

**City of Franklin**



# Community Health Improvement Plan

# HEALTHIEST FRANKLIN *2018-2020*

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

**Alcohol & Drugs**  
**Nutrition**  
**Physical Activity**  
**Mental Health**

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## Message from the City of Franklin Health Officer



Dear fellow Franklin 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 many strengths of our vibrant city and strives to creatively and collaboratively tackle the concerns outlined on the following pages.

With the City of Franklin Health Department's vision **of all residents living to their highest potential**, we support the social, physical, intellectual, spiritual, and emotional needs of all people. We work together to create sustainable, physical, and social environments for our benefit and that of future generations. Efforts to achieve healthful 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 Franklin 2018-2020* belongs to you, members of our community. To learn more, visit us on the web at <http://www.franklinwi.gov/Home/Departments/Health.htm>.

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 Franklin, we can achieve the objectives outlined in this plan and see a substantially healthier city by 2020.

In good health,

William Wucherer, RN  
City of Franklin Health Officer

## Acknowledgements

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**\* These noted individuals extensively participated in the Community Health Improvement Planning via focus groups and committees to carry out the work outlined within our goals and objectives.**

Jennifer Freiheit, PhD, MCHES, and founder of Bay View Advanced Management, LLC, was consulted to serve as the Community Health Improvement Planning Guide and Editor of this Community Health Improvement Plan.

# Community Health Improvement Plan Purpose & Process

Healthiest Franklin 2018-2020 represents Franklin’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 2020.

In 2015, the Franklin Health Department partnered with Aurora Health Care, Children’s Hospital of Wisconsin, Columbia St. Mary’s Health System, Froedtert Health, and Wheaton Franciscan Healthcare, and the Center for Urban Population Health to conduct our Community Health Assessment (CHA). This phone survey\* 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 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 Franklin Health Department by calling 414-425-9101 or by accessing the Health Department section of the City website at <http://www.franklinwi.gov/Home/Departments/Health.htm>. Aurora Health Care conducted similar community health surveys in Franklin in 2003, 2006, 2009, and 2012 providing an opportunity for every-three-year comparisons.)

After receiving the Community Health Assessment (CHA) results, the Franklin Health Department consulted with many municipal and community members to share the report and gather information for moving forward with the Community Health Improvement Plan, where gaps exist, and to determine future community needs. Results and future direction were also discussed with the Board of Health during their monthly meetings. Consultation came from all sectors of our city with a high degree of leadership and decision-making authority. We took every opinion very seriously when determining our health priorities for this three-year plan. Through the leadership of the health department, this process engaged the community in identifying health priorities and necessary action to mutually address health issues of importance in Franklin.

*Healthiest Franklin 2018-2020* 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 Health Department and community partners identified four focus areas to improve upon over the next three years:

Reduce Alcohol & Drug Abuse

Improve Nutrition

Increase Physical Activity

Improve Mental Health Awareness

Each of these four areas was given achievable, measurable objectives, and strategies to be completed no later than December 31, 2020. 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. While there are numerable other issues to tackle and goals to achieve, these four focus areas give our community new territory to cover and an achievable amount to work toward in the next three years while continuing our current and successful programming.

## Health Focus Area: Reduce Alcohol & Drug Abuse

Excessive alcohol use, including underage drinking and binge drinking (drinking 5 or more drinks on an occasion for men or 4 or more drinks on an occasion for women), can lead to increased risk of health problems such as injuries, violence, liver diseases, and cancer. <http://www.cdc.gov/alcohol/>

According to the *Dietary Guidelines for Americans*, moderate alcohol consumption is defined as having up to 2 drinks per day for men and 1 drink per day for women. This definition is referring to the amount consumed on any single day and is not intended as an average over several days.

U.S. Department of Health and Human Services and U.S. Department of Agriculture. *2015-2020 Dietary Guidelines for Americans*. 8th Edition. December 2015. Available at <https://health.gov/dietaryguidelines/2015/guidelines/>.

### Why is Reducing Alcohol and Drug Abuse included in *Healthiest Franklin 2018-2020*?

According to the 2015 Franklin Community Health Survey Report:

- Binge drinking is occurring in 34% of Franklin's over 18 population whereas the state's rate of binge drinking within the last month is at 23% and the nation at 17%.
- In 2015, respondents were asked to pick the top three health issues in the community out of eight listed. The most often cited were alcohol or drug use (62%), chronic diseases (58%), and mental health or depression (34%).

For those under age 18, according to the nationwide Monitoring the Future Study:

In 2016, 5.4 percent of 8th graders, 14 percent of 10th graders, and 23 percent of 12th graders used marijuana in the past month. Daily use is also of concern: 6 percent of 12th graders now use marijuana every day, compared to 5 percent in the mid-2000s.

Nonmedical use of prescription and over-the-counter medicines, although on the decline, remains a significant part of the teen drug problem. The survey shows continued abuse of Adderall, commonly used to treat attention deficit hyperactivity disorder, or ADHD, with 3 percent of seniors reporting taking it for non-medical reasons in the past year. Illicit drugs including inhalants have been used by almost over a fifth of 8<sup>th</sup> graders and almost half of all seniors in high school.

Alcohol use among teens remains at historically low levels. In 2016, 3 percent of 8th graders, 10 percent of 10th graders, and 16 percent of 12th graders reported getting drunk in the past month, continuing a downward trend from previous years.

