



Healthiest Greenfield Coalition

WELCOME!

Kick Off Meeting 02.23.16



Public Health

WELCOME!

- Our mission is to assure optimal health and wellness of all members of the community through protection, promotion, education, enforcement and partnership.
- 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.



OBJECTIVES FOR TODAY

- ✓ Network with partners.
- ✓ Discuss the purpose of Healthiest Greenfield Coalition.
- ✓ Review community health data.
- ✓ Conduct a Community Themes and Strengths Assessment.
- ✓ Look through a lens of Health Equity.
- ✓ Propose next steps.
- ✓ Allow partners to identify their level of involvement with the group.



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



UNITY IS STRENGTH

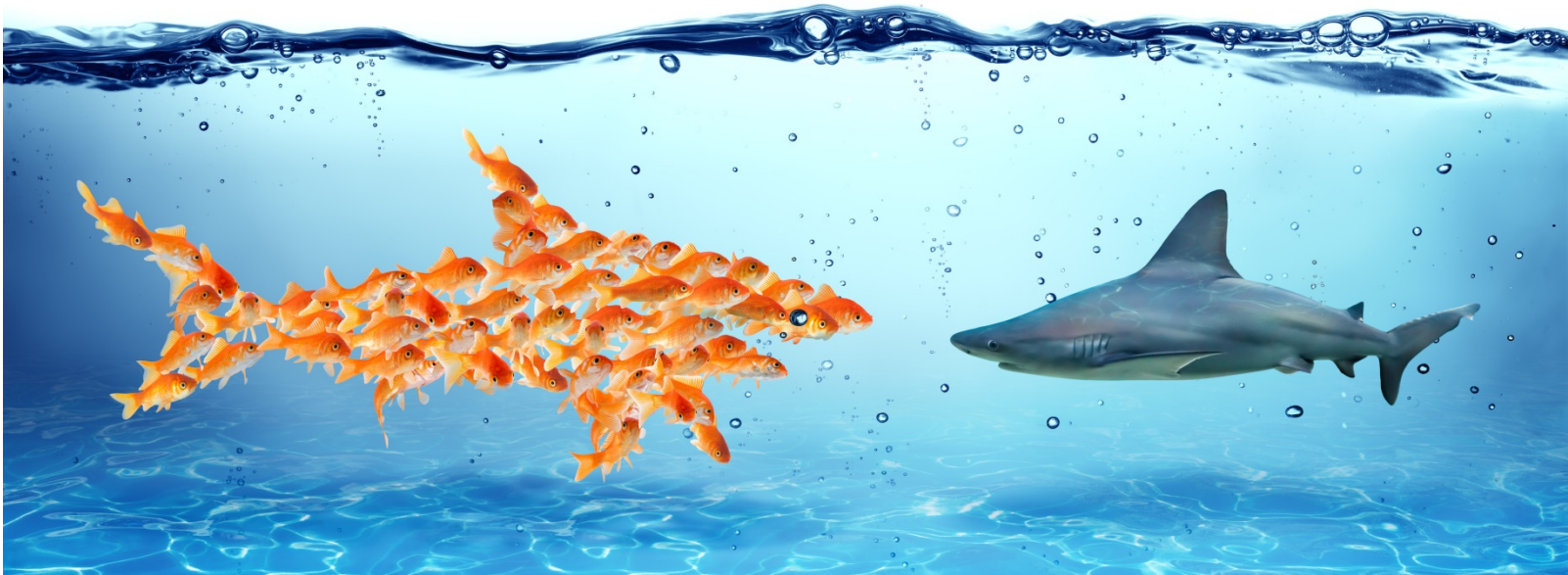


Image Source: www.sandler.com



Public Health

MAPP: Mobilizing for Action through Planning and Partnerships

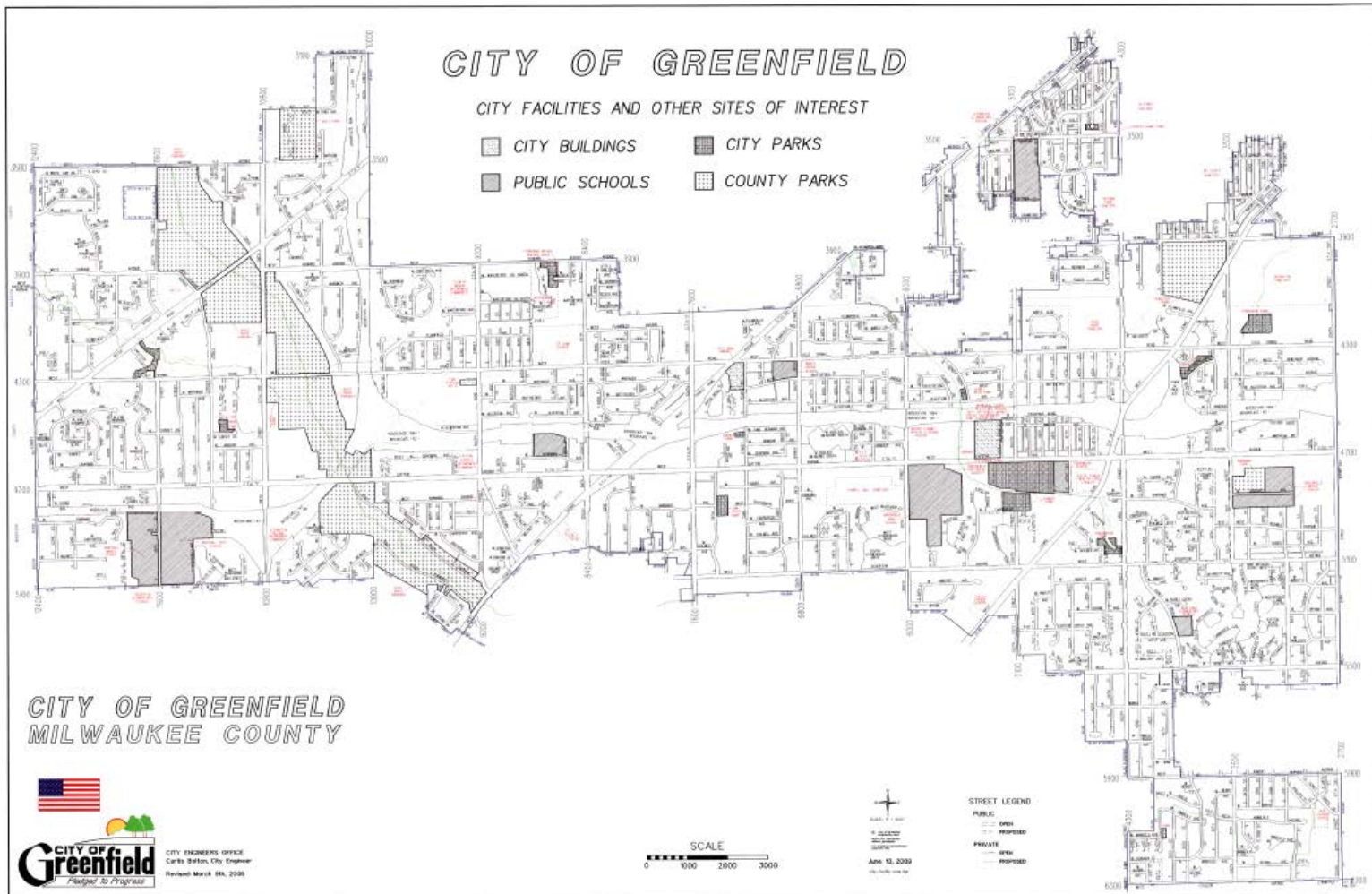


COMMUNITY HEALTH DATA

- Data Review
 - Greenfield Community Health Survey – 2015
 - Greenfield Fire Department data – 2015
 - Greenfield Police Department data – 2015
 - Youth Risk Behavior Survey – Greenfield School, 2011-14
 - Community Voices Survey – NNO, 2015
 - Community Sketches Survey – NNO, 2015



CITY OF GREENFIELD OVERVIEW



POPULATION/ RACE/ETHNICITY*

- 2013 Population estimate = 37,159 (+1.1% from 2010)
- 2010 Census :
 - 88.6% Caucasian
 - 3.9% Asian
 - 2.3% African-American
 - 2.3% Two or more races
 - 83.3 % Non-Hispanic
 - 7.9% Foreign-born
 - 12.9% Language other than English spoken at home (> 5 yrs, 2009-13)

HOUSING CHARACTERISTICS*

- 2010 Census
 - 16,391 Housing units
 - 57% Owner-occupied; median home value, \$176,900
 - 43% Renter-occupied;
 - 69% Built prior to 1979
 - Several large senior living facilities in Greenfield
 - Nursing Homes: Clement Manor, SouthPointe, Heritage Square, and others
 - Assisted Living Facilities: Layton Terrace, Greenfield Retirement Community, and others
 - Many smaller facilities, including CBRFs & AFHs

SOCIAL CHARACTERISTICS*

- Average household size, 2.20
- 91% High school graduates
- 27% Bachelor's degree or higher
- 8% Foreign-born
- 13% Speak language other than English at home

COMMUNITY HEALTH SURVEY

Commissioned by:

Aurora Health Care

Children's Hospital of Wisconsin

Columbia St. Mary's Health System

Froedtert Health

Wheaton Franciscan Healthcare

In Partnership with:

