

City of St. Francis Community Health Improvement Plan

Healthiest St. Francis 2014-2019

A call to action for individuals, families, organizations, health advocates, and policy makers to address:

Physical Activity
Nutrition
Alcohol
Chronic Disease Management & Prevention



Table of Contents

Message from the City of St. Francis Health Officer3

Acknowledgements.....4

Purpose & Process5

Focus Areas6

 Increase Physical Activity6

 Improve Nutrition9

 Reduce Alcohol Use11

 Chronic Disease Management & Prevention.....13

Message from the City of St. Francis Health Officer



Dear fellow St. Francis community members,

I am excited to deliver this Community Health Improvement Plan (CHIP) to the residents and visitors of our great city. This is a culmination of many years of hard work from many partners, community members, and organizations, to which I extend my deepest gratitude.

As a shared responsibility, partnerships are critical for the success of this plan. Partnerships create opportunities for health improvements by creating policies and an environment that make healthy choices the easiest choice for individuals, families, organizations, and policy makers. This plan builds on the strengths of our vibrant city and strives to creatively and collaboratively tackle the concerns outlined on the following pages.

With the City of St. Francis Health Department's vision **Healthy People in a Healthy St. Francis Community**, we envision all individuals achieving their highest potential for wellness as they live, work, play, and learn in our community. Efforts to achieve health goals involve utilizing community assessment, policy development, and assurance while planning public health programs. These programs form the backbone of health department activities and services.

We hope that this plan provides guidance and direction for improving the health and wellness of our residents. We welcome input as Healthiest St. Francis 2014-2019 belongs to you, members of our community. To learn more, visit us on the web at <https://wi-stfrancis.civicplus.com>.

A plan is not an end, but a beginning. Community health improvement planning is occurring all across the nation and significant improvements are being realized when entire communities work to improve the community's health. With the aid of individuals and organizations in St. Francis, we can achieve the objectives outlined in this report and see a substantially healthier community by 2019.

In good health,

A handwritten signature in black ink that reads "Kathy Scott". The signature is written in a cursive, flowing style.

Kathy Scott, RN
City of St. Francis Health Officer

Acknowledgements

St. Francis Health Department

Kathy Scott, Health Officer
Diana Brzoskowski, Public Health Nurse

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Barbara Eidemanis
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Tammy Mazur
Stephanie Obst
Joanne & Alan Richards
Wendy & Rob Steffes

Other Organizations

Wixon, Inc.
St. Francis Lions Club
Tracy Edwards, DON, GoldenLiving Center – South Shore (Long Term Care Facility)
Faircrest Senior Living
Thompson Meadows Senior Living
Catical Court Senior Living
Juniper Court Senior Living
Jennifer Freiheit, Bay View Advanced Management, LLC

Funding

Healthiest St. Francis 2019 was funded by a Wisconsin Division of Public Health Preventive Health and Health Services Block Grant.

Community Health Improvement Plan Purpose & Process

Healthiest St. Francis 2014-2019 represents St. Francis's fulfillment of a statutory requirement, for every public health department in Wisconsin to conduct a community health assessment (CHA) and create a plan based off of that assessment at least every five years. The plan, known as the Community Health Improvement Plan (CHIP), then becomes a blueprint for community action through 2019.

In 2012, the St. Francis Health Department partnered with Aurora Health Care to conduct our Community Health Assessment (CHA). This phone survey* gave information about the health and related behaviors of 400 scientifically-selected community residents. The purpose of the assessment was to:

- Gather specific data on behavioral and lifestyle habits of the resident adult population
- Gather data on the occurrence of risk factors and disease conditions within the adult population
- Compare health data of residents to county, state, and national measurements for evaluation

(*The survey was conducted by JKV Research, LLC, through a grant provided by Aurora Health Care. Details about data collection and analysis are included in the comprehensive report which is available through the St. Francis Health Department by calling 414-481-2300 xt. 133, emailing sfhd@stfranwi.org, or by accessing the Health Department section of the City website at <https://wi-stfrancis.civicplus.com/>. Aurora Health Care conducted similar community health surveys in St. Francis in 2003, 2006, and 2009 providing an opportunity for every-three-year comparisons.)

