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Mission, Vision, and Values

Vision: The vision of the Oak Creek Health Department is to equitably enhance our community's health.

Mission: The Oak Creek Health
Department is dedicated to
strengthening and empowering our
community through collaborative
partnerships, intentional outreach,
and vital public health services.

Values: The values we hold in fulfilling our vision and carrying out our mission include

- Promoting equity by responding to the diverse needs of the community and assuring access to inclusive services
- Fostering collaboration through community outreach and meaningful partnerships
- Empowering our community through advocacy, leadership, and education
- Responding to community needs by incorporating evidence-informed programs and community input



Health Department Staff

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José Avila, MSN, RN

Oak Creek Alderperson Lisa Marshall

> Oak Creek Citizen Representatives Gary Hintz Richard Barribeau Denise Ewing Decker

Foundational Public Health Services

The Foundational Public Health Services framework outlines the unique responsibilities of governmental public health and defines the minimum set of foundational capabilities and foundational areas that must be available in the community to provide equitable opportunities for all to be healthy.

Foundational Areas



COMMUNICABLE DISEASE CONTROL

- Disease
 Investigations
- Contact Tracing
- TuberculosisCaseManagement
- Immunizations



CHRONIC DISEASE & INJURY PREVENTION

- Harm Reduction
 Resources
- Bike Helmet Fittings
- Medication Disposal
- Sharps Disposal
- Senior Classes



ACCESS TO & LINKAGE TO CLINICAL CARE

- Case Manager
 Services
- Blood Pressure
 Screenings
- Tuberculin
 Skin Tests
- Home Visits
- Community
 Clinics



MATERNAL, CHILD, AND FAMILY HEALTH

- Safe Sleep
 Education
- Breastfeeding Support
- Car Seat Safety
- Mental Health Resources



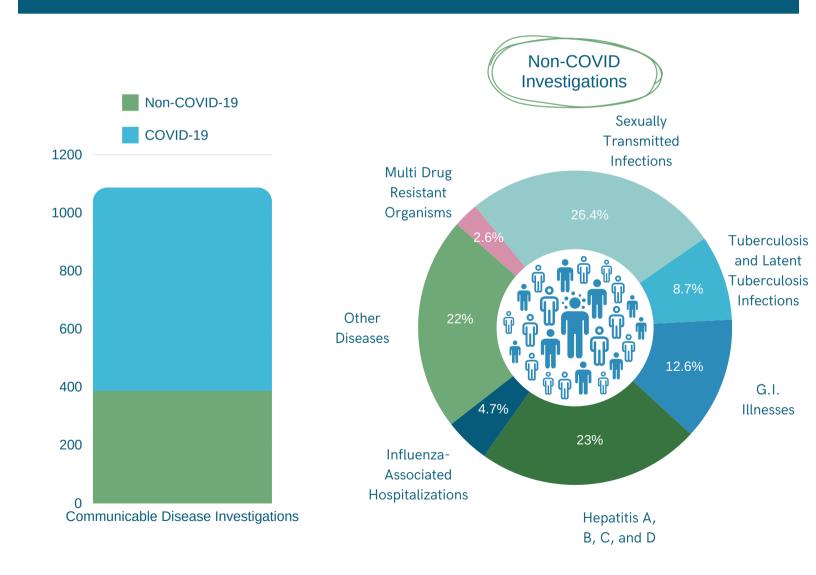
ENVIRONMENTAL PUBLIC HEALTH

- Animal Bite Follow-Up
- Lead Investigation & Follow-Up
- Facility
 Licensing &
 Inspection
- Complaint Investigation
- Emergency Preparedness
- Radon Kits
- Beach Water Monitoring



Disease Investigations

The Health Department continues to monitor communicable disease activity using available surveillance tools and resources as required by state statute. Our communicable disease program protects the health of Oak Creek residents and visitors by preventing and controlling the spread of disease. Surveillance and management of communicable diseases accounts for a large portion of department staff time as it requires comprehensive follow-up activities which may include investigation, case management, inspection, laboratory specimen collection, isolation, referrals for additional treatment, and/or the provision of medications or vaccines.



