FRANKLIN HEALTH DEPARTMENT

2024 ANNUAL REPORT

REPORT TO THE COMMUNITY



HEALTH DEPARTMENT





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Department Overview

The Franklin Health Department (FHD) strives to create a Franklin community in which everyone has the opportunity to live their healthiest life. Staff, volunteers, and the Franklin Board of Health work towards achieving this vision through data informed decision making. Public health foundational areas guide our delivery of essential public health services to serve our city. FHD staff consists of Administrative staff, Public Health Nurses, Public Health Specialists, Public Health Strategists and Registered Sanitarians who engage across disciplines to drive forward the healthiest Franklin!



Mission Statement:

To protect and promote health and well-being within the Franklin community through disease prevention and health education.



Vision:

A thriving Franklin community in which everyone has the opportunity to live their healthiest life.



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BOARD OF HEALTH MEMBERS

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Department Overview Cont.



Executive Summary:

Local Health Departments are established in accordance with Wisconsin Statute Chapter 251.02(2). The Franklin Health Department (FHD) operates as a Level II Health Department, dedicated to addressing both current and emerging health challenges. The services offered by the FHD include communicable disease control and prevention, public health surveillance and investigation, public health nursing, environmental public health, emergency preparedness and response, health promotion, health hazard control, and public health policy and planning.

The FHD fosters health within the Franklin community through both direct and indirect services. Direct services involve personal interactions with community members both in the office and throughout the community, as well as organizing community programs and events. Indirect services focus on health education campaigns and integrating health considerations into municipal policies. While some community members may not have had direct engagement with the FHD, many of the improvements that enhance well-being and promote health and safety locally stem from the efforts of the FHD.

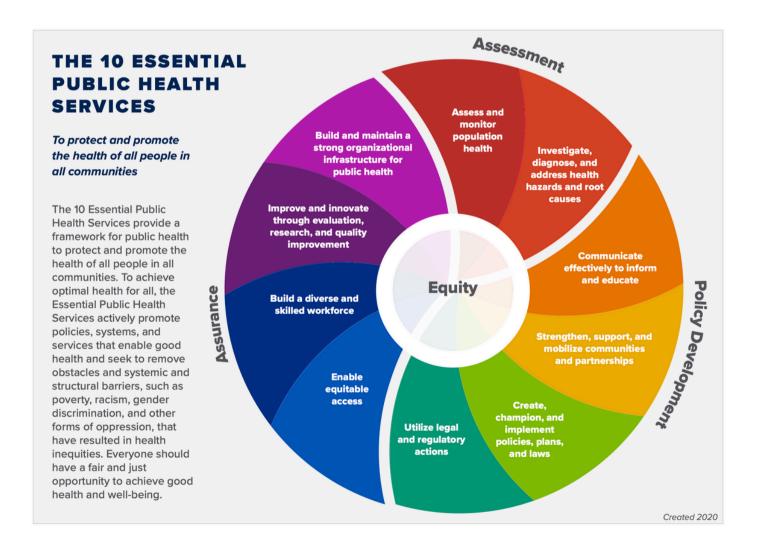
The FHD actively works with community partners to facilitate, support, and participate in numerous events and activities. *In 2024, the FHD had direct interactions with over 10,000 community members!*

Department Overview Cont.

Franklin Community Health Improvement Plan Priorities & Essential Public Health Services

The FHD provides leadership for developing, improving, and maintaining the health of our community. Public health protects and promotes health locally.

FHD initiatives and efforts are driven by community need, essential public health services, foundational public health areas and capabilities, and Wisconsin State Statutes and Rules.



CDC, 10 Essential Public Health Services, https://www.cdc.gov/publichealthgateway/publichealthservices/essentialhealthservices.html

Department Overview Cont.

The Foundational Public Health Service framework outlines the unique responsibilities of governmental public health. The FHD infuses these capabilities and focus areas into our community efforts, across sector lines, and within all Franklin populations.

Foundational Public Health Capabilities

Assessment & Surveillance	Community Partnership Development	Equity	Organizational Competencies
Policy	Accountability &	Emergency	Communications
Development &	Performance	Preparedness &	
Support	Management	Response	

Foundational Areas

Communicable	Environmental	Maternal, Child	Chronic Disease	Access to & Linkage
Disease Control	Public Health	& Family Health	& Injury Prevention	with Clinical Care

Snapshot of Foundational Areas in Action: Franklin Public Health



Community Driven Initiatives

The FHD regularly collects information from the community on what people need and want in terms of health, prevention, and wellness initatives. This local data guides programming and determines how the FHD can best serve the Franklin community.