After receiving the Community Health Assessment (CHA) results, the St. Francis Health Department consulted many municipal and community members to share the report and gather information for moving forward with the Community Health Improvement Plan. Personal meetings were arranged with each of the 7 department heads and more than 10 community residents to discuss the results of the CHA, where gaps exist, and to determine future community needs. Results and future direction were also discussed with the Board of Health during their monthly meetings, and gathered from active health participants at the middle school, high school, the senior living centers, and the largest employer, Wixon, Inc. Consultation came from all sectors of our city with a high degree of leadership and decision-making authority. Due to our community's smaller size compared to our large urban neighbor, one-on-one conversations provided more valuable data versus a focus group process. Many other residents stopped into the health department to review the assessment and offer their opinions, all of which we took very seriously when determining our health priorities for this five-year plan.

Through the leadership of the health department, this process engaged the community in identifying health priorities and necessary action to mutually address health issues of importance in St. Francis.

Healthiest St. Francis 2014-2019 was based on the state health plan, *Healthiest Wisconsin 2020*, framework with a vision of everyone living better, longer. Integrating our local data with the state public health plan, and based off of our CHA results, the Health Department identified three focus areas to improve upon over the next five years:

Increase Physical Activity

Improve Nutrition

Reduce Alcohol Use

Chronic Disease Management & Prevention

Each of these three areas was given achievable, measurable objectives, and strategies to be completed no later than December 31, 2019. This approach assures that community efforts will stay focused on the most urgent health priorities in the community and that the community can monitor its progress in achieving these objectives.

Health Focus Area: Increase Physical Activity

What is Physical Activity?

Regular exercise 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. The Centers for Disease Control & Prevention (CDC) recommend that adults (aged 18-64) need at least:



2 hours and 30 minutes (150 minutes) of [moderate-intensity aerobic activity](#) (i.e., brisk walking) every week **and**



[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

OR



1 hour and 15 minutes (75 minutes) of [vigorous-intensity aerobic activity](#) (i.e., jogging or running) every week **and**



[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

OR



An equivalent mix of moderate- and vigorous-intensity [aerobic activity](#) **and**



[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

Moderate physical activity includes walking fast, doing water aerobics, riding a bike on level ground or with few hills, playing doubles tennis, and pushing a lawn mower. If you're working at this level, you'll be able to talk, but not sing the words to your favorite song.

Vigorous physical activity jogging or running, swimming laps, riding a bike fast or on hills, playing singles tennis, and playing basketball. If you're working at this level, you won't be able to say more than a few words without pausing for a breath.

<http://www.cdc.gov/physicalactivity/everyone/guidelines/adults.html>

[Note: View guidelines for those under 18 and over 64 at <http://www.cdc.gov/physicalactivity/everyone/guidelines/>]

Why is Increasing Physical Activity included in *Healthiest St. Francis 2013-2017*?

According to the 2012 St. Francis Community Health Survey Report as commissioned by Aurora Health Care and the 2009 St. Francis and Bay View Older Adult Community Survey:

- 39% of older adult respondents (55+) do not exercise or walk regularly
- 64% of adult respondents were classified as overweight (38.7% overweight and 25.6% obese).
- 11% classified themselves as inactive, not doing any physical activity in a typical week
- 53% of adult respondents do not do the recommended amount of physical activity

What are our overall Physical Activity objectives?

- By December 31, 2019, St. Francis Health Department will work to increase, by 4 percentage points (from 47% to 51%), the number of St. Francis residents who engage in moderate or vigorous physical activity per the CDC recommended guidelines through awareness and programmatic efforts.

- By December 31, 2019, St. Francis Health Department will address significant policy barriers that hinder physical activity for residents.

Ideas and strategies to increase physical activity among St. Francis residents:

This section is intended to reach out to individuals, families, and businesses with ideas to achieve the objectives.

What can you do as individuals and families?

- Decrease TV and Computer time usage. Remove these items from the bedroom.
- Get outdoors more. Utilize the lakefront trail.
- Walk daily with a neighbor or friend. Start a walking schedule.
- Try a new activity, such as yoga.
- Use small hand weights while watching TV.
- At work, get up to walk briskly for 5 minutes every hour.
- Walk during breaks or lunch with co-workers.
- Set up weekly family bike rides or swims.



What can we do as organizations and institutions?