Center for Urban Population Health

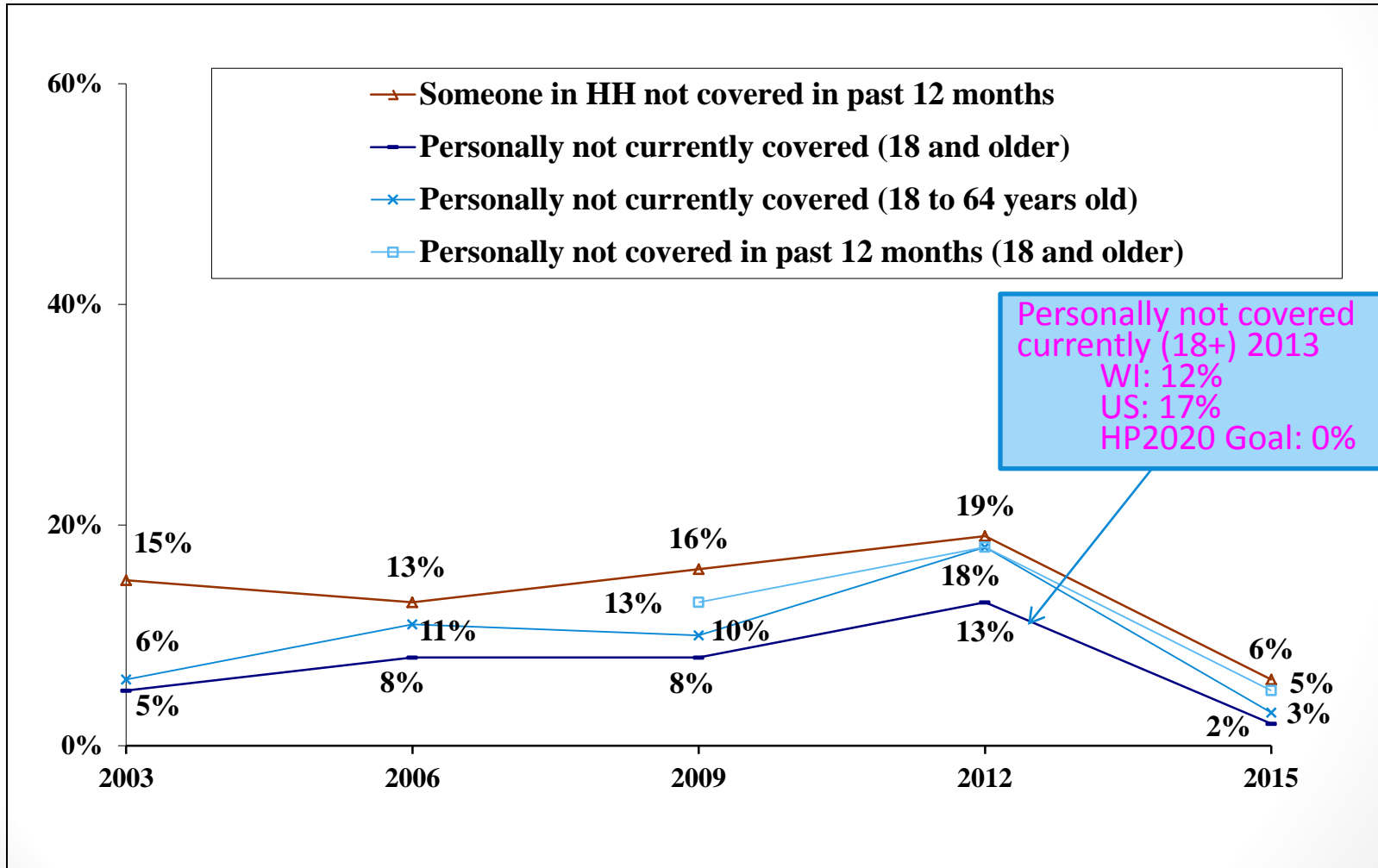
Greenfield Health Department

COMMUNITY HEALTH SURVEY

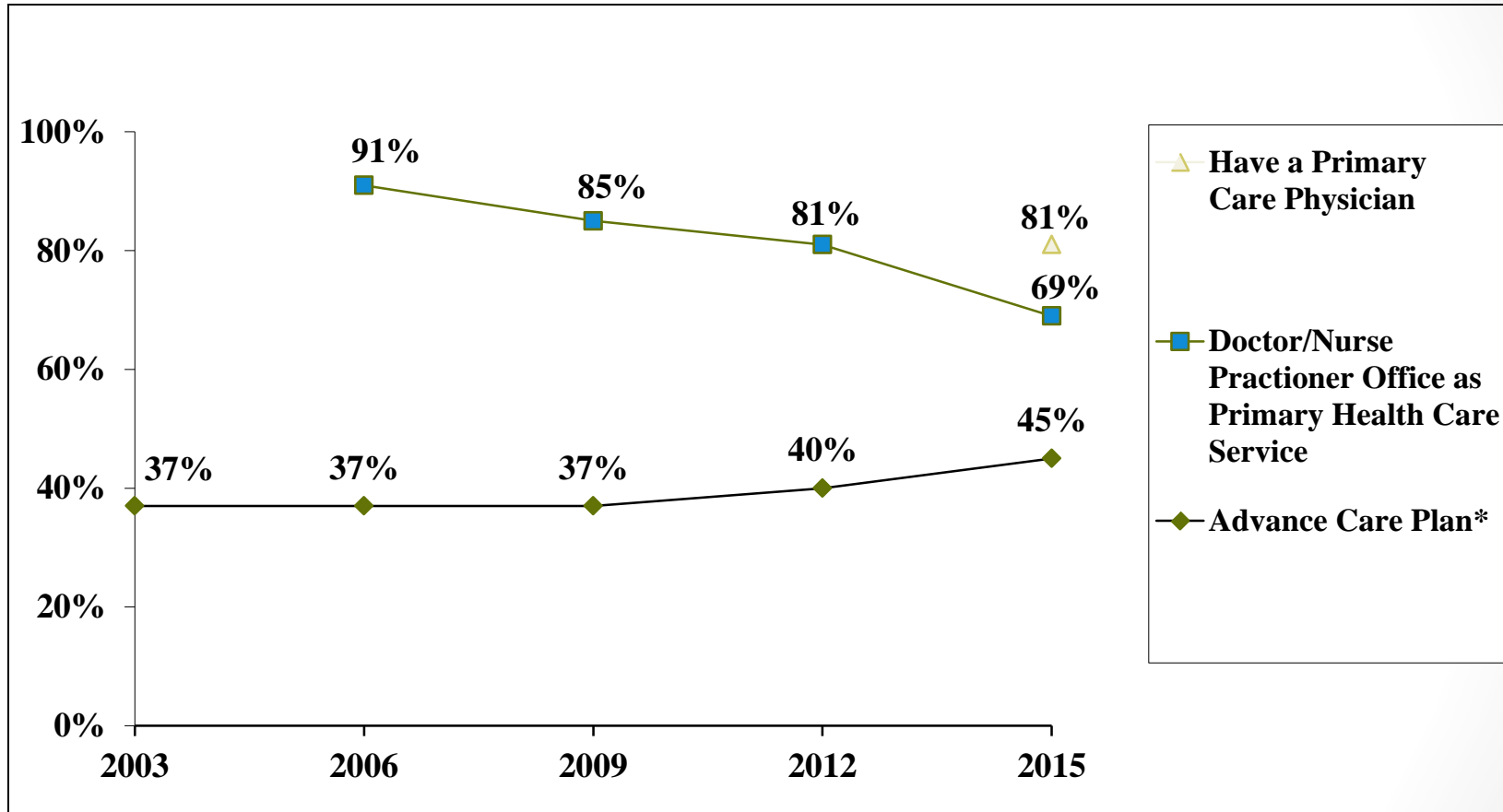
Methodology

- 18 minute telephone survey of area residents
- 400 completions from March 16 through June 2, 2015
- Two-fold sampling
 - 1) RDD landline sample of listed & unlisted #s (n=300)
 - Respondents randomly selected based on number of adults in household
 - Weighting based on number of adults and number of residential phone numbers in HH
 - 2) Cell phone only sample (n=100)
 - Adult answering the phone designated as the respondent
- All data post-stratified by age and gender of adult residents as of 2010 Census proportions.
- Margin of error: $\pm 5\%$

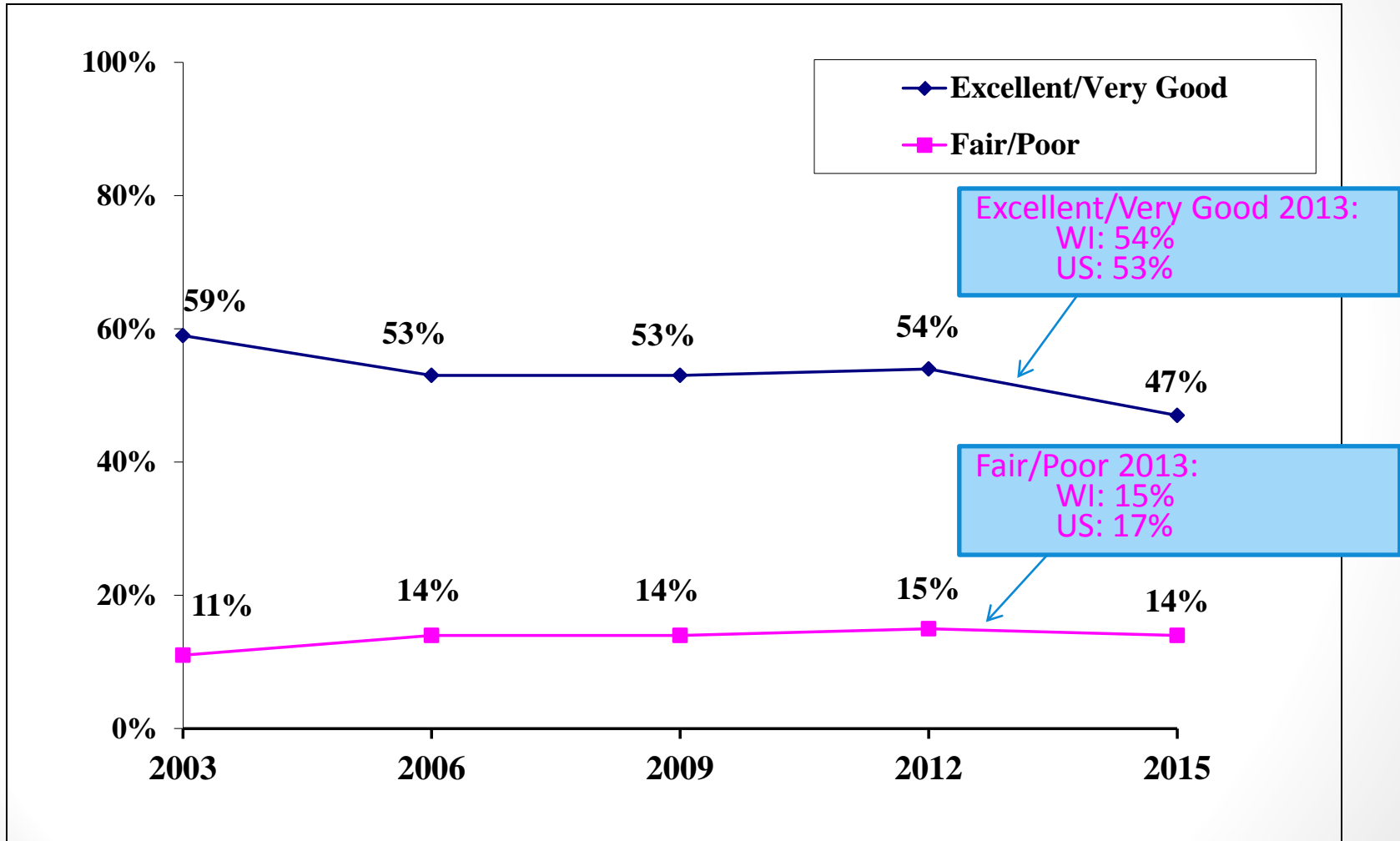
HEALTH CARE COVERAGE



HEALTH SERVICES



RATE OWN HEALTH



ROUTINE PROCEDURES

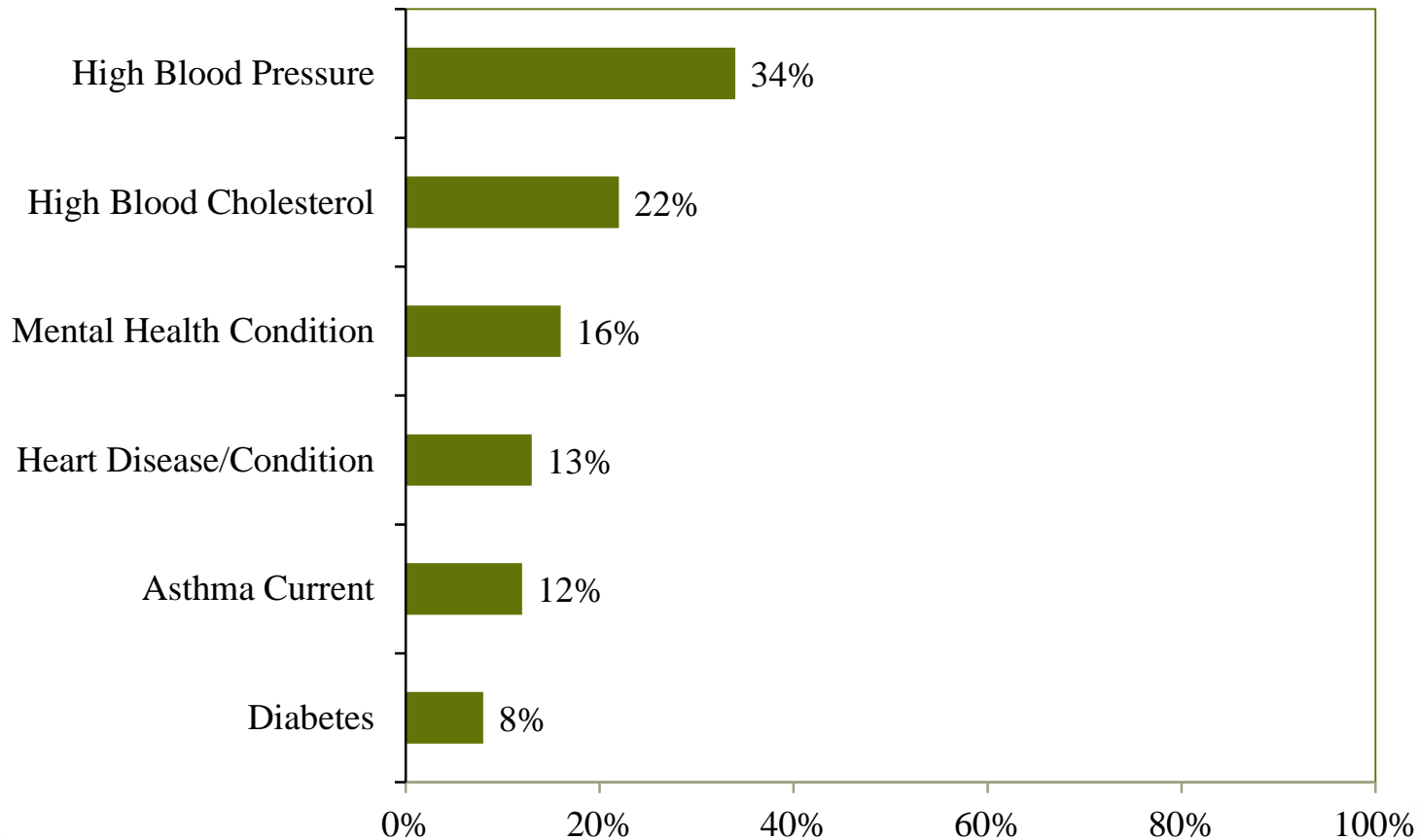
Routine Procedures	Baseline	Current	WI	US	HP2020	Status	Trend
Had Routine Checkup Two Years Ago or Less	87%	87%	83.6%	82.8%	na	●	↔
Had Cholesterol Test Four Years Ago or Less	76%	74%	77.0%	76.0%	82.1%	▲	↔
Had Dental Checkup in the Past Year	74%	72%	70.1%	65.3%	49.0%	●	↔
Had Eye Exam in the Past Year	50%	49%	na	na	na	na	↔

