy Health Department will complete the next Community Health Assessment. Using the data collected, the City of Cudahy will again select public health priorities for the next Community Health Improvement Plan that will begin in 2026.