Complete MTF survey results are available at [www.monitoringthefuture.org](http://www.monitoringthefuture.org). For more information on the survey and its findings, also visit [www.drugabuse.gov/related-topics/trends-statistics/monitoring-future](http://www.drugabuse.gov/related-topics/trends-statistics/monitoring-future).

### What is our overall Reduce Alcohol & Drug Abuse objective?

By December 31, 2020, the Franklin Health Department will aid to increase drug and alcohol education among parents of school age children (elementary through high school), educating 15% of all parents (~438 households with persons under age 18).

## Ideas and strategies to reduce alcohol use among Franklin residents:

This section is intended to reach out to individuals, families, and businesses with ideas to reduce alcohol and drug abuse.

### What can you do as individuals and families?

- Seek out a drinking cessation Twitter or Facebook site to have social media help with quitting reminders.
- Know where teenagers are, who is driving, and if alcohol or drugs will be present. Be the late night taxi.
- Take outdated prescription medicines to the police station for safe disposal.
- Lock all prescription medicine away where only parents can access as needed.
- Remind grandparents to take the same precautions with their prescription medicines (or anyone else who watches children).
- Do not provide alcohol to minors.

### What can we do as organizations and institutions?

- Provide access to drinking cessation and drug abuse resources and programs.
- Educate about Wisconsin laws regarding supplying minors with alcohol.
- Change reader-boards before events such as prom to raise reminders throughout the city.

### What can we do as a community-wide system?

- Continue the Volition Franklin program (formerly FAPSU) towards correcting alcohol and opioid abuse and the Franklin Youth Initiative (FYI) towards tobacco control.
- Offer a variety of alcohol reduction and drug abuse activities and support as well as alcohol-free events.
- Create school curriculum that addresses the dangers of alcohol and drug abuse.
- Conduct a community-wide media campaign to raise awareness about alcohol and drug abuse and misuse.
- Localize printed materials for distribution through a variety of methods and locations.
- Improve awareness and education related to chronic health conditions, including the effects of alcohol and drugs.
- Mobilize youth to educate their peers about the dangers of alcohol and drug abuse.
- Regulate alcohol advertising. Place signs of alcohol education and awareness in liquor stores.
- Consider undercover patrols in schools.
- Distribute letters to parents indicating *their* responsibility and punishment for providing alcohol to minors.
- Host tables with literature at sporting events, parent/teacher conferences, open houses, etc.

### Who are the key stakeholders?

- Franklin Health Department
- City of Franklin Council and policymakers
- Franklin Police Department
- Franklin Fire Department
- School Districts serving Franklin residents
- Franklin Library
- Local industries and businesses
- Franklin citizens



## Health Focus Area: Improve Nutrition

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 Improve Nutrition included in *Healthiest Franklin 2018-2020*?

According to the 2015 Franklin Community Health Survey Report:

- 32% of adults and 37% of children in Franklin consume 3 or more vegetables a day.
- 68% of adults and 80% of children in Franklin consume 2 or more fruits a day.

### What is our overall Improve Nutrition objective?

By December 31, 2020, the Franklin Health Department will aid to increase the percentage of Franklin adults who eat the daily recommended number of 3+ vegetables by 10% (from 32% to 42%).

### Ideas and strategies to improve nutrition among Franklin residents:

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

### 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.
- Decrease consumption of high fat and fast foods including sweetened beverages.
- 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.



### What can we do as organizations and institutions?

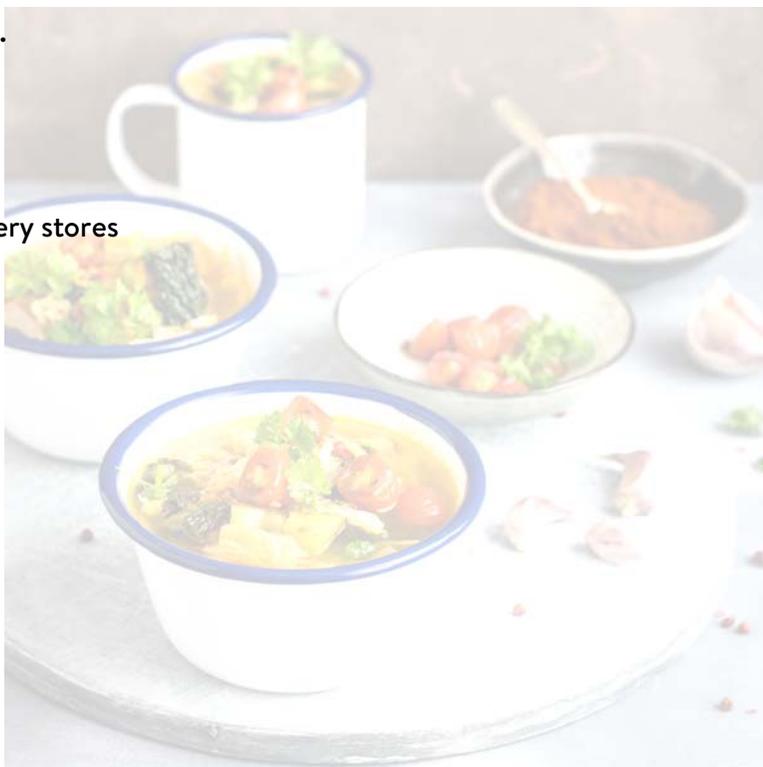
- