

City of South Milwaukee Community Health Improvement Plan

Healthiest South Milwaukee 2014-2019

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

**Positive Parenting
Emotional Well-Being
Healthy Eating
Active Living**



city of
**South
Milwaukee**

Proud Past ... Promising Future

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Message from the City of South Milwaukee Health Officer



Dear fellow South Milwaukee 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, collaboration is critical for the success of this plan. Collaboration creates 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 South Milwaukee Health Department's vision **Healthy People in a Healthy South Milwaukee 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 South Milwaukee 2014-2019* belongs to you, members of our community. To learn more, visit us on the web at <http://smwi.org/health-department/>.

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 South Milwaukee, we can achieve the objectives outlined in this report and see a substantially healthier community by 2019.

In good health,



Jacqueline M. Ove, R.N.
City of South Milwaukee Health Officer

Acknowledgements

South Milwaukee Health Department

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Chris Giese, parent/ business owner
Estelle Haack, resident
Kathley Merkel, parent
Connie Owen, parent
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Sara Klosiewski, Alverno College Student
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Community Health Improvement Plan Purpose & Process

Healthiest South Milwaukee 2014-2019 represents South Milwaukee'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 South Milwaukee Health Department partnered with Aurora Health Care, Children's Hospital of Wisconsin, Columbia St. Mary's Health System, Froedtert Health, Wheaton Franciscan Healthcare, and the Center for Urban Population Health to conduct our Community Health Assessment (CHA). This assessment* 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 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 phone 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 South Milwaukee Health Department by calling 414-768-8055 or by accessing the Health Department section of the City website at <http://smwi.org/health-department/>. Aurora Health Care conducted similar community health surveys in South Milwaukee in 2003, 2006, and 2009 providing an opportunity for every three-year comparisons.)

After receiving the Community Health Assessment (CHA) results, the South Milwaukee Health Department aided in resurrecting the School/Community Advisory Committee to serve as the lead planning team with oversight to the CHIP process. The School/Community Advisory Committee historically was established by the school district to address concerns that effected both the school and community, such as Alcohol and other Drug Addictions, Suicide Prevention, and Safety. This committee had a diverse team from all sectors of our city with a high degree of leadership and decision-making authority. The health department felt strongly that those on the committee had great knowledge in how to inspire change throughout the community.

Through the leadership of the health department, this process engaged the community in consensus building around identified health priorities and necessary action to mutually address health issues of importance in South Milwaukee. A nation-wide program, Mobilizing for Action through Planning and Partnerships (MAPP), was utilized. MAPP is a community-driven strategic planning process for improving community health. Facilitated by public health leaders, this framework helps communities apply strategic thinking to prioritize public health issues and identify resources to address them. MAPP is not an agency-focused assessment process; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems.

MAPP isn't just a short-term project that has a beginning and an end. MAPP changes the way public health is practiced in our community. Therefore, once a cycle of MAPP is finished, the effects of the process should continue to positively impact the community. Another way of saying this is: MAPP is really a journey, not a destination. MAPP is a complete, long-term, system-wide paradigm shift - a shift in how we think about public health activities and planning with and through our communities.

In South Milwaukee, a modified MAPP process was utilized to develop goals and objectives and emphasized:

- **A community-wide strategic planning tool** for improving public health
- **A method to help the community prioritize** public health issues, identify resources for addressing them, and take action
- **A Community Driven Process** (not just the local public health department)

Healthiest South Milwaukee 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 School/Community Advisory Committee identified five focus areas to achieve over the next five years (three of which will be highlighted in this Community Health Improvement Plan):

- Positive Parenting***
- Job Readiness**
- Informed Life Choices**
- Active Living and Healthy Eating* (broken out into two objectives)**
- Emotional Well-Being***

Two focus groups were created and charged with drafting achievable, measurable goals, objectives, and strategies to be completed no later than 2019. Many community members, from a wide variety of disciplines and professions, volunteered their time within these focus groups to draft the information described in this plan. 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: Positive Parenting

A child's healthy early development depends on the health and well-being of his/her parents. Positive parenting is about believing children want to communicate with you, listening to children, discussing with your children what you want them to do, being very clear about what you want them to do, setting clear limits and boundaries, being firm and consistent, giving the same message every time, and viewing disagreements between parents and children as opportunities to develop problem-solving and negotiation skills.

(http://www.positive-parents.org/2011/06/positive-parenting-what-why-how_15.html; <http://www.nospank.net/crowel4.htm>)

One perspective is to foster parenting abilities in current and future parents under these six* protective factors: Nurturing and Attachment; Knowledge of Parenting and Child Development; Parental Resilience; Social Connections; Concrete Support for Parents; Social and Emotional Competence of Children.

(*as defined by the U.S. Department of Health & Human Services, Administration for Children & Families, 2013 Resource Guide Preventing Child Maltreatment and Promoting Well-Being: A Network for Action, Keeping Your Family Strong Tip Sheet <https://www.childwelfare.gov/pubs/guide2013/guide.pdf> found at the Child Welfare Information Gateway Protective Factors Framework website <http://www.childwelfare.gov/preventing/promoting/protectfactors/>)

Why is Positive Parenting included in *Healthiest South Milwaukee 2014-2019*?

According to the 2009 Youth Risk Behavior Survey:

- 1 in 4 South Milwaukee youth surveyed between 6-12 grades report positive family communication, adult role modeling, and parental involvement in school
- 36.4% of South Milwaukee families are living in non-traditional (i.e. single parent) household

What is our overall Positive Parenting objective?

By December 31, 2018, the South Milwaukee Health Department will aid to increase the percentage of South Milwaukee parents who display positive parenting (including family communication, role modeling, and involvement in school) by 25% (from 25% to 50%).

Ideas and strategies to encourage positive parenting among South Milwaukee residents:

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

What can you do as individuals and families?

- Be available to truly *listen* to your children. Respect all of their emotions.
- Attend school and city activities and events that support parents of children of all ages.
- Attend all parent/teacher conferences and open houses.
- Become a role model. Behave the way you want your children to behave.
- Be very clear about your expectations for your children by setting clear limits and boundaries and being firm and consistent.
- When disciplining, give the same message every time.
- Help children to develop problem-solving and negotiation skills by role playing, games, discussions, etc.
- Try a Time-In with your children instead of a Time-Out.
- When wanting to yell, leave the room to yell into a pillow instead.
- Have dinner together at least three nights a week.
- Instill laughter in the home. Have game night once a week.
- If one family member has an issue, involve all family members in the solution. Be a team.

What can we do as organizations and institutions?

- Distribute child development outreach materials to parents of children of all ages.
- Develop role model rewards/awards.
- Allow employees that are parents the time to deal with family situations. Provide flexibility and resources such as child care and cost deductions.
- Add a parenting component to all events and functions.
- Discipline and eliminate negative biases and attitudes about various nurturing and attachment methods (i.e. do not allow employees to discriminate if someone chooses to co-sleep or breastfeed beyond the first year.)

What can we do as a community-wide system?

- Survey parents for their needs and wants from parental education endeavors.
- Provide workshops based upon survey results.
- Keep abreast of the latest parenting methods.
- Develop child development materials for distribution by organizations and institutions.
- Teach community leaders about various positive parenting methods.
- Encourage social networking opportunities for parents.
- Avoid political hot button issues with regards to parenting and provide support in general.

Who are the key stakeholders to encourage positive parenting?

- South Milwaukee Health Department
- South Milwaukee School District
- Clergy/Churches/Faith-based Organizations
- Childcare Providers
- Parent/Teacher Organization (PTO)
- Clinicians
- Education-based institutions (i.e. YMCA)
- South Milwaukee Citizens



Health Focus Area: Emotional Well Being

There is a strong relationship between mental and emotional health, physical health, and personal well-being. A person's state of emotional health may strongly impact their overall picture of wellness. Emotional well-being is a term that has seen increasing use in recent decades. The implications of decreased emotional well-being are related to mental health concerns such as stress, depression, and anxiety. These in turn can contribute to physical ill-health such as digestive disorders, sleep disturbances, and general lack of energy. On the positive side, enhanced emotional well-being is seen to contribute to upward spirals in increasing coping ability, self-esteem, performance and productivity at work, even longevity.