Community Health Assessment & Improvement

Every 3-5 years, the FHD completes a Community Health Assessment (CHA). The CHA is an opportunity to receive direct feedback from the community and dive deep into local data. The data collected in the CHA shapes the Community Health Improvement Plan (CHIP) by looking at our community's risk and protective factors around healthy lives and opportunities for health improvement. The CHIP is the community's plan to improve our health, quality of life, and life expectancy locally!

Throughout 2024, the FHD coordinated projects with the Franklin Health Collaborative. The Franklin Health Collaborative is a group of over 30 local organizations and individuals invested in health. The group has been actively working to implement projects and initiatives from the Franklin Community Health Improvement Plan.

CHIP Highlights in 2024:

Priority #1 - Physical Activity & Nutrition

- · Launched 'Playground Passport' program to highlight local parks/recreation areas
- City staff food drive collected nearly 900lbs of food for local food pantries
- Completed *City Park Audit* to learn how pedestrian-friendly and walkable Franklin City Parks are; presented health improvement recommendations to Parks Commission

Priority #2- Mental & Behavioral Health

- Began distribution of naloxone as an approved Narcan Direct Distribution Site
- Partnered with Volition Franklin to provide *naloxone trainings* for local organizations
- Substance Misuse Prevention & Mental Health Campaigns yard signs, tabling events at schools, sensory sticker distribution, underage drinking prevention billboards, etc.

Priority #3 - Community Connectedness

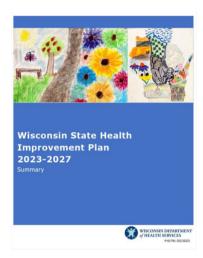
- Co-hosted 5th Annual Trunk-or-Treat with over 40 organizations and 1,200+ attendees
- Membership in the Franklin Health Collaborative grew by three organizations
- Held three community events focused on community connection and attended many more

Community Driven Initiatives cont.

Public Health 3.0 & State Health Improvement Plan

The Franklin Health Department works to incorporate the Public Health 3.0 model into our everyday practice, focusing enhanced efforts on population health initiatives. Within this model, local public health departments serve as 'Chief Health Strategists', partnering across community sectors and leveraging local data and resources to address social, environmental, and economic conditions that affect health.

Additionally, the Franklin Health Department works to align our local health improvement efforts with the Wisconsin Department of Health Services 'Wisconsin State Health Improvement Plan'.



Community Partnership Development

The Public Health 3.0 model emphasizes cross-sector partnerships to address community health needs and social determinants of health. In 2024, the Franklin Health Department continued to develop partnerships throughout the Franklin community through active participation in community workgroups, community events, and networking opportunities. New and expanded partner relationships from 2024 include: Franklin Fire Department, Franklin Police Department, Milwaukee County Emergency Management, Franklin Parks Commission, Franklin Business Park Consortium, Franklin Public Schools, Indian Community School, Public Health Generalist Network, Wisconsin Cancer Collaborative, Franklin Public Library, Medical College of WI, UW- La Crosse, Milwaukee Area Health Education Center, and many more.





Community Health Overview

The Franklin Health Department utilizes Vital Record statistics to inform service offerings, community programming, and community health improvement priorities. In addition to death data, birth record information is also tracked and monitored.

Mortality

*Leading causes of death in Franklin, listed by primary cause of death on death report.	2024	Rate per 1,000
Cancer (Malignant Neoplasms)	82	2.25
Heart Disease	53	1.46
All Other	48	1.32
Stroke (Cerebrovascular Diseases)	23	0.63
Alzheimer's Disease	20	0.55
Accidents (Unintentional Injuries)	15	0.41
Diabetes Mellitus	13	0.36
Chronic Lower Respiratory Diseases	12	0.33
Parkinsons Disease	9	0.25
Influenza and Pneumonia	8	0.22
Total Deaths, All Causes	315	8.65

What is a mortality rate?

A mortality, or death, rate is the number of deaths that occur divided by the total population.

82 cancer deaths

x1,000 **= 2.25**

36,417 population

Vital Records & Public Health Programming

The leading causes of death in Franklin in 2024 were Cancer (Malignant Neoplasms) (26%) and Heart Disease (17%).

Specific efforts were made in 2024 to expand FHD programming encouraging heart health and cancer prevention.