Vaccines

Immunizations play an important role in preventing communicable disease and saving lives in our community and across the world. The Health Department reduced vaccine preventable diseases in our community by providing 730 immunizations in 2023. OCHD is committed to ensuring that immunizations are accessible to all by participating in the Vaccines for Adults (VFA) and Vaccines for Children (VFC) programs. The VFA program provides no-cost vaccines to adults who are uninsured or underinsured. The VFC program provides no- or low-cost recommended childhood vaccines to children who are uninsured, underinsured, receive Medicaid, and/or are Alaskan Native or Native American Indian.



In addition to holding regular vaccine clinics at the Health Department, we partnered with the following organizations to provide vaccines in the community:

- Oak Creek-Franklin School District at Forest Ridge Elementary School
- Aurora Walker's Point at Milwaukee Area Technical College
- Three senior living facilities in Oak Creek
- Salvation Army during their "Back to School Bash"



Water Safety Pop-Up Events

The Health Department participated in Safe Kids of Southeastern Wisconsin's Water Safety Grant by conducting water safety "pop-up" events at Bender Park Beach. Staff provided water safety education, including the use of life jackets on boats, designating an adult as a "water watcher", and staying hydrated while spending a day by the water. Kids enjoyed taking a spin of the wheel to win safety items and sharing their knowledge of water safety with staff!

174
Individuals
reached about
water safety at
Bender Beach



Harm Reduction Initiatives

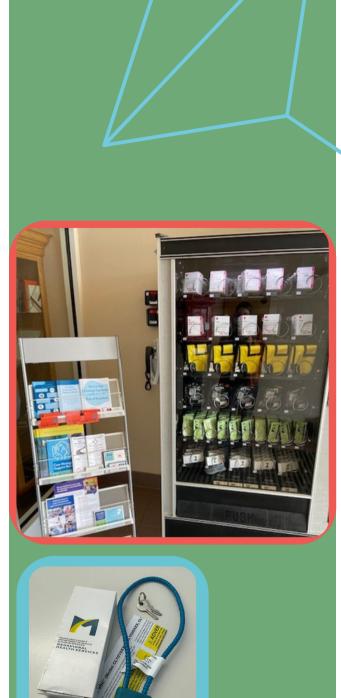
The Health Department has continued to provide harm reduction supplies including Narcan, Fentanyl test strips, medication disposal bags, medication lock bags, and gun locks to the Oak Creek community. These items are available in the Health Department, at community events, and in a new Harm Reduction Vending Machine located at Oak Creek Fire Station #3. The vending machine was made possible through strong partnerships with Oak Creek Fire, Milwaukee County Health and Human Services, and Vivent Health.







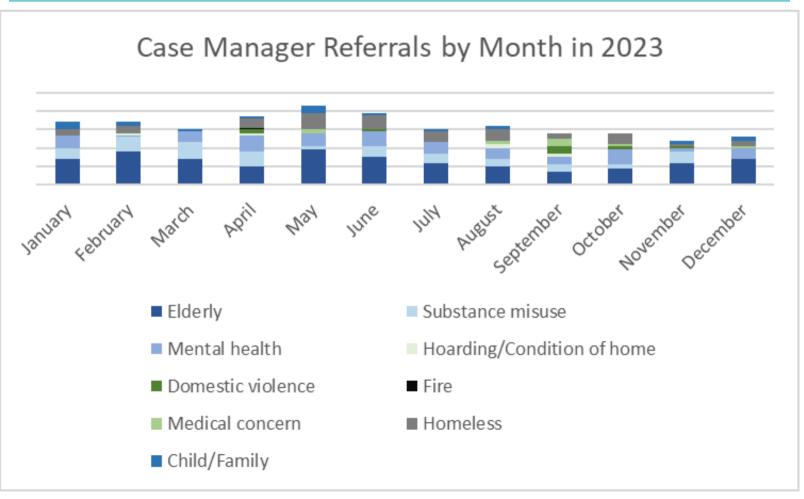
In addition to these initiatives, the Health Department collaborated with the Cudahy and South Milwaukee/St. Francis Health Departments, as South Shore CARES, to offer free monthly Narcan trainings throughout the community.