VACCINATIONS

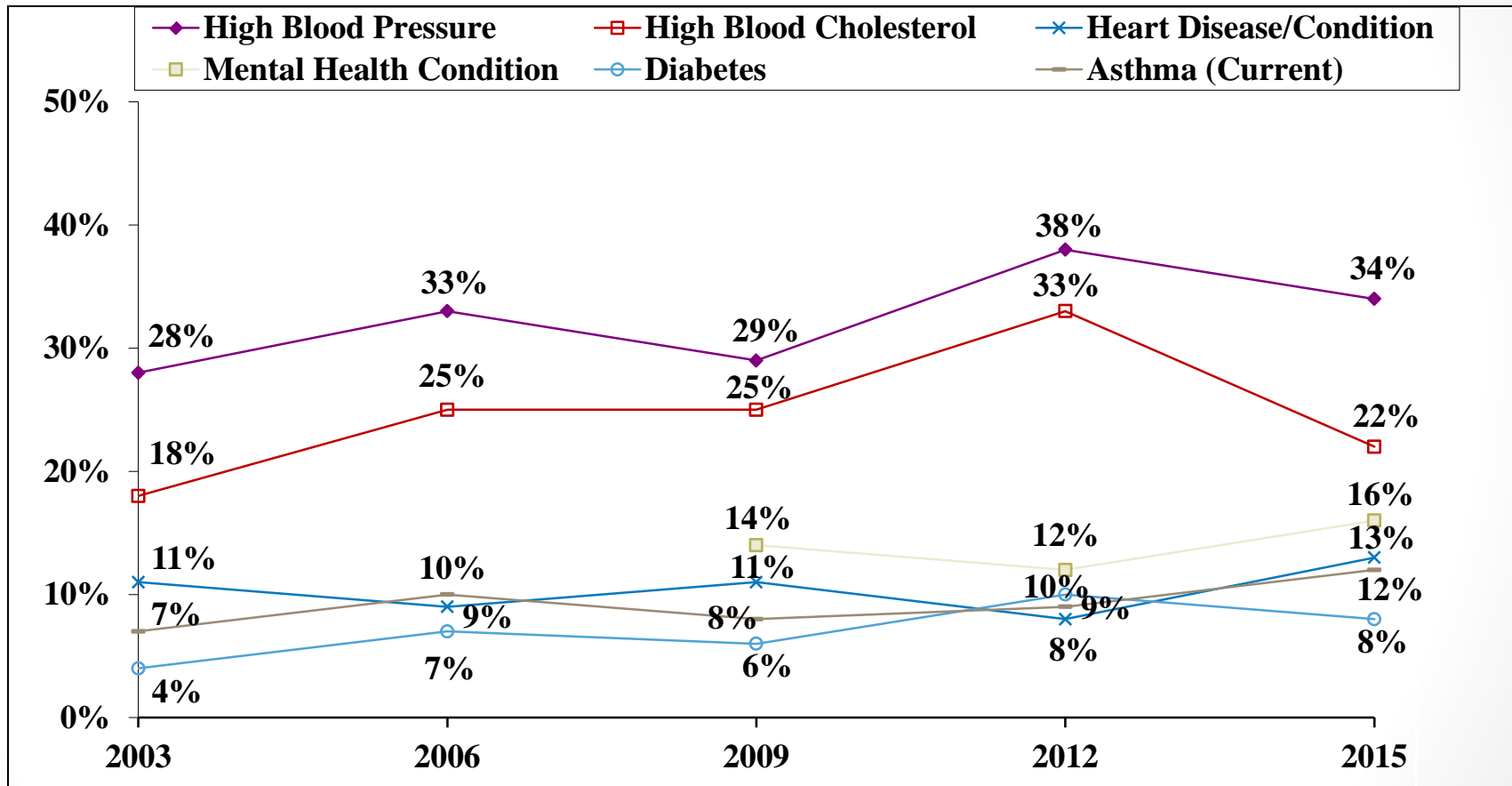
Vaccinations	Baseline	Current	WI	US	HP2020	Status	Trend
Vaccinated for Influenza in the Past 12 Months (18 years and older)	43%	47%	55.0%	63.0%	70.0%	▲	↔
Vaccinated for Pneumonia if 65 years or Older	71%	74%	71.7%	70.3%	90.0%	▲	↔

Vaccine	Doses	Baseline (2009 cohort)	Current (2012 cohort)	US National	Wisconsin
Diphtheria, Tetanus & Pertussis	4	78.0%	79.3%	82.5%	87.8%
Hepatitis B	3	85.5%	89.8%	89.7%	88.4%
Measles, Mumps & Rubella	1	86.2%	88.0%	90.8%	89.3%
Polio	3	88.0%	91.0%	92.8%	88.9%
Haemophilis influenza group b	3	88.9%	92.5%	93.3%	90.3%
Varicella	1	84.8%	87.8%	90.2%	88.5%
Pneumococcal conjugate	4	81.9%	85.0%	81.9%	84.5%
Complete Immunization Schedule for 2 year olds	-	66.7%	73.1%	68.4%	75.2%

HEALTH CONDITIONS (PAST 3 YEARS)



HEALTH CONDITIONS (PAST 3 YEARS)



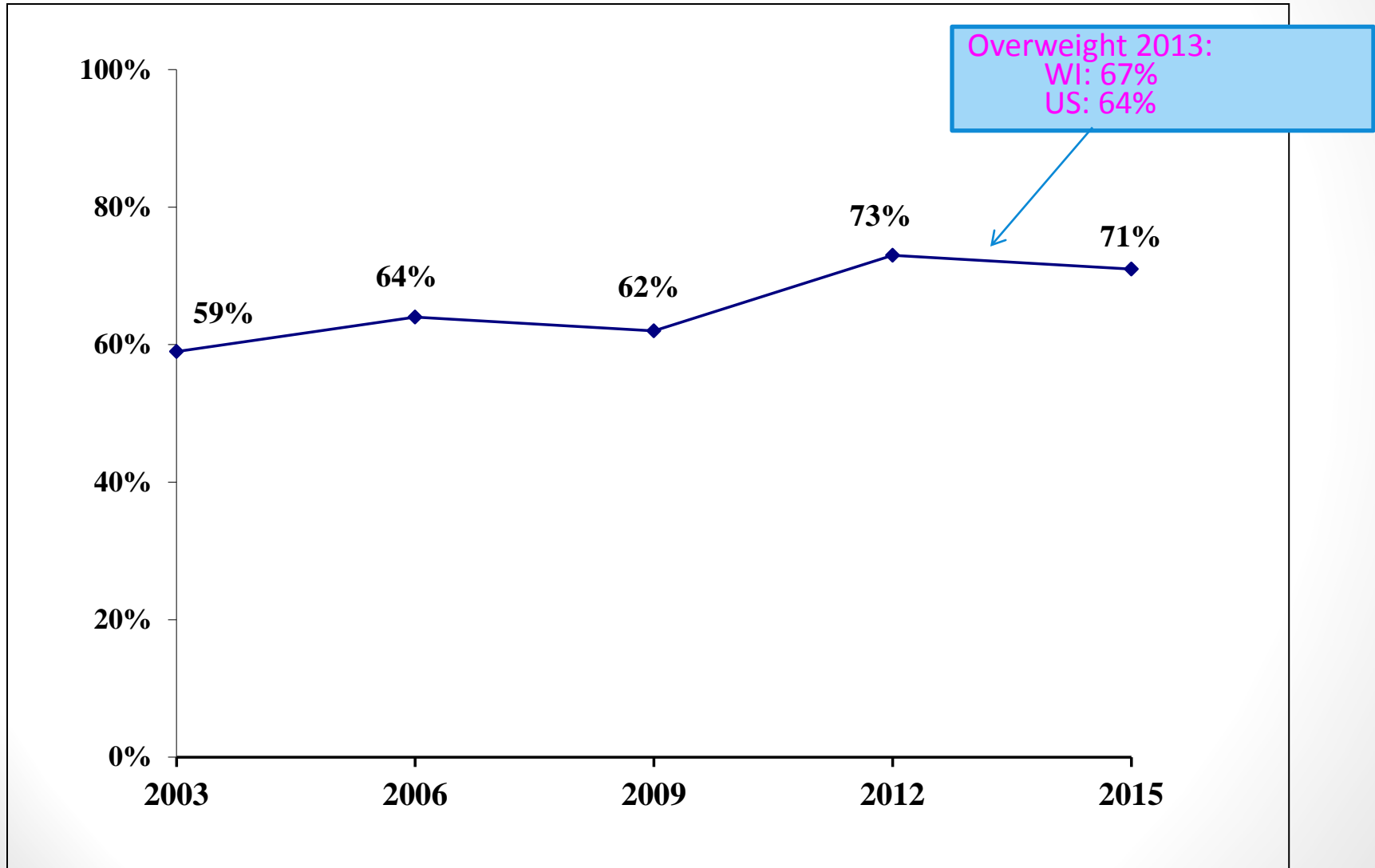
CONDITION CONTROLLED THROUGH MEDICATION, EXERCISE, THERAPY OR LIFESTYLE CHANGES

	2012	2015
High Blood Pressure	97%	92%
High Blood Cholesterol	97%	93%
Mental Health Condition	92%	88%
Heart Disease/Condition	97%	86%
Asthma (Current)	100%	100%
Diabetes	98%	90%

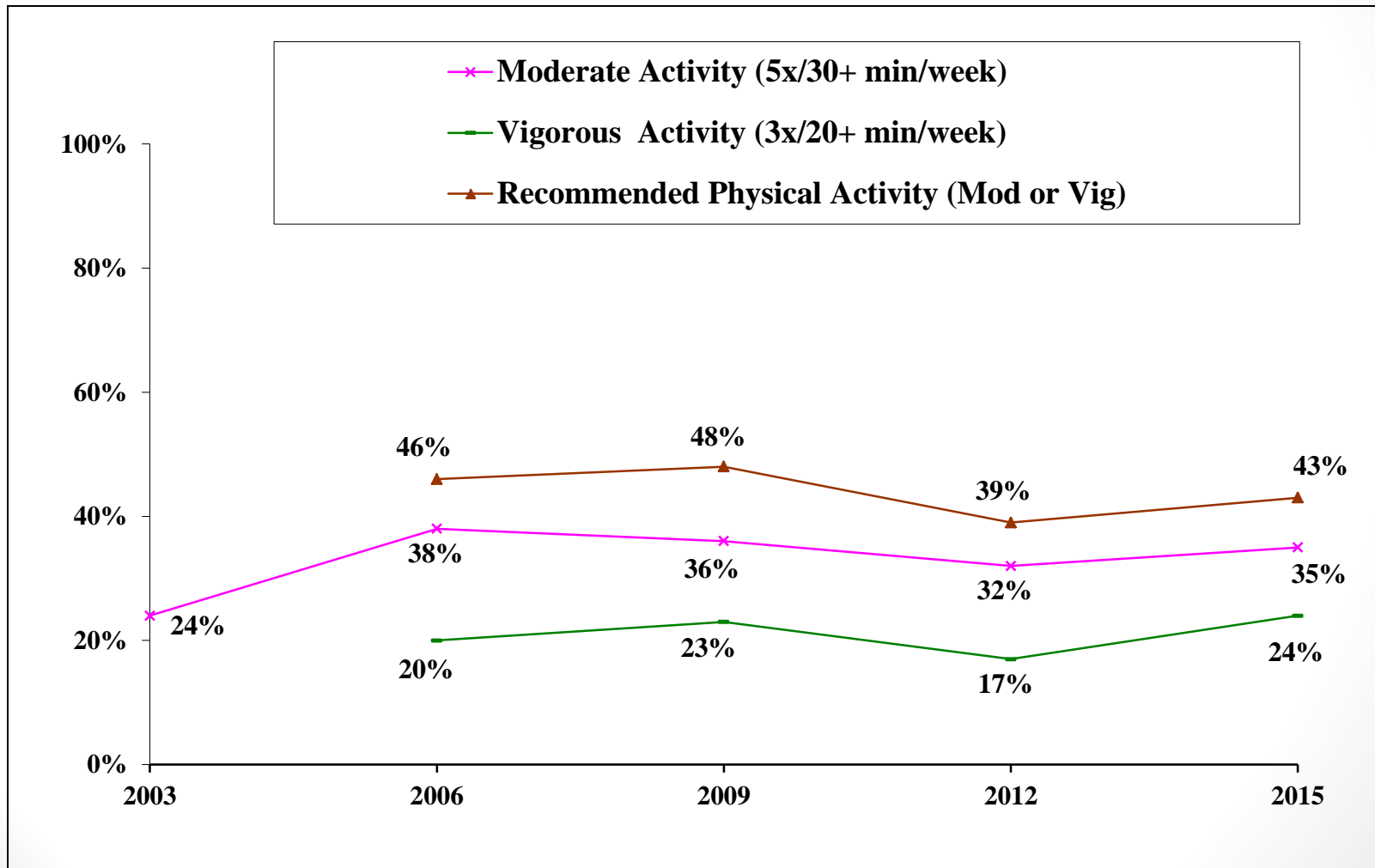
SEXUALLY TRANSMITTED INFECTIONS

Communicable Diseases	Baseline	Current	WI	US	HP2020	Status	Trend
Sexually Transmitted Disease Incidence Rate (per 100,000 population)	1482.0	1353.0	498.0	na	na	▲	na
HIV Incidence Rate (per 100,000 population)	13.8	13.9	4.0	na	na	▲	na