DEATHS*

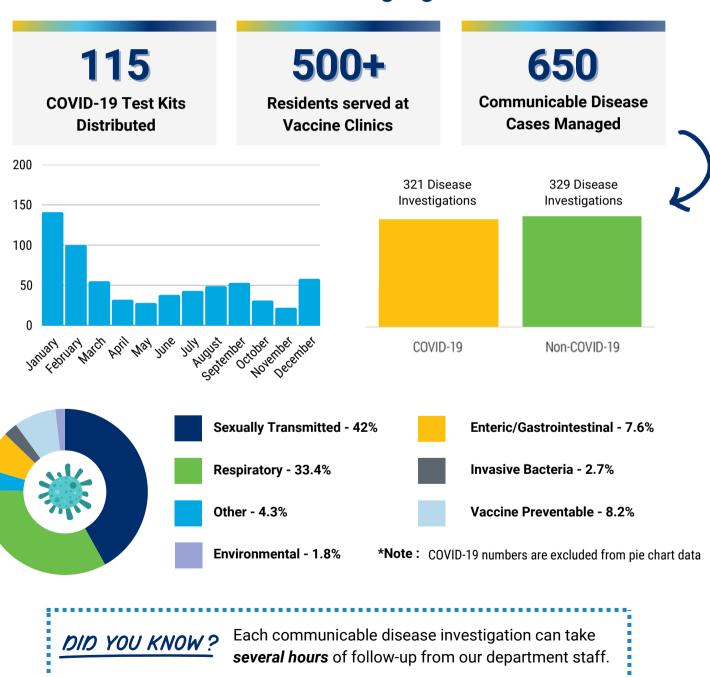


FHD works to directly impact heart health in Franklin. In 2024 blood pressure pop up clinics were held, as well as, physical activity events, and healthy eating seminars.

Communicable Disease Control

Communicable diseases are illnesses that can be transmitted from one individual to another, from animals to humans, or through contaminated surfaces or food. In 2024, the FHD communicable disease program actively focused on preventing and controlling disease spread within the Franklin community. The FHD team collaborates closely with local healthcare partners to ensure appropriate patient treatment/recovery and to prevent future transmission of diseases throughout the community.

Communicable Disease Control Highlights in 2024:

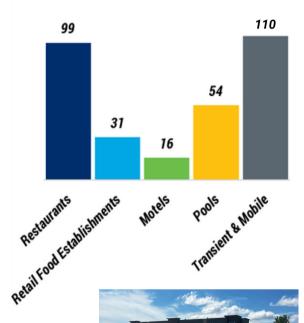


Environmental Public Health

As an agent of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), the Franklin Health Department (FHD) is responsible for licensing and inspecting all retail food establishments, school kitchens, hotels, motels, swimming pools, and mobile or transient food vendors in Franklin. The inspection process includes pre-inspections, routine inspections, complaint investigations, and re-inspections as necessary. In addition to conducting inspections, Registered Sanitarians at the FHD offer education and assistance to operators on proper food handling, sanitation, hygiene practices, pool management, and water quality. The FHD also works with businesses, conducting plan reviews and equipment approvals for new construction or remodeling.

Activity	2024
Pre-Inspection	15
Routine Inspections	120
Follow-up Inspections	38
Transient & Mobile	110
Complaints	8
Other	19
Total Inspections	310

In 2024, Franklin Health Dept. staff conducted 310 inspections.



DATCP Program Evaluation

The FHD was evaluated by the WI Department of Agriculture, Trade and Consumer Protection (DATCP) in December 2024, a process conducted every three years to ensure compliance with state contract standards. This includes record reviews and field exercises in licensed establishments to verify consistent inspections. FHD Sanitarians met DATCP expectations, receiving high inspection standards and positive feedback.



Franklin has seen a 104% increase food truck operations within the City in the last five years.



Environmental Public Health cont.

In addition to inspections and licensing, the FHD works to protect community members by promoting safe and healthy environments and reducing environmental health exposures to chemicals and other pollutants in air, water, soil, and food.

Additional Environment Health Highlights in 2024:

86
Radon
Test Kits

Distributed

Radon Education & Testing Kits

Radon is a naturally occurring radioactive gas that can cause cancer. About 1 in 10 homes in WI have high radon levels. The FHD works to educate on the dangers of radon gas, the importance of testing your home, and serves as a site for affordable radon testing kits.