Case Manager Referrals

The Case Manager continued to support Oak Creek residents through resource and information connection and short-term case management in 2023. The Case Manager assists residents with a variety of issues including safe and healthy aging, substance misuse, mental health, domestic violence, housing concerns, and other health or wellness challenges. Residents connect with the Case Manager in their home, in another community location, or by phone. The Case Manager addressed 389 referrals in 2023, most of which came from the Fire and Police Departments, but referrals were also received from other City departments, elected officials, community organizations, and community members.



Expanding Services

In the fall of 2023, the Health Department collaborated with Cudahy Health Department's 3rd Coast Clinic to offer a variety of health and wellness services to the community. Some of these services include STI and HIV testing and treatment, provision of contraceptives, pregnancy testing, and health screenings. We are excited about this collaboration, as it allows us to bring these muchneeded services to the community members.





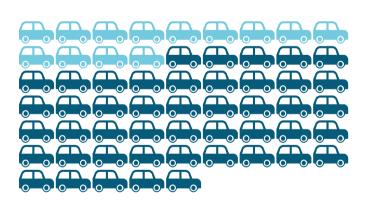
In addition to blood pressure check services in the Health Department, staff also partnered with Salvation Army's Booth Manor apartments to provide blood pressure checks for their residents, staff, and visitors at their facility. Residents shared positive messages about the accessibility and consistency of these services in their community.

Car Seat Safety & Lactation Support

The Health Department continues to offer car seat checks by Certified Child Passenger Safety Technicians to the community at no charge. We also have car seats available to eligible families through our partnership with the Wisconsin Bureau of Transportation.

In collaboration with South
Milwaukee-St. Francis and Cudahy
Health Departments, the Oak
Creek Health Department held a
car seat check event at the St.
Francis Fire Department. Several
families attended the event to
ensure their car seats were
installed correctly and kids learned
about booster seat safety.



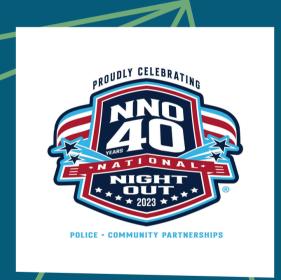


Staff completed 59 car seats checks and provided 13 car seats to eligible families throughout the year.



National Night Out

The Health Department is dedicated to improving the emotional wellbeing of adolescents in our community. In 2023, we planned and implemented activities that focused on emotional health and social connectedness. At National Night Out, we practiced deep breathing exercises using bubbles, provided mental health resources, and encouraged community members to add their handprint to a mural and write something they were grateful for.









Mental Health **Awareness**



As part of the Health Department's Community Health Improvement Plan and Material and Child Health initiatives, the Health Department worked with Healthiest Oak Creek Coalition (HOCC) members to organize a screening of the Kids in Crisis documentary for Mental Health Awareness month in May. The screening was followed by a panelist discussion with a local mental health professional and two of the individuals featured in the film. Many local organizations were in attendance offering information about their services



"Mherever You're starting from is



"It takes one person to talk...to start the conversation" Becky Poetker (mother of Barrett, who was one of the youth featured in the film) on talking about mental health

As part of the effort, Health Department staff had the opportunity to be interviewed by PBS 10ThirtySix's Portia Young to speak about this event and the importance of mental health.

Licensing & Inspection

The Health Department serves as an agent of the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) and is responsible for licensing, inspecting, and investigating complaints for all food service and recreational facilities located in Oak Creek. Licensed facilities include restaurants, grocery stores, hotels and motels, pools, campgrounds, and tattoo and body-piercing facilities. All licensed facilities are routinely inspected at least annually, but more frequent inspections occur as needed to achieve compliance with all applicable regulations.

The City of Oak Creek has 248 licensed establishments. Inspection reports for all Oak Creek licensed establishments are available for review by community members on the Health Department website.