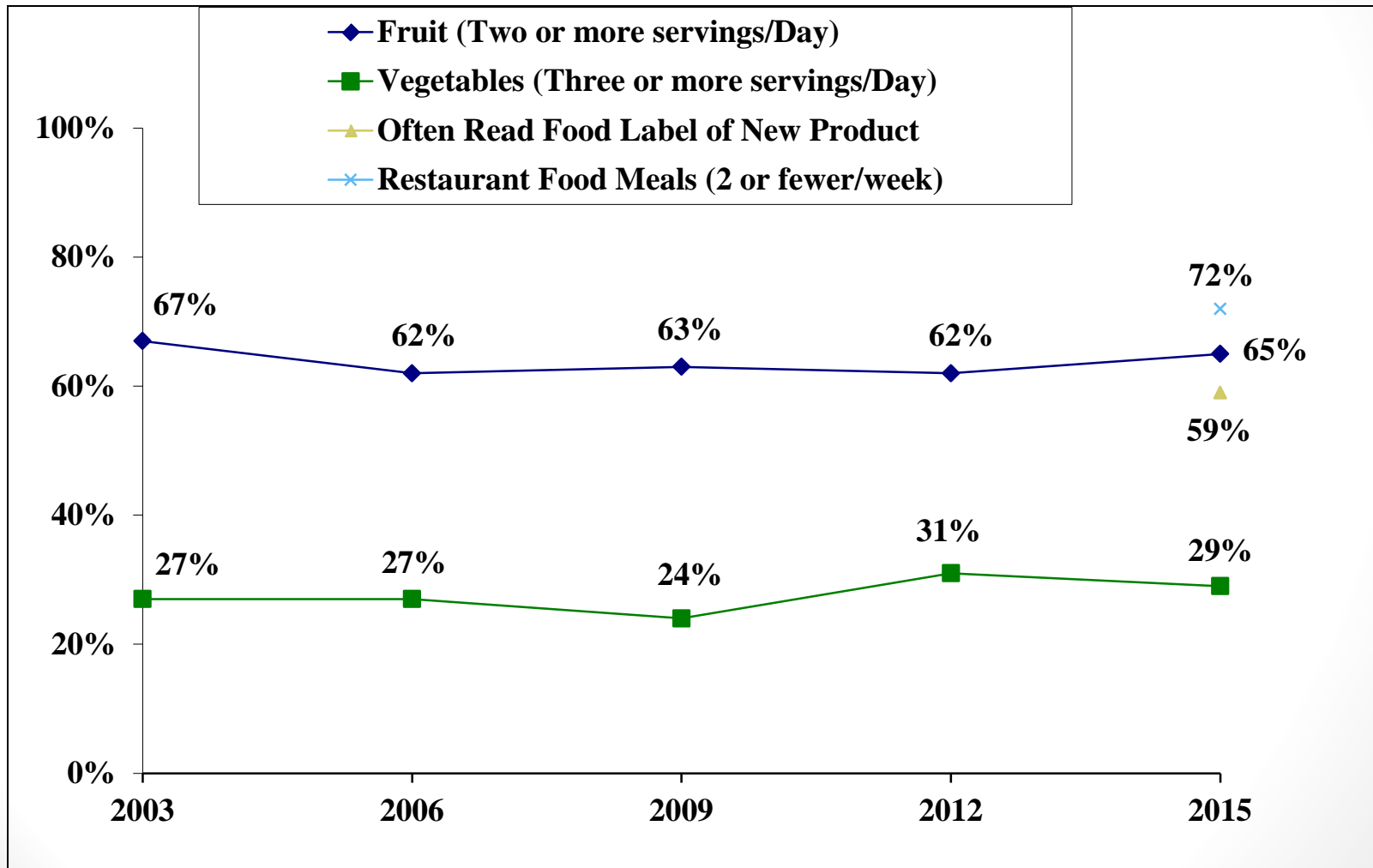
BODY WEIGHT



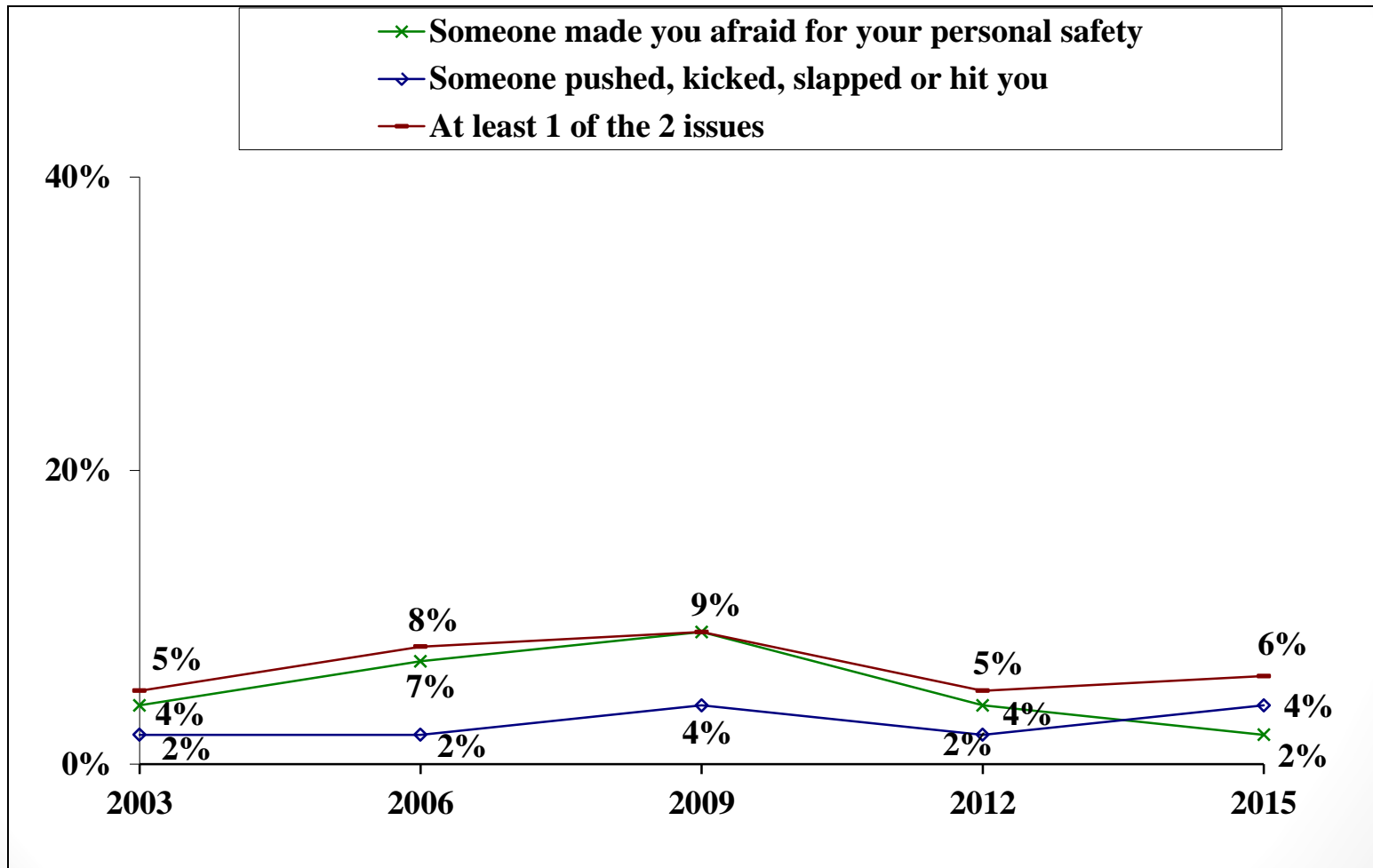
PHYSICAL ACTIVITY



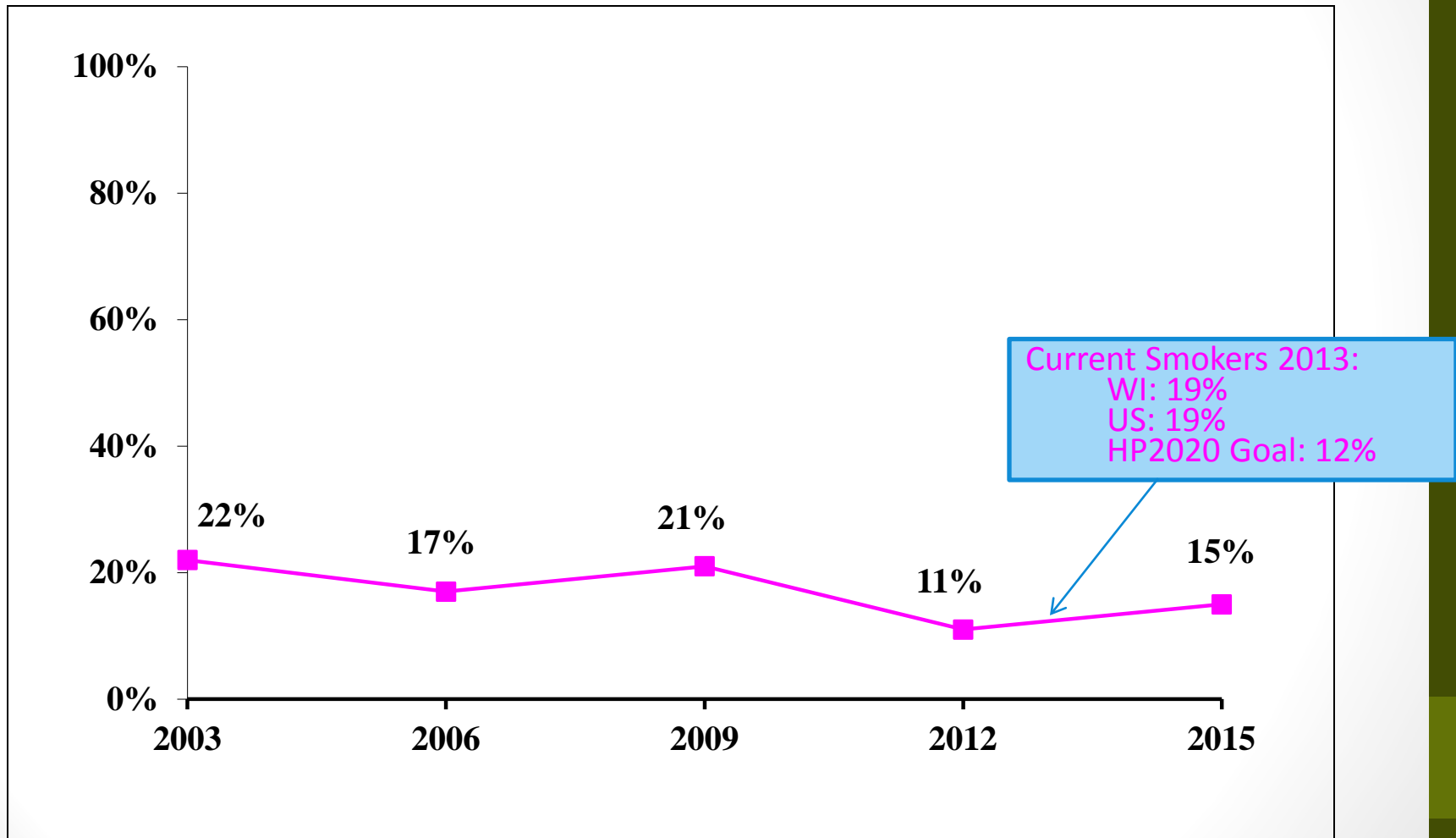
NUTRITION



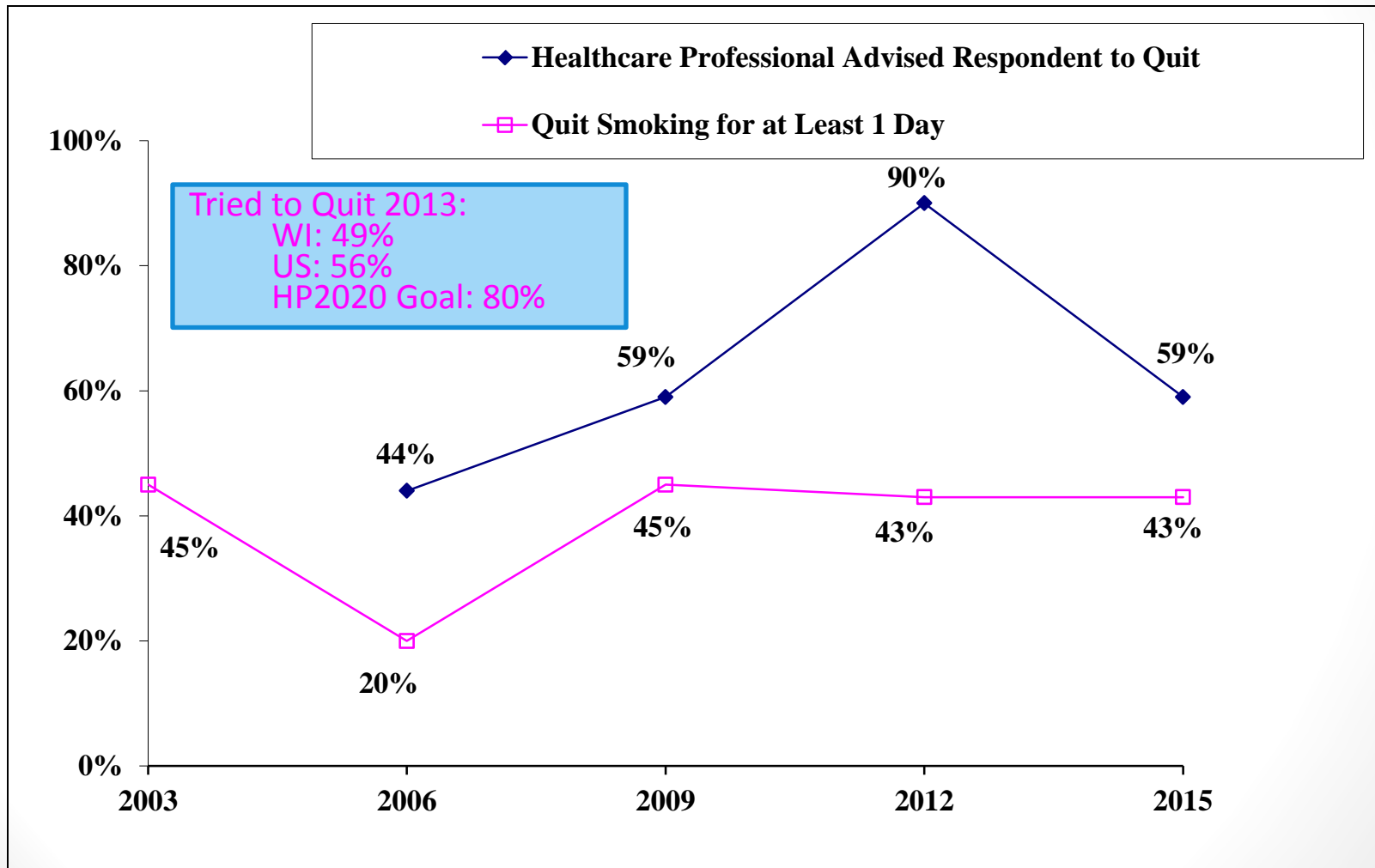
PERSONAL SAFETY ISSUES



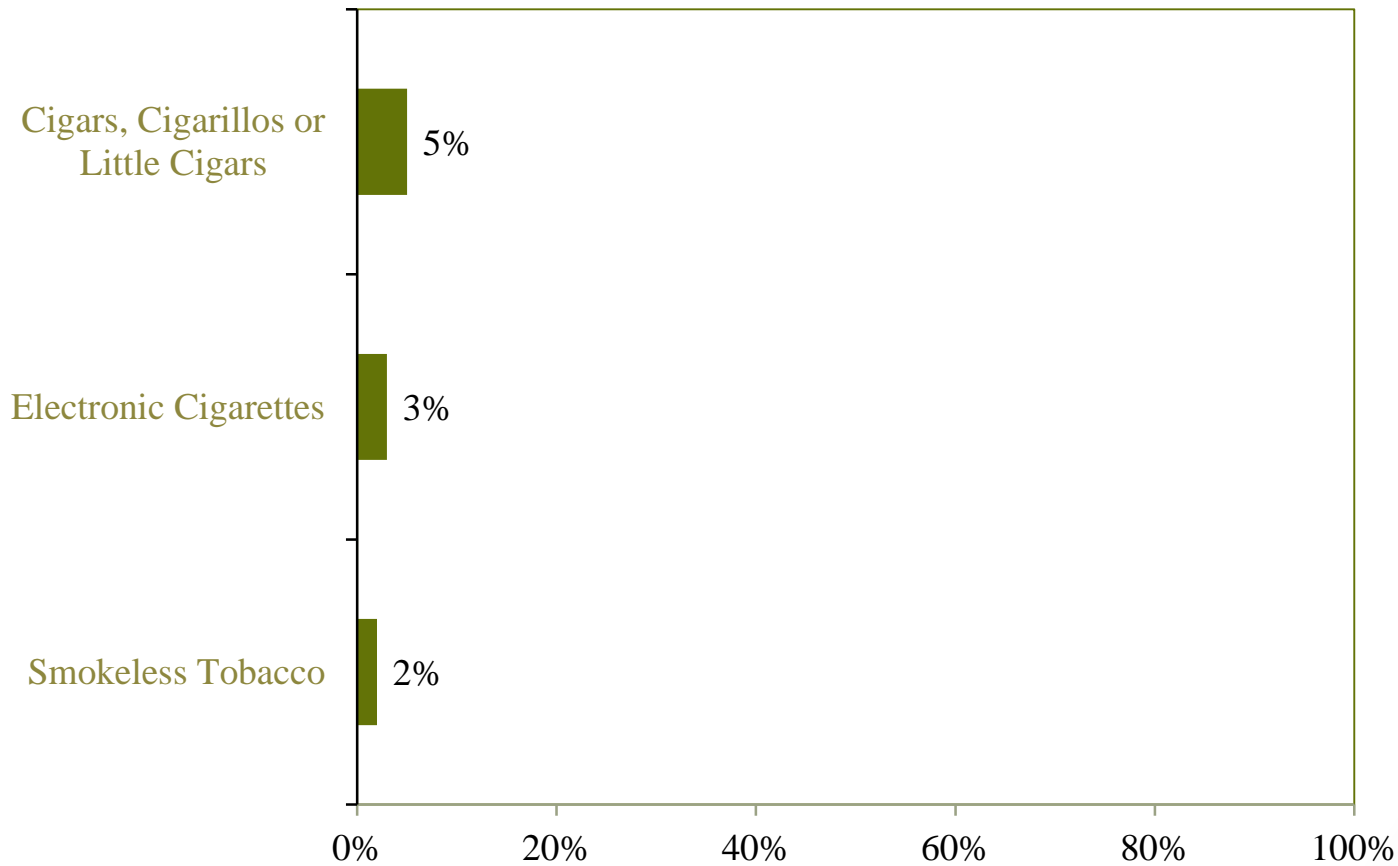
CURRENT TOBACCO CIGARETTE SMOKER (PAST MONTH)



SMOKING CESSATION IN PAST 12 MONTHS



OTHER TOBACCO PRODUCTS IN PAST MONTH

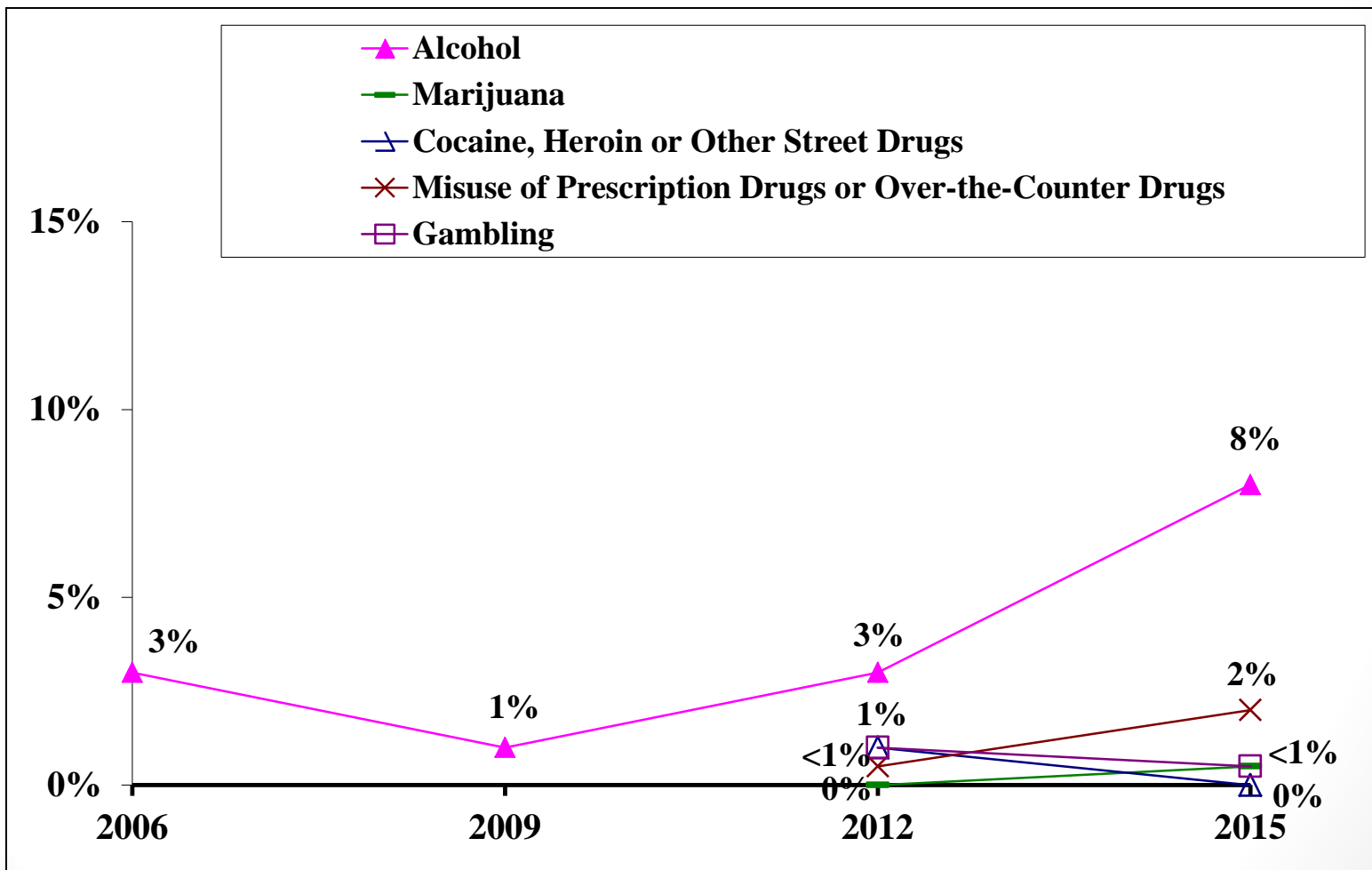


ALCOHOL USE IN PAST MONTH

Alcohol Use in Past Month	Baseline	Current	WI	US	HP2020	Status	Trend
Reported Binge Drinking in the Past Month	17%	24%	22.1%	16.0%	24.4%	●	↑
Drive/Ride when Driver Had Too Much To Drink	6%	1%	na	na	na	na	↓

Currently, the Centers for Disease Control (CDC) defines binge drinking as four or more drinks per occasion for females and five or more drinks per occasion for males to account for weight and metabolism differences.

HOUSEHOLD PROBLEMS IN PAST YEAR



DISTRACTED DRIVING IN PAST MONTH (2015)

	Technology Distractions	Non-Technology Distractions