"Emotional Well Being & Mental Health". *Harvard Health Publications: Harvard medical School*. Harvard University. Retrieved 16 December 2010.; Fredrickson, Barbara L; Thomas Joiner (March 2002). "Positive Emotions Trigger Upward Spirals Toward Emotional Well-Being". *Psychological Science* 13 (2). doi:10.1111/1467-9280.00431. Retrieved 16 December 2010.; "Tis more blessed to give than to receive? Groundbreaking new outcomes research altruistic emotions and helping behavior". EMPOWERING CAREGIVERS. Retrieved 16 December 2010.

Why is Emotional Well Being included in *Healthiest South Milwaukee 2014-2019*?

According to the 2012 South Milwaukee Community Health Assessment (CHA):

- 14% of adults in South Milwaukee experienced a mental health condition within the past 3 years.
- 8% of adults in South Milwaukee felt sad, blue, or depressed always or nearly always in the past 30 days (up from 2% in 2009).
- 3% of children aged 8-17 in South Milwaukee felt unhappy, sad, or depressed always or nearly always in the past 6 months.
- 4% of adults in South Milwaukee had considered suicide in the past year (up from 1% in 2009).

What is our overall Emotional Well Being objective?

By December 31, 2018, the South Milwaukee Health Department will aid to decrease the percentage of South Milwaukee adults who report feeling sad, blue, or depressed always or nearly always by 50% (from 8% to 4%).

Ideas and strategies to increase emotional well-being among South Milwaukee residents:

This section is intended to reach out to individuals, families, and businesses with ideas to achieve the emotional well-being objective.

What can you do as individuals and families?

- Help young people to deal with the social world through skills like participating, handling conflict, mutual responsibility and relationships to enhance their capacity for the management of life.
- Observe your daily RESPONSE or REACTIONS to life. Ask yourself intently why you behave and feel the way you do.
- Commit to listening and becoming fully aware of what is going on inside you in relation to your physical, mental, emotional, social and spiritual well-being.
- Resilience involves maintaining flexibility and balance in your life as you deal with stressful circumstances and traumatic events. This happens in several ways, including:
 - Letting yourself experience strong emotions, and also realizing when you may need to avoid experiencing them at times in order to continue functioning
 - Stepping forward and taking action to deal with your problems and meet the demands of daily living, and also stepping back to rest and reenergize yourself
 - Spending time with loved ones to gain support and encouragement, and also nurturing yourself
 - Relying on others, and also relying on yourself

What can we do as organizations and institutions?

- Increase opportunities for sharing stress management information.
- Distribute stress management outreach materials to employees on a regular basis.
- Ensure use of an Employee Assistance Program (EAP) hotline.
- Allow employees the time to deal with stressful situations. Provide flexibility and resources such as child care and cost deductions.
- Add stress relieving component to all events and functions.
- Discipline and eliminate negative biases and attitudes about various mental health issues.

What can we do as a community-wide system?

- Create a comprehensive database of emotional well-being/mental health resources and information.
- Provide business owners, community leaders and parent groups brief sessions on the Life Course.
- Develop the *Ride for your Well-Being Fundraiser* for more accessible transportation options via bus fare donations.
- Develop an Emotional Well-Being Training Menu with 3-5 courses and trainers.
- Educate and provide South Milwaukee adults with positive coping skills, conflict resolution skills, and character development to become healthy and resilient which will inadvertently transfer to South Milwaukee youth.

Who are the key stakeholders to promote emotional well-being?

- South Milwaukee School District
- South Milwaukee Health Department
- South Milwaukee Police Department
- Faith-based (Council of Clergy)
- Human Concerns (food pantry)
- Aurora
- Local Businesses
- South Milwaukee Common Council
- Milwaukee County Transportation
- Milwaukee County Behavioral Health
- Childcare Providers
- Family Life Center



Health Focus Area: Healthy Eating

Appropriate, adequate and safe food and nutrition means a regular and sufficient consumption of nutritious foods throughout the lifespan. 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 (<http://health.gov/dietaryguidelines/2010.asp>):

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

Why is Healthy Eating included in *Healthiest South Milwaukee 2014-2019*?