35
Animal Bite
Investigations

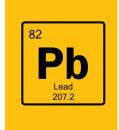
Animal Bites & Rabies Prevention

The FHD works with the Franklin Police Department regarding animal bites and potential rabies exposure. Most bite investigations involve domestic dogs/cats and require between 3-12 days of follow up with the bite victim, animal owner, Police Department, and veterinary offices.

Water
Test Kits
Distributed

Water Testing

The WI DNR recommends residents using private wells annually test their water for bacteria and nitrates. The WI DNR currently recommends Franklin residents also sample for molybdenum, a naturally occurring metal, and in small amounts, an essential nutrient in our diet.



Lead Poisoning & Testing

Children are at risk for lead poisoning when they're exposed to lead hazards, like lead dust or lead-based paint, in homes and daycares typically built before 1978. The FHD annually assists families with an elevated lead risk through environmental hazard investigations and connection to supportive services.

Maternal, Child, & Family Health

The Franklin Health Department provides ongoing Maternal, Child, and Family Health programs and initiatives for the Franklin community. These initiatives aim to address the health of individuals across generations, focusing on their unique health needs and priorities, while building community connections. The heart of our mission lies within community education, collaboration, and the facilitation of health services throughout our community.

In 2024, FHD successfully coordinated more than 20 initiatives aimed at enhancing maternal, child, and family health in Franklin!

325

New Franklin Residents Born in 2024

45

Car Seat Inspections

+08

Helmets Distributed



Childhood Health Screenings

Developmental Screenings:

FHD staff support Franklin parents, daycares, and schools in helping children to meet developmental milestones. The FHD promotes the Ages and Stages Questionnaires (ASQ) assessments with parents for children 2-60 months of age.

Hearing/Vision Screenings:

Since the early 1960s, FHD staff have partnered with the health staff from the Franklin Public School District to offer Hearing/Vision screenings to all students in Kindergarten, 2nd grade, and 4th grade in all elementary schools.

872Hearing Screenings

877 Vision Screenings

DID YOU KNOW?

The Franklin Lions Clubs support annual Vision Screenings through volunteering & providing a free first pair of glasses for students in need.





Maternal, Child, & Family Health cont.

The FHD is committed to providing exceptional services, shaped by the community and for the community. In addition to direct services offered daily, FHD staff also engage in planning, facilitating, and hosting several events each year focused on maternal, child, and family health and safety.

Maternal, Child, and Family Health Event Highlights in 2024:



Franklin Bike Rodeo

The FHD partners with the Franklin Police Dept., Root River Youth Cycling, the SE Lakes Scholastic Mountain Biking club, and numerous community volunteers to host the annual Bike Rodeo.

Over 80 children participated in the bicycle safety course and received both a bike safety inspection and free helmet and helmet fitting.

Playground Passport

The FHD partnered with the Franklin Parks
Commission, the Briscoe Family YMCA, Midwest
Orthopedic Specialty Hospital, and Franklin Public
Schools to support the 'Franklin Playground
Passport'. Over 150 local families participated in
the Playground Passport program, visiting at
least 7 out of 10 local playgrounds.





Franklin Health & Safety Day

The FHD partnered with the Franklin Fire and Police Depts., Safe Kids WI, Volition Franklin, and State Farm Insurance to support a community health and safety day. Education on safe driving, medication storage, and helmet fitting was offered, along with a medication disposal opportunity and car seat inspections.

Chronic Disease & Injury Prevention

The FHD works to promote health and quality of life, while decreasing preventable chronic diseases and injuries that occur in the Franklin community. Local efforts are driven by community education campaigns, point-of-contact education during direct services, serving as subject-matter experts in professional presentations, and hosting activities and events that promote and support healthy lives.

Chronic Disease & Injury Prevention Highlights in 2024:

741

Sharps Containers
Collected

190

Narcan Doses
Distributed

24

Participants in Falls Prevention Programs

450+

Number of times the FHD sharps drop-off site was utilized. Wisconsin law requires all citizens to manage sharps safely. The FHD supports our residents in this effort.



Safe Medication Disposal

The FHD partners with the Franklin Police
Department to support opportunities for safe
disposal of unused or expired medications.
The Franklin Police Department lobby has a
medication drop box, available 24/7/365.
In 2024, 1,000+ pounds of unused and
expired medications were collected.



2

Medication Take-Back Events with Police Dept. 160+

Medication Lock Boxes & Bags Distributed 85+

Medication Deactivation Pouches Distributed

Chronic Disease & Injury Prevention cont.