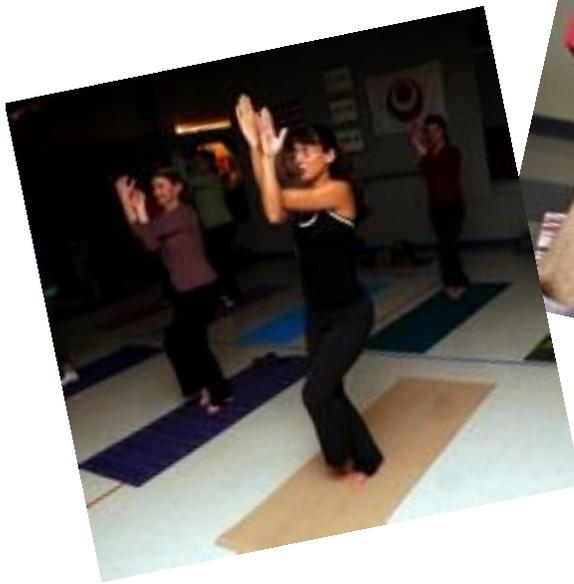
- Implement after-school or after-work physical activity programs.
- Bring in physical activity experts for lunch programs or education/presentation sessions.
- Host health fairs with health screenings for staff and families. Consider inviting the public.
- Track physical activity related-data and distribute among staff and partners to better measure and evaluate progress of programs.
- Incorporate and encourage use of the trail into a wellness program.
- Adopt policies that exceed national and state requirements regarding physical activity.
- Get involved in youth leadership and sports opportunities.
- Participate in community coalitions or partnerships with other organizations.

What can we do as a community-wide system?

- Encourage physical activity education, programs, and classes such as:
 - Walk to School Governors Challenge
 - Walk the Halls program at St. Francis High School
 - Walk to the Days for Health annual program
 - Exercise programs at senior housing
 - Community-wide classes at library
- Conduct a community-wide campaign to raise numbers of people participating in physical activities.
- Encourage local businesses to adopt policies toward physical activity.
- Establish additional safe walking and biking routes (including sidewalks). Enhance traffic safety in these areas.
- Ensure access to recreational opportunities.
- Participate or lead community coalitions or partnerships.
- Promote Open Swim
- Distribute monthly printed information to schools, daycares and senior housing regarding physical activity and its importance

Who are the key stakeholders to increase physical activity?

- St. Francis Health Department
- Local business stakeholders such as South Shore Massage Therapy and Fuel Up. GO! Fitness & Nutrition, LLC
- St. Francis School District
- St. Francis Community Center
- Fitness Centers in neighboring communities (Bay View and Cudahy)
- Clergy/Churches including Cudahy-St. Francis Interfaith
- City Transportation Department and Department of Public Works
- City Recreation Department
- St. Francis Citizens



Health Focus Area: Improve Nutrition

What is Improved Nutrition?

As defined in the Healthiest Wisconsin 2020 Plan, appropriate, adequate and safe food and nutrition means a regular and sufficient consumption of nutritious foods throughout the lifespan, which includes breastfeeding. Appropriate and adequate nutrition is important to support normal growth and development of children and promote physical, emotional, and social well-being for all people. It also includes safe handling, preparation, serving and storing of food and beverages.

Wisconsin Department of Health Services, Division of Public Health, Office of Policy and Practice Alignment. *Healthiest Wisconsin 2020: Everyone Living Better, Longer. A State Health Plan to Improve Health Across the Life Span, and Eliminate Health Disparities and Achieve Health Equity*. P-00187. July 2010. Available at <http://dhs.wisconsin.gov/hw2020/>.

A healthy diet can reduce the risk of major chronic diseases such as heart disease, diabetes, osteoporosis, and some cancers. The Department of Agriculture (USDA) and the Department of Health and Human Services (HHS) recommendations include:

- Consumption of more of certain foods and nutrients such as fruits, vegetables, whole grains, fat-free and low-fat dairy products, and seafood
- Consumption of fewer foods with sodium (salt), saturated fats, *trans* fats, cholesterol, added sugars, and refined grains

<http://health.gov/dietaryguidelines/2010.asp>

Why is Improved Nutrition included in *Healthiest St. Francis 2014-2019*?

According to the 2012 St. Francis Community Health Survey Report as commissioned by Aurora Health Care and the 2009 St. Francis and Bay View Older Adult Community Survey:

- The amount of St. Francis adults who consume 3 or more vegetables a day decreased from 32% in 2003 to 23% in 2012.
- 34% of respondents do not eat two or more servings of fruit on an average day.
- 5% of older adult (55+) respondents did not have enough money to buy the food they needed at least once in the past 12 months.