Food Safety and Recreational Licensing Data						
	2021	2022	2023			
Restaurant Licenses Issued	92	125	120			
Retail Food Establishment Licenses Issued	73	72	77			
Pool Licenses Issued	25	29	32			
Lodging Facility Licenses Issued	14	16	16			
Tattoo and Body Piercing	5	4	3			
Inspections Completed	409	414	460			
Complaints Investigated	30	53	39			



Heat Related Illness



The Health Department partnered with the Cudahy and South Milwaukee-St. Francis Health Departments to prevent heat-related illness across the South Shore of Milwaukee County. The project focused on community education, identifying and formalizing relationships with cooling centers in the community, and developing protocols for the rapid activation and promotion of cooling centers. A mass mailing containing information on recognizing and responding to symptoms of heat-related illness was sent to all households across the south shore, and informational magnets were distributed at community events. An emergency alerting platform that can rapidly share information about extreme weather and other public health emergencies was established and promoted on the mass mailing, social media, and the Health Department website. Formal agreements were signed with three Oak Creek facilities that serve as cooling centers, and cooling supplies, including cooling towels and bottled water, were provided to the facilities to distribute to community members during extreme heat events. Finally, social media templates were developed, which will allow the Health Department to rapidly share information about extreme heat events and cooling centers in the future.







Medication Collection Event

The Health Department, in partnership with the Oak Creek Police Department and Froedtert & the Medical College of Wisconsin, hosted a medication collection event at the Oak Creek Farmers Market on September 9, 2023. Ensuring that safe and proper medication disposal is accessible to the community is a vital part of our efforts to reduce accidental exposure to medication in the home and unintentional poisoning.







Over 175 pounds of medication were brought to this event, which was more than has ever been collected at a medication collection event in Oak Creek! We appreciated the opportunity to collaborate with partners to hold this successful event and look forward to doing so again in the future.

17 | ENVIRONMENTAL PUBLIC HEALTH

Environmental Health Services



Sharps Program

The Health Department remained busy with our sharps collection and container distribution program.

457

1,246

361

Containers collected

Pounds of sharps collected

Containers distributed

Animal Bite Investigations



OCHD follows up on animal bites that occur from animal-to-human to prevent and control rabies transmission.

62

Radon Kits Distributed



The Health Department continued to distribute radon test kits to the community in 2023.

87

Environmental Health Investigations



OCHD investigates reports of human health hazards in the community such as hoarding, animal and human waste, infestations, and uninhabitable living conditions.

41

Preparing for Emergencies

The Oak Creek Health Department remains focused on preparing for, responding to, and recovering from public health emergencies. In 2023, we focused on incorporating emergency preparedness into all Health Department roles. All department staff completed a series of preparedness trainings focusing on the Incident Command System (ICS), responding to radiological incidents, and other general preparedness topic areas. Two Health Department staff traveled to the FEMA Center for Domestic Preparedness to complete intensive trainings focused on Environmental Health **Emergency Response Operations and Emergency** Medical Operations for Chemical, Biological, Radiological, Nuclear, and Explosives incidents. Health Department staff. Finally, several staff participated in regional planning committees and workgroups to prepare for the 2024 Republican National Convention.







Through enhanced collaboration with South Shore public health and emergency management agencies, the Zone E Comprehensive Emergency Management Plan (CEMP) was completed and adopted in 2023. This combined plan establishes a framework for greater coordination, collaboration, and communication between the communities of Oak Creek, Cudahy, South Milwaukee, and St. Francis during an emergency.

Community Connectedness

Annual Health Fair

The Health Department partnered with 30 agencies within Oak Creek and the surrounding communities to hold our annual health fair at the Oak Creek Community Center. There were approximately 150 attendees who had the opportunity to connect with various health services. Our partners offered a variety of resources including senior resource guides, vision screenings, demonstrations of assistive devices for hearing loss, chair massages, mental health questionnaires, library card registration, physical therapy screenings, fall risk prevention assessments, raffles, and more.







South Shore CARES (community, access, resources, education, support) is an initiative of the Cudahy, Oak Creek, and South Milwaukee/St. Francis Health Departments. The collaboration formed in 2021 and works to raise awareness for substance use prevention and mental health resources available to those who work, live, play, and learn in the South Shore region of Milwaukee County. South Shore CARES hosts a website with resource and event information, participates in community events, and provides regular Narcan trainings.