At Least Once a Day	20%	20%
Less Than Once a Day/Week	21%	21%
Less Than Once a Week	7%	11%
Zero Times	52%	47%

MENTAL HEALTH STATUS

Mental Health Status	Baseline	Current	WI	US	HP2020	Status	Trend
Felt Sad/Blue/ Depressed Always or Nearly Always in the Past Year	6%	7%	na	na	na	na	↔
Seldom/Never Find Meaning & Purpose in Daily Life	8%	5%	na	na	na	na	↔
Considered Suicide in the Past Year	<1%	7%	na	3.7%	na	▲	↑

INJURY

Injuries	Baseline	Current	WI	US	HP2020	Status	Trend
Injury Hospitalization Rate (per 100,000 population)	1026.6	1146.9	912.4	na	555.8	▲	na
Emergency Department Visits for Injury Rates (per 100,000 population)	8386.0	7808.3	6864.8	9972 ¹³	7533.4	▲	na
Rape Rate (per 100,000 population)	na	28 ¹⁴	21 ¹⁴	25.2 ¹⁵	na	▲	na
Aggravated Assault Rate (per 100,000 population)	na	492 ¹⁴	175 ¹⁴	229.1 ¹⁵	na	▲	na
Child Protective Service (CPS) Reports (per 1,000 children)	na	45.8	30.7	42.9 ¹⁶	na	▲	na

¹³ CDC, Health, United States, 2014, May, 2015. <http://www.cdc.gov/nchs/data/hus/hus14.pdf#081>, accessed August 11, 2015