What are our overall Improved Nutrition objectives?

By December 31, 2019, St. Francis Health Department will work to increase the percentage of St. Francis residents who eat fruits and vegetables by 5 % each.

By December 31, 2019, St. Francis Health Department will work to increase the number of healthy eating opportunities within the City of St. Francis.

By December 31, 2019, St. Francis Health Department will work to increase the number of mothers who breastfeed from 77% in 2012 (down from 80% in 2011) to 82%.

Ideas and strategies to improve nutrition among St. Francis residents:

This section is intended to reach out to individuals, families, and businesses with ideas to achieve the objectives.

What can you do as individuals and families?

- Consume 5-9 servings of fruits and vegetables per day.
- Eat a variety of foods.
- Decrease portion sizes.
- Decrease consumption of high fat and fast foods including sweetened beverages.
- Promote family mealtimes without a TV.
- Prepare healthy meals as a family.
- Exclusively breastfeed infants for at least the first six months of life.
- Shop and have picnics at farmers markets as a family or with friends.
- Grow a garden. Start with a lettuce or herb garden.

What can we do as organizations and institutions?

- Assist with providing education to staff through food preparation and nutrition classes.
- Train food services staff regarding nutrition, taste, and presentation of foods.
- Bring local fruits and vegetables into work. Use a food co-op as an employee benefit.
- Offer only healthy foods at meetings.
- Prohibit the sale of non-nutritious food for school fund-raising activities.
- Encourage a culture of healthy eating for employees through an incentive-based wellness program.
- Participate in community-wide programs.
- Include coverage of breast pumps in your health insurance plans.
- Support breastfeeding women with a quiet lockable room and refrigerator/freezer access. Enact a breastfeeding-friendly policy.

What can we do as a community-wide system?

- Encourage grocery stores to do more education.
- Educate parents of school-age children regarding school breakfast and lunch requirements.
- Provide breastfeeding information to healthcare providers and worksites to better support breastfeeding families.
- Promote Farmers Markets (winter and summer).
- Create payroll stuffers that businesses can use.
- Establish school and community gardens.
- Encourage local dining establishments to offer healthier menus and do menu labeling.
- Work with local food retailers to highlight healthier food choices.
- Send monthly recipes and nutrition information to daycares, schools and senior housing.
- Promote nutrition at National Night Out.
- Partner with WIC to promote breast feeding for new mothers of infants.
- Work with chefs and/or registered dietitians to educate residents on how to prepare healthier meals.
- Compile a list of healthy dining options in the city.
- Work with the School District lunch program staff regarding healthy food options for students.
- Increase number of vending machines in schools and businesses that contain a higher percent of healthier food items.

Who are the key stakeholders?

- St. Francis Health Department
- St. Francis School District
- Local businesses such as restaurants and grocery stores
- WIC
- St. Francis Citizens
- St. Ann's winter indoor and summer outdoor Farmer's Market

Health Focus Area: Reduce Alcohol Use

What is Alcohol Use?

Excessive alcohol use, including underage drinking and binge drinking (drinking 5 or more drinks on an occasion for men or 4 or more drinks on an occasion for women), can lead to increased risk of health problems such as injuries, violence, liver diseases, and cancer.