Blood Drives

The Health Department also partnered with Versiti / Blood Center of Wisconsin to host two blood drives in 2023. A total of 32 donors donated blood and helped to address an ongoing blood donation shortage.



Information Sharing

The Health Department prides itself on intentionally creating and sharing helpful, educational information through our social media platforms, as well as our website and city communications: The Acorn and Current. We strive to connect with and engage our community members through interactive and innovative channels including community events, social media, radio, and direct mailings.

3,000+ Followers 400+
Social media posts
shared with the
community

50,000+

People reached through social media

0

@OakCreekHealth



National Public Health Week

April 3rd-9th



Sommunity

Starcan

Fraining

Oecember 15

Shore

CARES

C

Not vulnerable does not mean invulnerable

Healthy people can & do get very sick from vaccine-preventable diseases all the time



21 | COMMUNICATIONS



Help us imagine a healthy & thriving community!







Core Values

The Oak Creek Health Department maintains a commitment to centering our work around health equity and acknowledges that doing so is vital to promoting and ensuring the health of our entire community. A wide variety of disparities in age, race, income, sexual orientation, gender, culture, language, and religion can present barriers to achieving health and accessing needed services and providers. Our determination to address these disparities and promote equity drives and motivate our commitment to improving health throughout our community.



Health Department staff identified health equity as both a core value and a cross-cutting priority in our 2023 Strategic Plan. Team members will continue to incorporate equity into all Health Department work, including implementation of other strategic priorities and as part of all major programmatic and service delivery decisions.

The Health Department focused on making our communications accessible to more community members in 2023. These efforts included translating several of our resources into both Spanish and Arabic, languages other than English that are commonly used in our community. Translated materials include our general brochure, instructions for how to use Narcan and fentanyl test strips, South Shore CARES brochure, and more.

South Shore Equity in Recovery Project

The Health Department collaborated with the Cudahy and South Milwaukee-St. Francis Health Departments to implement the Equity in Recovery project to better understand the impact that COVID-19 had on our communities. We gathered community feedback through community-wide surveys, key informant interviews, and focus groups with community members and partners.

Data and key findings were shared with the South Shore community at four Our Community, Our Voice Data Walk and Community Mapping events.

422 surveys completed

21 focus group participants

31 South Shore residents interviewed







Key Findings

Lost in translation: People in our community identified gaps in communications as it relates to services, programs, and resources.

Not meeting basic needs: People in our community expressed difficulty in meeting their basic needs including housing, food, mental health services, recreation, safety, and social connection.

Trouble accessing services: People in our community identified various barriers when attempting to access resources and services including transportation, technology, financial, and lack of local resources and health care services.

New areas of exploration: People in our community have the ideas to address community needs and improve engagement.

Failing to address equity: People in our community shared lived experiences of discrimination, racism, stigma, and lack of cultural inclusivity.

Appendix

	2021	2022	2023
Clinical Services			
Communicable disease investigations	4759	6362	1087
Contact investigations	92	19	5
Immunizations (non-flu) administered	5368	1932	380
Flu immunizations administered	345	512	350
High blood lead referrals	1	3	10
TB skin tests administered	45	60	42
Blood pressure screenings administered	4	31	67
Maternal and Child Health			
Pack n' plays distributed	1	6	3
Car seat checks completed	23	16	59
Car seats distributed	8	4	13
Breastfeeding support clients	8	8	11
Breastfeeding support counseling sessions	-	-	18

Appendix

	2021	2022	2023
Environmental Health			
Environmental health investigations	11	37	41
Sharps containers collected	394	458	457
Sharps containers distributed	259	337	361
Animal bites investigated	72	70	62
Radon testing kits distributed	25	417	87
Licensed facility inspections completed	409	414	460
Licensed facility complaints investigated	30	53	39
Community Health			
Narcan distributed	-	29	61
Case Manager referral follow-up	-	134	389
Stepping On Participants	-	21	17
Stand Up and Move More Participants	-	18	11