

Healthy People in South Milwaukee Campaign 2012-2017

Mission: Healthier families for South Milwaukee to support their quality of life and economic prosperity.

The five focus areas identified are:

1. Job Readiness
2. Informed Life Choices
3. Positive Parenting
4. Emotional Well Being
5. Active Living and Healthy Eating

Details related to each focus are listed below in DRAFT form.

1. Job Readiness (Workforce Development)

Goals:

- To decrease the number of S.M. residents who are unemployed.
- To increase the number of S.M. residents who have job skills needed for employment in area businesses.

Initial objectives:

- Collaborate with the SMSD in supporting the job skill trainings.
- Assist with getting the information on the classes/trainings out to families in the community.
- Support policies that will increase opportunities for job training and education.

2. Informed Life Choices

Goal:

- To decrease risky behaviors that cause adverse life experiences.

Initial objectives:

- Improve problem solving skills in young students
- Encourage respect for ourselves our bodies and other people.
- Address alcohol, drugs and risky sexual activity, and violence in settings where young residents gather.

3. Positive Parenting

Our premise is that a child's healthy early development depends on the health and well being of that child's parents.

Goal:

- S.M. parents will have the resources and skills necessary to be responsible for, and to be able to meet the basic needs of their children.

Initial objectives:

- Increase problem solving and decision making skills in S.M. parents and future parents.
- Encourage nurturing and attachment in parents of children birth to 5 years.
- Create city activities and events that support parents of children of all ages.
- Provide opportunities for positive adult role modeling in all city sponsored events and activities.

4. Emotional Well Being

Goals:

- South Milwaukee children will be healthy, resilient, have adequate coping skills, and are eager and ready to learn.
- South Milwaukee adults will have improved coping and stress management skills.
- South Milwaukee adults will be aware of the importance of the effect of Adverse Childhood Events in the first 5 years of a child's life.

Initial objectives:

- Increase opportunities for sharing stress management information
- Provide business owners, community leaders and parent groups brief sessions on the Life Course.

5. Active Learning and Healthy Eating

Goals:

- (Overall) Assure adequate and appropriate nutrition for all residents.
- (Specific) Increase the number of S.M. residents who eat 5 or more servings of fruits and vegetables daily and who are physically active for at least 30-60 minutes each day.

Initial objectives:

- Promote or create low cost or free physical activities in our community.
- Collaborate with SDSM dietary staff regarding increased fruits and vegetables in the school breakfast and lunch program.
- Collaborate with the S.M. Downtown Farmers Market to create more access to fruits and vegetables for our city residents.