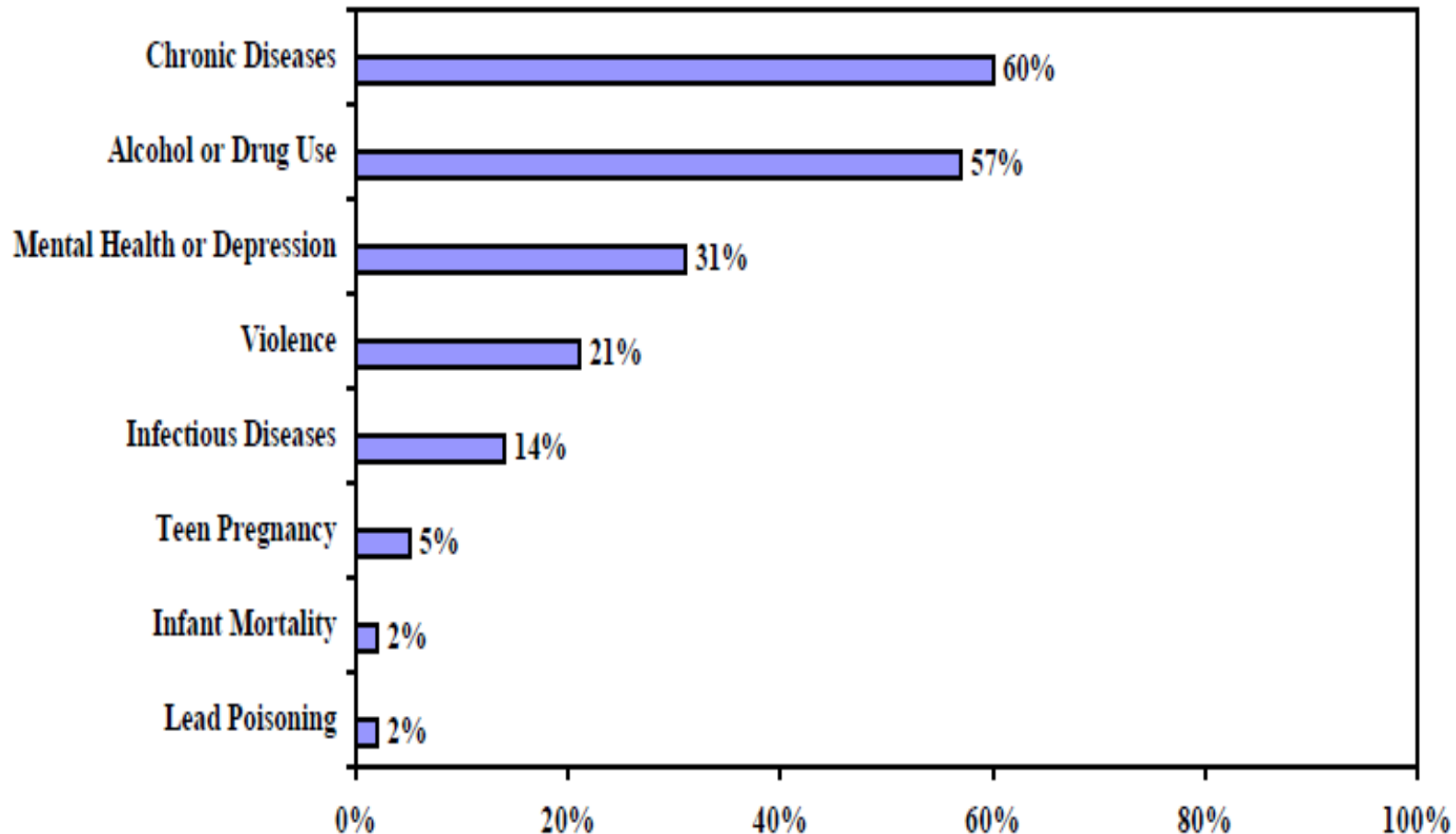
¹⁴ Wisconsin Department of Justice, *Crime in Wisconsin 2012*, September 2013, <https://wilenet.org/html/justice-programs/programs/justice-stats/library/crime-and-arrest/2012-crime-in-wi.pdf>, accessed August 11, 2015.

¹⁵ FBI, *Crime in the United States 2013*, <https://www.fbi.gov/about-us/cjis/ucr/crime-in-the-u.s/2013/crime-in-the-u.s.-2013/violent-crime/rape>, accessed August 11, 2015

¹⁶ US DHHS, *Child Maltreatment 2013*, <http://www.acf.hhs.gov/sites/default/files/cb/cm2013.pdf#page=20>, accessed August 11, 2015.

TOP COMMUNITY HEALTH ISSUES

(As Identified by Survey Respondents)



KEY FINDINGS OF NEED

AS REPORTED BY THE COMMUNITY HEALTH SURVEY

13% Delayed/Did Not Seek Medical Care Due to Cost

16% Unmet Dental Need (past year) vs. 5% HP2020

74% Cholesterol Test (4 years or less) vs. 82% HP2020

47% Flu Vaccination (past year, 18+) vs. 70% HP2020

74% Pneumonia Vaccination (ever, 65+) vs. 90% HP2020

34% High Blood Pressure

71% Overweight

43% Smokers Tried to Quit Smoking (past year) vs. 80% HP2020

8% HH Problem with Alcohol (past year)

GREENFIELD POLICE & FIRE DATA

- Injuries

- Motor vehicle traffic accidents accounted for 345 (8%) of ambulance runs in 2015.
- Falls were the primary reason for ambulance runs in 2015 at a quantity of 642 (14%).

- Drugs

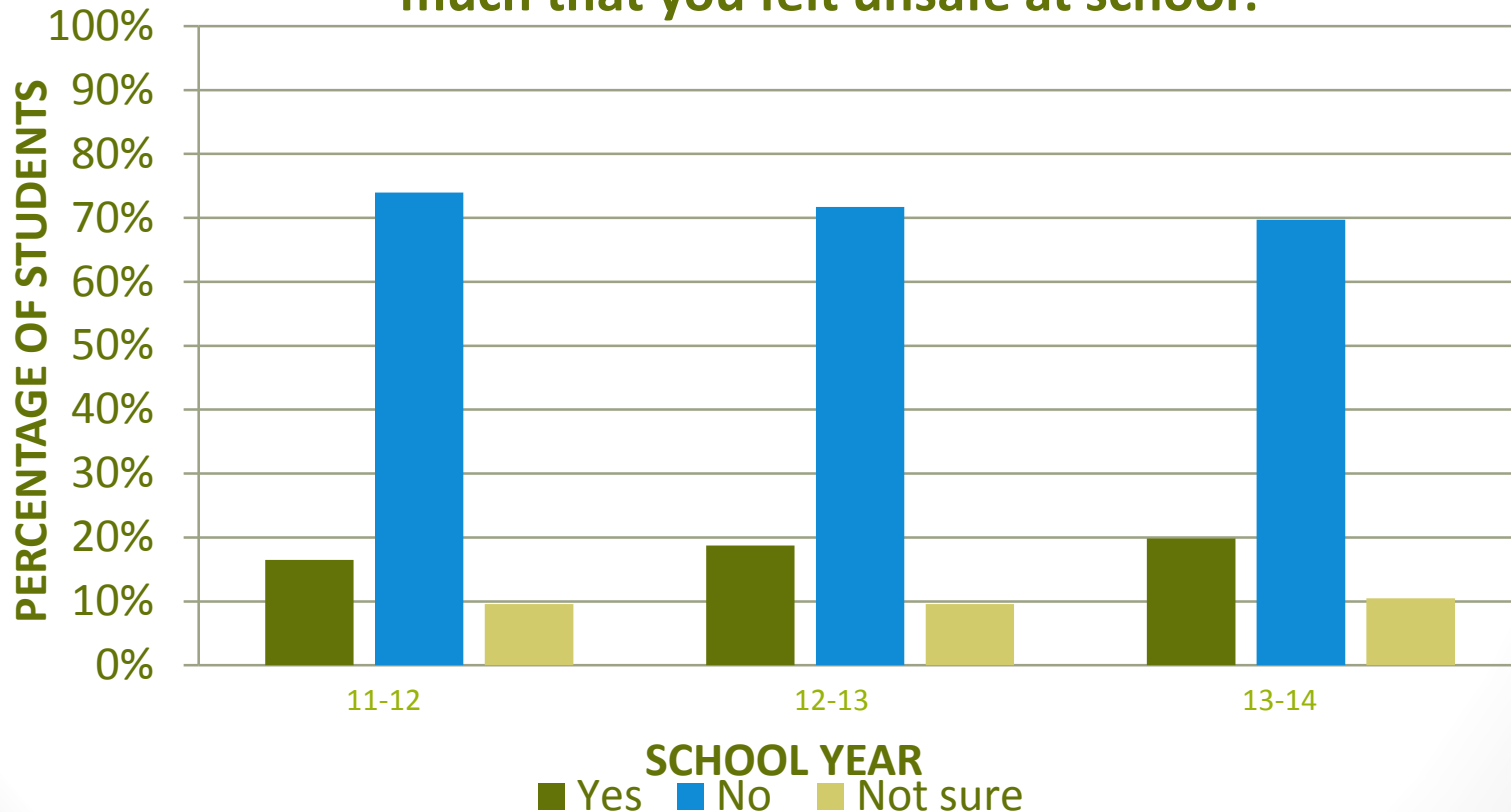
- Narcan (naloxone) was administered 24 times in 2015 to prevent fatal overdoses; in 2014, Narcan was administered 25 times.
- Data indicates that overdose was coded as the dispatch reason in 69 (2%) of all ambulance runs in 2015.

YOUTH RISK BEHAVIOR SURVEY

- Description
 - Greenfield School District data from 2011-2014
- Method
 - Annual survey of 9th, 10th, and 11th grader
- Demographics
 - ~900 students
 - Approximately half male and half female

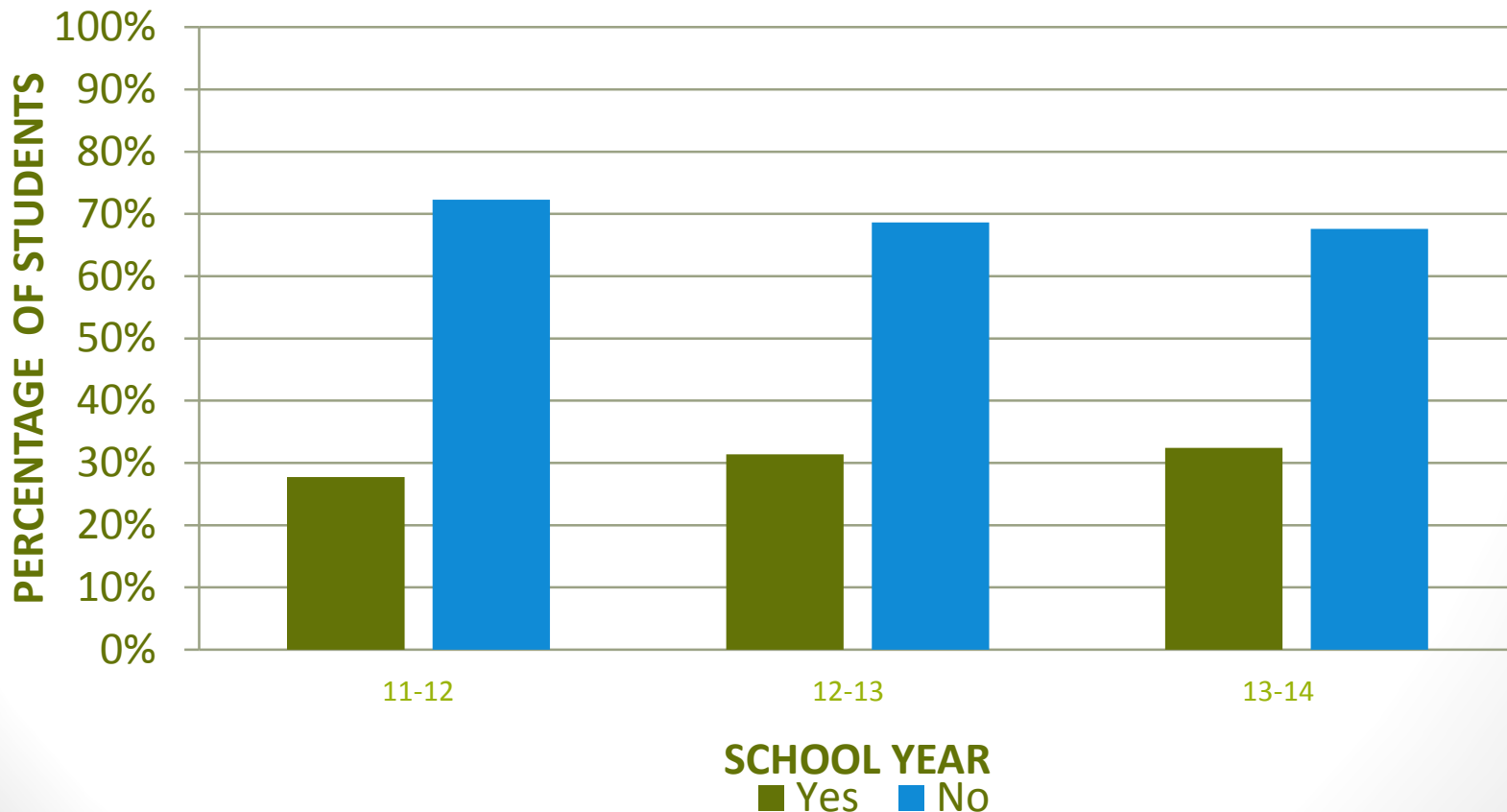
YOUTH RISK BEHAVIOR SURVEY

Have you been harassed, picked, on, or bullied so much that you felt unsafe at school?