According to the 2012 South Milwaukee Community Health Assessment (CHA):

- 20% of adults and 24% of children in South Milwaukee consume 3 or more vegetables a day.
- 58% of adults and 80% of children in South Milwaukee consume 2 or more fruits a day.

What is our overall Healthy Eating objective?

By December 31, 2018, the South Milwaukee Health Department will aid to increase the percentage of South Milwaukee adults who eat the daily recommended number of 3+ **vegetables** by 15% (from 20% to 35%).

Ideas and strategies to increase healthy eating among South Milwaukee residents:

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

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.
- Promote family mealtimes without a TV.
- Prepare healthy meals as a family.
- Shop at farmers markets as a family or with friends.
- Grow a garden.
- Decrease consumption of high fat and fast foods including sweetened beverages.



What can we do as organizations and institutions?

- Assist with providing education to staff through food preparation and nutrition classes.
- Bring local fruits and vegetables into work. Use a food co-op as an employee benefit.
- Offer only healthy foods at meetings and community events.
- Encourage the sale of healthy and nutritious food for school fund-raising activities.
- Encourage a culture of healthy eating for employees through an incentive-based wellness program.
- Participate in healthy eating community-wide programs.

- Offer cooking classes and cultural meals.
- Collaborate with school district dietary staff regarding increased fruits and vegetables in the school breakfast and lunch program.

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.
- Promote Farmers Markets and the sale of local produce (winter and summer). Offer free cholesterol checks, raffles, and other incentives to boost attendance at South Milwaukee Farmer's Market.
- 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.
- 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.
- Increase number of vending machines in schools and businesses that contain a higher percent of healthier food items.
- Create a community healthy eating cookbook.

Who are the key stakeholders to encourage healthy eating?

- South Milwaukee Health Department
- South Milwaukee School District
- Local businesses such as restaurants and grocery stores
- WIC
- South Milwaukee Citizens

Health Focus Area: Active Living

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 Active Living included in *Healthiest South Milwaukee 2014-2019*?

According to the 2012 South Milwaukee Community Health Assessment (CHA):

- 62% of adult respondents were classified as overweight (including 29% overweight plus 33% obese).
- 19% classified themselves as inactive, not doing any physical activity in a typical week
- 63% of adult respondents do not do the recommended amount of physical activity
- 79% of South Milwaukee residents aged 35-44 years old do not do the recommended amount of physical activity, along with 63% of 18-34 year olds, 63% of adults 65 and older, and 57% of those aged 55-64.

What is our overall Active Living objective?

By December 31, 2018, the South Milwaukee Health Department will aid to increase the number of adults who engage in **moderate or vigorous physical activity** per the CDC recommended guidelines by 10% (from 45% to 55%).

Ideas and strategies to increase active living among South Milwaukee residents:

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

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 parks and trails.
- Walk daily with a neighbor, friend, or family. Start a walking schedule.
- Try a new activity, such as yoga or kickboxing.
- 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:
 - Mayor's Fitness and Weight Loss Challenge
 - Walk on the indoor track at South Milwaukee High School and other indoor areas during inclement weather
 - Recreation Department Activities
 - Exercise programs at senior housing/ Grobschmidt Senior Center
 - Community-wide classes at library
- Organize a Fun Run, Moonlight Walking event, or other park activities.
- Continue 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 with additional signage.
- Ensure access to recreational opportunities.
- Participate or lead community coalitions or partnerships.
- Promote Open Swim.
- Distribute monthly printed and website information to schools, daycares and senior housing regarding physical activity and its importance. Include locations of walking/biking areas.

Who are the key stakeholders to increase physical activity?

- South Milwaukee Health Department
- City of South Milwaukee Council and policymakers
- South Milwaukee School District
- Local business stakeholders
- Clergy/Churches
- City Engineering Department
- City Recreation Department
- South Milwaukee Citizens