<http://www.cdc.gov/alcohol/>

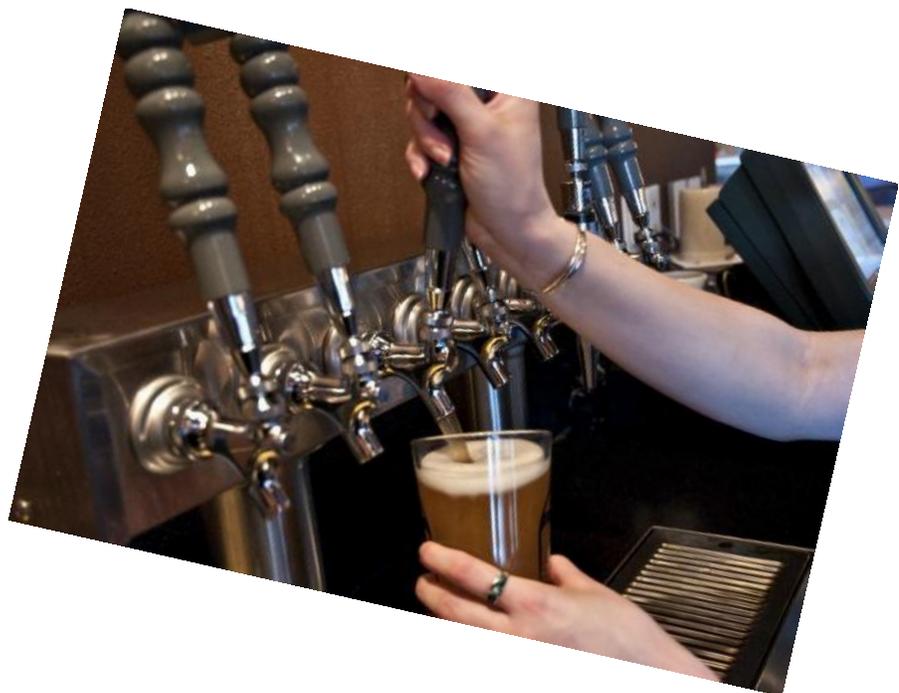
According to the *Dietary Guidelines for Americans*, moderate alcohol consumption is defined as having up to 1 drink per day for women and up to 2 drinks per day for men. This definition is referring to the amount consumed on any single day and is not intended as an average over several days. The *Dietary Guidelines* also state that it is not recommended that anyone begin drinking or drink more frequently on the basis of potential health benefits because moderate alcohol intake also is associated with increased risk of breast cancer, violence, drowning, and injuries from falls and motor vehicle crashes.

U.S. Department of Agriculture and U.S. Department of Health and Human Services. In: *Dietary Guidelines for Americans*, 2010. [Chapter 3 – Foods and Food Components to Reduce](#) [PDF-967KB]. 7th Edition, Washington, DC: US Government Printing Office; 2010, p. 30–32.

Why is Reducing Alcohol Use included in Healthiest St. Francis 2014-2019?

According to the 2012 St. Francis Community Health Survey Report as commissioned by Aurora Health Care and the 2009 St. Francis and Bay View Older Adult Community Survey:

- 7% of older adult (55+) respondents have eight or more drinks per week.
- Binge drinking is up from 20% in 2009 to 34% in 2012.
- In 2012, respondents were asked to pick the top three health issues in the area out of eight listed. The most often cited were alcohol or drug use (71%), chronic diseases (59%) and violence (41%).
- Alcohol or drug use as a concern among 71% of respondents, was up from 57% of respondents in 2009.



What are our overall Reduce Alcohol Use objectives?

By December 31, 2019, St. Francis Health Department will work to decrease the percentage of St. Francis residents who binge drink from 34% to 25%.

Ideas and strategies to reduce alcohol use among St. Francis residents:

This section is intended to reach out to individuals, families, and businesses with ideas to achieve the objectives.

What can you do as individuals and families?

- Encourage family members that drink to set a 'stop drinking date' and be supportive.
- Look at the cost of drinking and create a list of things the family could do with the money saved.
- Seek out a drinking cessation twitter or Facebook to have social media help with quitting reminders.

- Implement house rules such as no drinking on week days or no alcohol in the house.
- Know where teenagers are going, who is driving, and if there will be alcohol present. Be the late night taxi.

What can we do as organizations and institutions?

- Provide access to drinking cessation resources and programs such as lunchtime support groups.
- Do not encourage happy hours and company meetings or get-togethers that include alcohol.

What can we do as a community-wide system?

- Offer a variety of alcohol reduction activities and support as well as alcohol-free events.
- Create school curriculum that addresses the dangers of alcohol abuse.
- Conduct a community-wide media campaign to raise awareness about alcohol abuse and misuse.
- Localize printed materials for distribution through a variety of methods including health screening locations.
- Improve awareness and education related to chronic health conditions, including the effects of alcohol, by partnering with the St. Francis Library.
- Mobilize youth to educate their peers about the dangers of alcohol abuse.
- Regulate alcohol advertising.

Who are the key stakeholders?

- St. Francis Health Department
- St. Francis Library
- City of St. Francis Council and policymakers
- Lakeshore Medical Clinic and other practicing and retired clinicians
- Golden LivingCenters and other senior housing
- Local industries and businesses
- St. Francis Citizens



Health Focus Area: Chronic Disease Management & Prevention

What is Chronic Disease Management & Prevention?