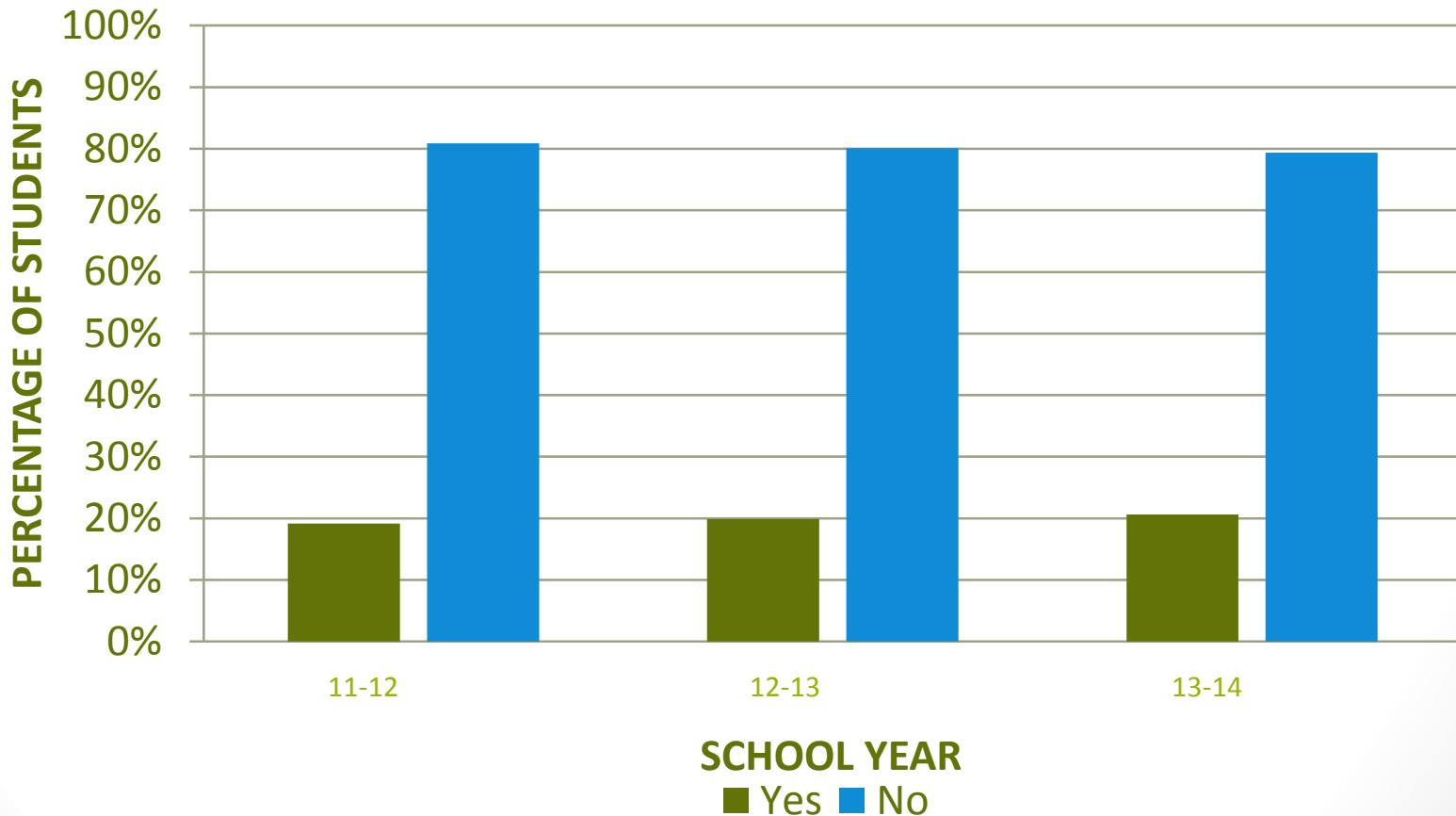
YOUTH RISK BEHAVIOR SURVEY

Did you ever feel so sad or hopeless almost every day for two weeks or more in a row that you stopped doing some usual activities?



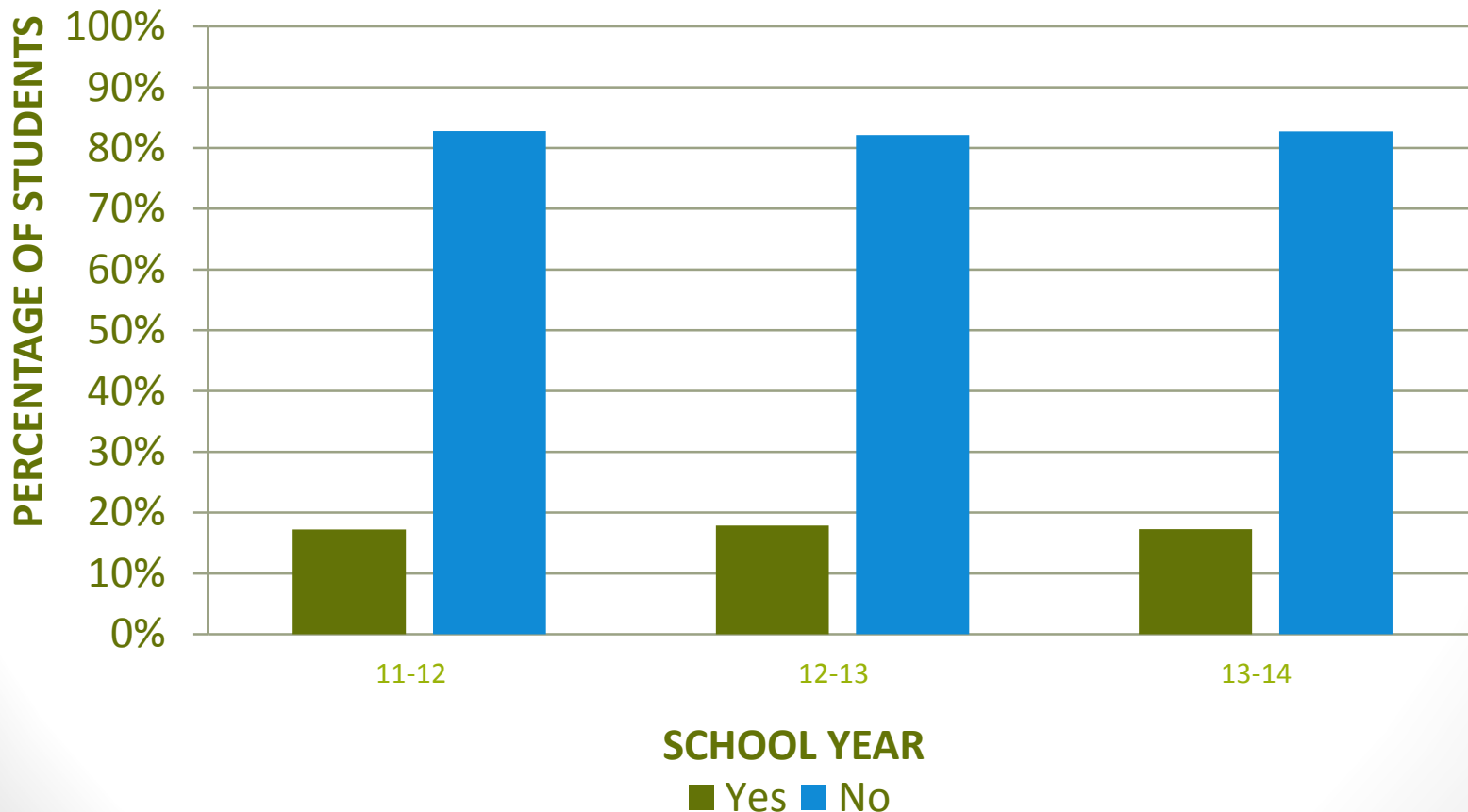
YOUTH RISK BEHAVIOR SURVEY

Did you ever seriously consider attempting suicide?



YOUTH RISK BEHAVIOR SURVEY

Did you make a plan about how you would attempt suicide?



COMMUNITY VOICES SURVEY

- Description
 - National Night Out 2015
- Method
 - Health Department Staff asked questions of attendees
- Demographics
 - Approximately 4 – 80 years old
 - Mix of males and females
 - Total of 78 participants

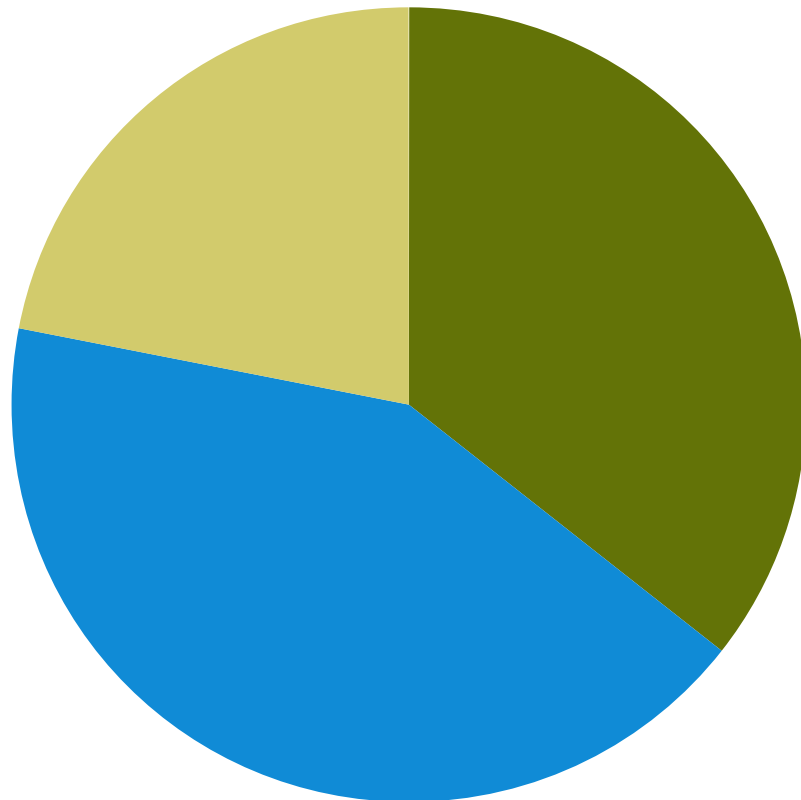
COMMUNITY VOICES SURVEY

I could be
healthier if...



Why don't you
do _____?

COMMUNITY VOICES SURVEY



■ Eat Healthier

■ Exercise/Lose Weight

■ Other

Eat too much junk food

Lack of time

Lazy

Too busy

No equipment/access

Need to do more

Too hard, harder than it seems

WHAT WE DON'T KNOW



REVISITING OUR MISSION

- Our mission is to assure optimal health and wellness of all members of the community through protection, promotion, education, enforcement and partnership.
- 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.



HGC PURPOSE

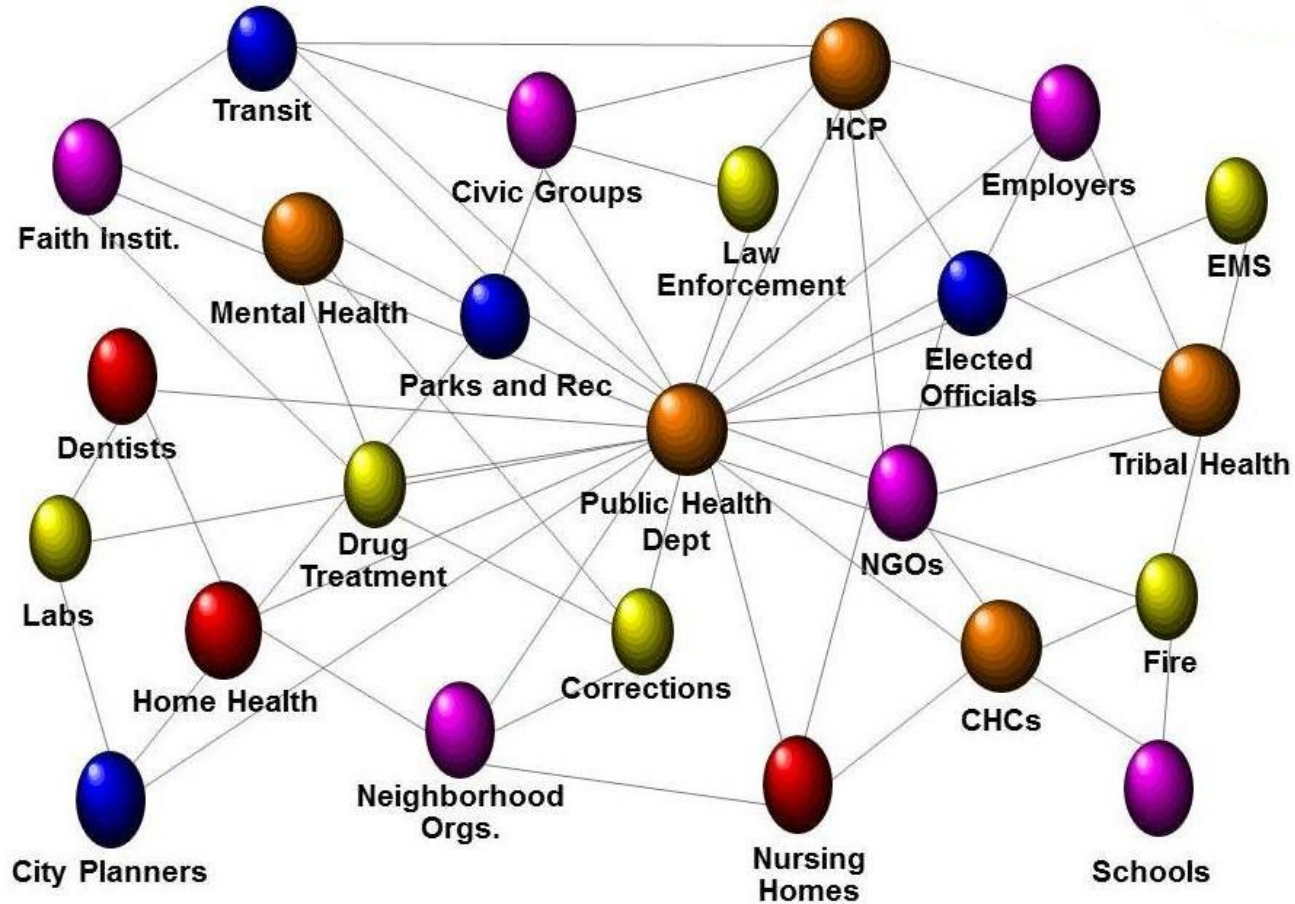
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PUBLIC HEALTH PARTNERS



HOW DO YOU FIT?