Alongside providing health services such as sharps disposal, FHD staff are dedicated to enhancing health and quality of life through in-person programs and educational events. Many of these events focus on both the *prevention* and *management* of chronic diseases and injuries. Below is a short overview of events/programs offered by the FHD in 2024.

Chronic Disease & Injury Prevention Events in 2024:



Guest Speaking

The FHD attends a variety of events throughout the year, serving as guest speakers and local experts on chronic disease prevention. Topic areas include:

- Heart Disease & Stroke Prevention;
- Diabetes Prevention:
- Nutrition Education;
- · And many more!

Healthy Aging Programming

The FHD organizes a variety of healthy aging classes each year for community members.

Demand for classes is increasing; all 2024 classes had a full waitlist. Workshops offered include:

- · 'Stepping On' & 'Stand Up, Move More'
- Mind Over Matter (Bladder Health)
- Boost Your Brain & Memory





Community Outreach

The FHD actively engages with the Franklin community by participating in various events, offering health education resources on chronic disease and injury prevention.

FHD staff can be seen at concerts, sporting events, civic celebrations, and various other gatherings throughout the year.

Substance Misuse Prevention - Volition Franklin

Volition Franklin is a coalition of community partners, embedded within the Franklin Health Department, working to prevent youth substance misuse. Volition Franklin **empowers youth** to make healthy choices, especially related to tobacco, alcohol, and other drugs. Through education campaigns to strengthen knowledge and skills, and by hosting community activities and events, Volition Franklin has become an integral force for change in the Franklin community and has made lasting impacts on the lives of many youth.

In 2023, Volition Franklin was awarded a two-year 'Blue Ribbon Coalition' status by CADCA and the White House Office of National Drug Control and Policy (ONDCP). The Blue Ribbon Initiative is the only community credential awarded to coalitions for their proven coalition products and successful community outcomes. Only 29 coalitions have been awarded this honor nationally.



In 2024, Volition Franklin focused on:



Providing Community Education

Volition Franklin aims to prevent substance misuse through community education and empowerment. Volition Franklin educates at events, leads presentations, and hosts expert-led seminars on the risks of substance use and strategies to resist peer pressure.



Substance Free Community Events

Volition Franklin organizes community events for all ages to foster connections and promote belonging. Activities such as outdoor movie nights and Trunk or Treat create a welcoming environment that strengthens community bonds and supports positive lifestyle choices.



Sustainability Efforts

Volition Franklin partners with local organizations to encourage healthy lifestyles and community engagement in health decisions. The coalition highlights sustainability, teamwork, and culturally relevant solutions, aiming to create a healthy environment through ongoing prevention efforts.

Substance Misuse Prevention - Volition Franklin Cont.

Volition Franklin Highlights in 2024:

\$187,250+

In-Kind Donations & Contributions

25+

Community
Meetings Held

21.1K

People Reached on Social Media



CADCA National Leadership Forum Conference

Coalition members attended the *CADCA National Leadership Forum* and presented to coalitions from across the U.S. sharing key insights on the importance of community partnerships in substance misuse prevention.



Youth Mental Health Summit

Volition Franklin Youth High School students were invited to attend the 'Youth Summit on Mental Health' in Madison, WI with other students from around the State. Students were trained in Youth Mental Health First Aid.



FPS Staff Development

Volition Franklin provided a presentation to **60+ school staff** on current youth drug and vaping trends, as well as the signs and symptoms of substance misuse among youth.



Posters for Prevention - 28th Anniversary

The 7th grade students at *Forest Park Middle School* and *Indian Community School* created posters telling the truth about the harms of commercial tobacco for the 28th annual poster contest; *300+* posters were submitted!



Trunk or Treat - 5th Annual

In partnership with the Health Department and Public Library, Volition Franklin hosted our annual Trunk or Treat event to provide a substance use free event to the community. *Over 1,200 people attended!*

Access to & Linkage with Clinical Care

FHD is dedicated to supporting the needs of all in our community, this includes our most vulnerable residents. FHD supports individuals and families in need by providing direct services, as well as supporting access and linkage to care.

Access & Linkage with Clinical Care Highlights in 2024:

538

Immunizations (including flu shots)

94

Blood Pressure Screenings 53

Tuberculin (TB)
Skin Tests

>95%

of Franklin Public School District students met the minimum immunization requirements in 2024.

Wisconsin Department of Instruction, 2024.



Social Service Referrals:

The FHD's dedicated staff members work tirelessly to address the needs of Franklin community members, including mental health, food insecurity, housing challenges, transportation access, and substance use issues. The FHD receives referrals from a variety of channels, including: Franklin Fire Department, Franklin Police Department, relatives, neighbors, healthcare systems, etc.