Chronic diseases—such as heart disease, cancer, and diabetes—are the leading causes of death and disability in the United States. Chronic diseases account for 70% of all deaths in the U.S., which is 1.7 million each year. These diseases also cause major limitations in daily living for almost 1 out of 10 Americans or about 25 million people.

In general terms, chronic disease is defined as an illness lasting longer than 6 months, may not be curable and may result in disability later in life. Chronic diseases such as heart disease, stroke, diabetes and cancer are among the most prevalent, costly and preventable of all diseases.

Four modifiable health risk behaviors—lack of physical activity, poor nutrition, tobacco use, and excessive alcohol consumption—are responsible for much of the illness, suffering, and early death related to chronic diseases.

<http://www.cdc.gov/chronicdisease/overview/index.htm>

Why is Chronic Disease Management & Prevention included in *Healthiest St. Francis 2014-2019*?

According to the 2012 St. Francis Community Health Survey Report as commissioned by Aurora Health Care:

- Diabetes rates increased 2% between 2003 and 2006 then 2% again between 2006 and 2009, remaining at 10% of respondents in 2012.
- 20% of adult respondents currently smoke (17% every day and 3% some days). 67% of these smokers were advised to quit by a health care professional in the past year.
- 31% of non-smoking respondents reported they were exposed to second-hand smoke on at least one day in the past seven days while they rode in a car or were in the same room with a person who was smoking.
- 10% of respondents reported never having their cholesterol tested.
- 28% of respondents reported high blood pressure in the past three years (2009-2012).
- 26% of respondents reported high blood cholesterol in the past three years (2009-2012).
- 10% of respondents reported heart disease or a heart condition in the past three years
- Adults 65+ and adults who are inactive or overweight were more likely to report these conditions.

What are our overall Chronic Disease Management & Prevention objectives?

In addition to the objectives in the above three focus areas that apply here:

By December 31, 2019, St. Francis Health Department will work to increase the percentage of St. Francis residents who attempt to quit smoking from 52% to 60%.

By December 31, 2019, St. Francis Health Department will address significant policy barriers that encourage behaviors leading to chronic diseases. One policy barrier will be to reduce the number of workplaces that allow smoking, even in designated spaces.

Ideas and strategies to manage and prevent chronic diseases among St. Francis residents:

This section is intended to reach out to individuals, families, and businesses with ideas to achieve the objectives.

What can you do as individuals and families?

- Encourage family members that smoke to set a 'stop smoking date' and be supportive.
- Look at the cost of smoking and create a list of things the family could do with the money saved.
- Seek out a smoking cessation twitter or Facebook to have social media help with quitting reminders.
- Implement house rules such as no smoking in the house or cars.

- Have each family member tested annually for cholesterol, blood pressure, blood glucose, body mass index, and other routine or necessary tests.
- Wash sheets and blankets in hot water weekly to reduce asthma triggers.
- Keep pets out of the bedroom and vacuum carpet and floors frequently for those with allergies or asthma.
- Have indoor house plants to help clean the air.

What can we do as organizations and institutions?

- Provide access to smoking cessation resources and programs such as lunchtime support groups.
- Educate on the dangers of other tobacco products, what they look like and how they are used.
- Create workplace no-smoking policies inside or outside within 100 feet.
- Medical providers should assess patients smoking habits in all routine office visits and offer resources to quit.
- Offer health fairs with a variety of traditional and non-traditional screening tests.

What can we do as a community-wide system?

- Create school curriculum that addresses the dangers of other tobacco products.
- Conduct a community-wide media campaign to raise awareness about tobacco use/exposure.
- Conduct ongoing opportunities for health screenings at local senior housing and at local industries (especially targeting adult males who have higher rates of blood pressure).
- Localize printed materials for distribution through a variety of methods including health screening locations.
- Improve awareness and education related to chronic health conditions, including the effects of tobacco, by partnering with the St. Francis Library.
- Mobilize youth to educate their peers about the dangers of smoking.
- Encourage retailers to place all tobacco products behind the counter.
- Offer smoking cessation activities and support.
- Regulate tobacco advertising.
- Encourage retailers to decrease tobacco advertising.

Who are the key stakeholders?

- St. Francis Health Department
- St. Francis Library
- City of St. Francis Council and policymakers
- Lakeshore Medical Clinic and other practicing and retired clinicians
- Golden LivingCenters and other senior housing
- Local industries and businesses
- St. Francis Citizens