Image Source: www.selectimaging.com

INTRODUCTIONS & ASSESSMENT CONTRIBUTIONS

- Your name
- Organization or affiliation
- What is important to our community?
- How is quality of life perceived in our community?
- What assets do we have that can be used to improve community health? Or what do you believe is keeping our community from doing what needs to be done to improve health and quality of life?



A LENS OF HEALTH EQUITY

What conditions support some groups' abilities to experience better health than others?

"Health equity is the realization by all people of the highest attainable level of health. Achieving health equity requires valuing all individuals and populations equally and entails focused and ongoing societal efforts to address avoidable inequalities by ensuring the conditions for optimal health for all groups, particularly those who have experienced historical or contemporary injustices or socioeconomic disadvantage."

-Adewale Troutman in Health Equity, Human Rights and Social Justice

What conditions in a community inhibit some groups' abilities to experience good health?

What motivates the decisions that result in differences in health status?

Where does power to make these decisions come from?





Equality

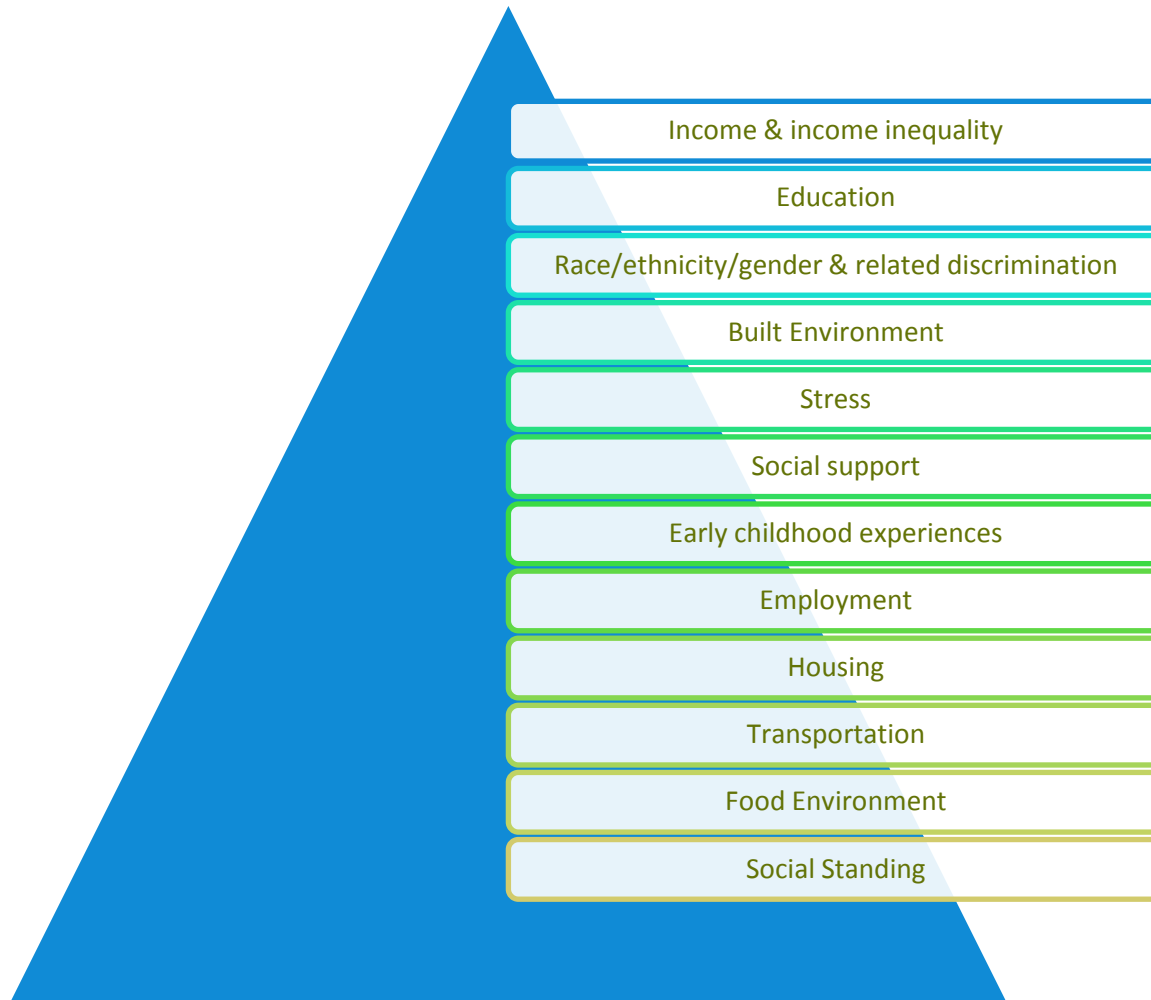
doesn't mean



Equity



SOCIAL DETERMINANTS OF HEALTH



GREENFIELD'S AGING POPULATION

Report Area	Age 0-4	Age 5-17	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
Greenfield, WI	1,994	4,291	2,320	5,613	3,921	5,154	5,738	7,650
Milwaukee County, WI	69,429	165,719	103,175	152,002	119,454	123,366	108,308	111,948
Wisconsin	347,284	969,377	557,036	727,998	703,763	847,881	747,354	823,999
United States	19,973,712	53,803,944	31,273,296	42,310,184	40,723,040	44,248,184	38,596,760	43,177,960

Source: assessment.communitycommons.org



GREENFIELD'S POPULATION WITH A DISABILITY

Report Area	Total Population	Total Population with a Disability	Percent Population with a Disability
	(For Whom Disability Status Is Determined)		
Greenfield, WI	36,281	5,050	13.92%
Milwaukee County, WI	944,299	122,926	13.02%
Wisconsin	5,649,703	646,635	11.45%
United States	309,082,272	37,874,568	12.25%

Source: assessment.communitycommons.org



GREENFIELD'S STUDENTS ELIGIBLE FOR FREE/REDUCED LUNCH

Report Area	Total Students	Number Free/Reduced Price Lunch Eligible	Percent Free/Reduced Price Lunch Eligible
Greenfield, WI	5,361	1,983	36.99%
Milwaukee County, WI	140,283	89,228	63.61%
Wisconsin	873,841	365,711	41.91%
United States	50,195,195	26,012,902	52.35%

Source: assessment.communitycommons.org



GREENFIELD'S FOOD INSECURITY

Report Area	Total Population	Food Insecure Population, Total	Food Insecurity Rate
Greenfield, WI	36,837	6,406	17.39%
Milwaukee County, WI	950,527	165,290	17.39%
Wisconsin	5,742,713	714,000	12.43%
United States	320,750,757	48,770,990	15.21%

Source: assessment.communitycommons.org



Public Health

GREENFIELD'S PER CAPITA INCOME

Report Area	Total Population	Total Income (\$)	Per Capita Income (\$)
Greenfield, WI	36,990	\$1,107,268,608	\$29,934
Milwaukee County, WI	953,401	\$23,475,038,208	\$24,622
Wisconsin	5,724,692	\$159,757,680,640	\$27,906
United States	314,107,072	\$8,969,237,037,056	\$28,554

Source: assessment.communitycommons.org



Public Health

GREENFIELD'S HOUSING COST BURDEN

Report Area	Total Households	Cost Burdened Households (Housing Costs Exceed 30% of Income)	Percentage of Cost Burdened Households
			(Over 30% of Income)
Greenfield, WI	16,661	5,687	34.13%
Milwaukee County, WI	381,446	158,237	41.48%
Wisconsin	2,293,250	736,159	32.10%
United States	116,211,096	40,509,856	34.86%

Source: assessment.communitycommons.org



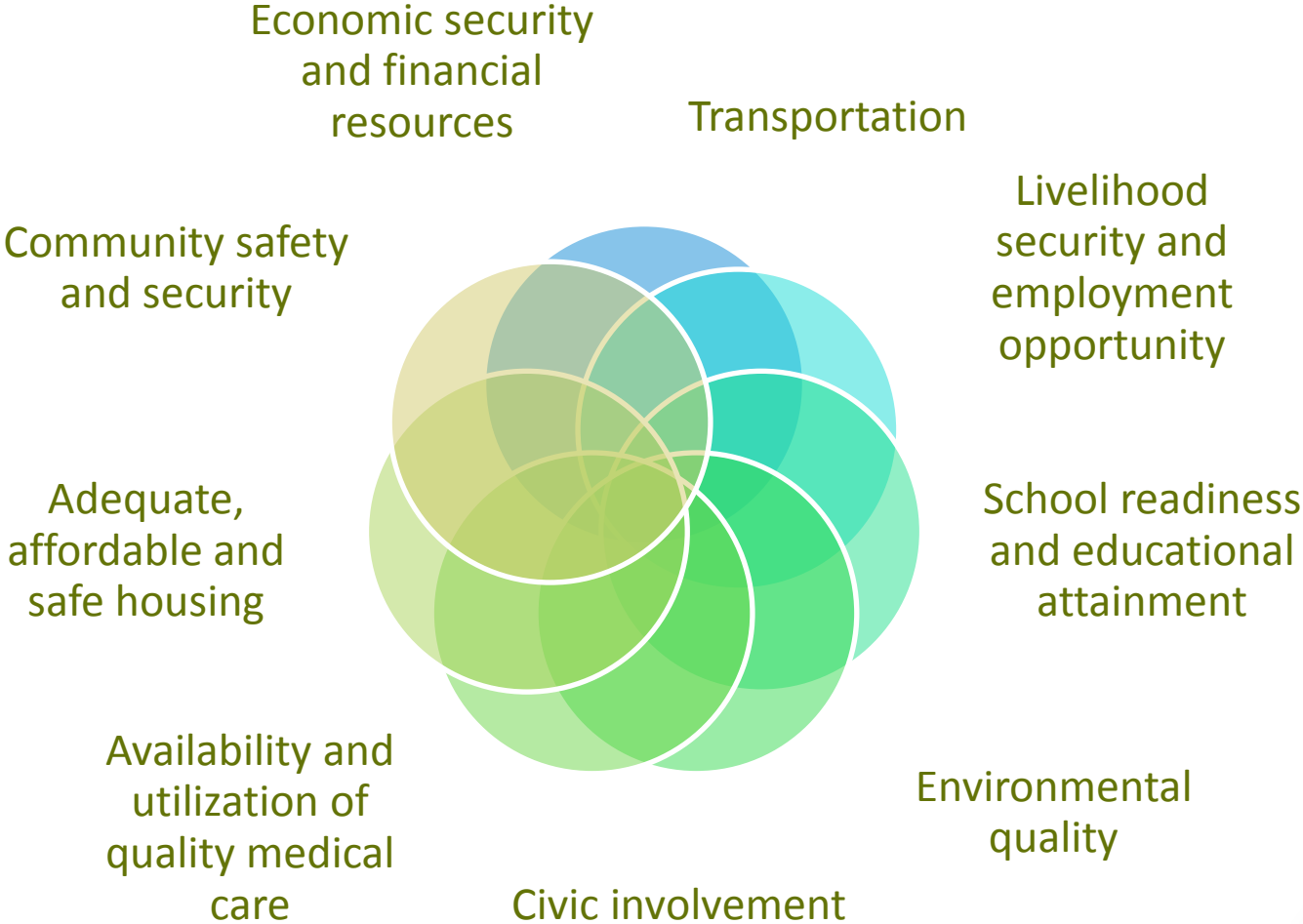
MILWAUKEE CO'S LACK OF SOCIAL AND EMOTIONAL SUPPORT

Report Area	Total Population Age 18+	Estimated Population Without Adequate Social / Emotional Support	Crude Percentage	Age-Adjusted Percentage
Milwaukee County, WI	706,149	147,585	20.90%	20.90%
Wisconsin	4,326,412	696,552	16.10%	16.10%
United States	232,556,016	48,104,656	20.70%	20.70%

Source: assessment.communitycommons.org



CONDITIONS THAT SUPPORT HEALTH EQUITY



THOUGHTS?

Have we
looked
through the
lens of health
equity?

What other
contributions
do you have?

Did we ensure
that
appropriate
participants
were
included?

Who is
missing?



NEXT STEPS

Continued data collection

- Local Public Health System Assessment
- Forces of Change Assessment

Re-group to review additional data; determine community priorities

- Tuesday, March 15

Gather coalition feedback via survey format

Re-group to review Community Health Assessment progress and initiate Community Health Improvement Plan

- Tuesday, May 3



THANK YOU!



Please fill out a
involvement card
before you depart.

- Presentation will be emailed to everyone on the attendance list.
- Data will be made available online.

Mark your calendar
for upcoming
meetings:

- Tuesday, March 15
- Tuesday, May 3

For questions or more information, please contact:

Lisa Boettcher, Public Health Specialist, MPH

lisab@greenfieldwi.us or 414.329.5262

Just when the caterpillar
thought the world was over,
it became a

Butterfly