Referrals through the years

2021

Memory issues, frequent calls for lift assist, animal hoarding, electrical and plumbing home care concerns, poor living conditions, neglect, mobility issues, alcoholism, bed sores, dementia, accident, hospice needs, mental health

2023

Weakness, housing needs, hoarding, frail, home care, multiple falls, in home support, trash build up, concerns about neighbor health, activities of daily living, inability to navigate home, infestations



40 40

2022

Anxiety, resources for care, wandering, living situation concerns, food share resources, confusion, diabetic care concerns, cleaning assistance, frequent falls, mental wellness, activities of daily living

2024

Aging in place, medication reconciliation needs, home health care, failure to thrive, confusion, repeated falls, hoarding, mobility concerns, concerns for safety, mental health resources

Public Health Emergency Preparedness

The FHD is committed to proactively anticipating, preventing, responding to, and recovering from public health emergencies, one of the foundational areas for public health services. Public health emergencies range from natural disasters, such as snowstorms and floods, to disease outbreaks caused by pandemics, bioterrorism threats, or chemical spills.

Each year, FHD staff engage in regional exercises and organize large-scale immunization clinics as part of our preparedness initiatives to enhance our capabilities and readiness for response. When public health emergencies occur, the FHD is actively involved in coordinating volunteers, setting up mass clinics, collaborating with partners to provide essential services, establishing family assistance centers, and much more.

Public Health Emergency Preparedness Highlights in 2024:

163

Active WEAVR Volunteers

4

RNC Public Health Workgroups

2

Community Trainings



Emergency Weather Tabletop, April 2024 where City leaders, partners, and senior living facilities came together to ensure we are prepared for potential emergencies!

DID YOU KNOW?

The best time to prepare for an emergency is before it happens! In 2024, the FHD educated community members on key items for home emergency kits and how to sign up for emergency alerts from the City of Franklin.





Thank You, Students & Volunteers!

The FHD actively recruits and involves community volunteers in various public health support roles, including both medically-trained and non-medically trained personnel. Volunteer roles range from supporting our annual mass clinics, general office support, and offering health education at community events. Engaged volunteers help build a more connected and healthy community, raise awareness for important community causes, and help grow a sense of shared responsibility for health.

The FHD also invests in the future of public health by offering internship opportunities. In 2024, the FHD welcomed **4 public health interns** from various backgrounds and universities.











Student Interns in 2024:



Lindsey F. from UW-La Crosse Spring 2024



Malika M. from UW-Parkside Summer 2024



Hayden E. from Medical College of WI Spring/Summer 2024



Laura Z. from UW-La Crosse Summer 2024



Want to learn more about volunteer and internship opportunities? Reach out to the Health Department today!

Phone: 414-425-9101

Email: franklinhealthdept@franklinwi.gov

Website: www.franklinwi.gov

Facebook: @ City of Franklin Health Department

Franklin Health Department 2024 Numbers

Clinical Services				
Communicable Disease investigations	650			
Immunizations (flu & non-flu) administered	538			
COVID-19 test kits distributed	115			
Blood pressure screenings administered	94			
TB Skin tests administered	53			
Maternal and Child Health				
Vision screenings	877			
Hearing screenings	872			
Car Seat checks completed	45			
Bike Rodeo attendees	85			
Helmets distributed	87			
Environmental Health				
Sharps containers collected	741			
Sharps containers distrubted	104			
Animal bite investigations	35			
Radon test kits distributed	86			
Water test kits distributed	17			
Licensed facility inspections completed	310			
Licensed facility complaint investigations	8			

Community Health		
Narcan doses distributed	190	
Social service referrals	40	
Stepping On participants	13	
Stand Up, Move More participants	11	
Mind Over Matter participants	83	
Boost Your Brain & Memory participants	25	
Community outreach interactions	8,000+	
Trunk or Treat attendees	1,500+	

Communications

The Franklin Health Department maintains a Facebook account to share timely and important community health information. In 2024, the City of Franklin Health Department Facebook page achieved:

Facebook Impressions:

113,000+ impressions

Facebook Reach:

103,000+ individuals reached

Follow the Health Department on Facebook to stay up to date on events and health information!



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We look forward to connecting for a healthy 2025!



Scan to get involved with the Franklin Health Department!



Connect with the Franklin Health Department on Social Media!

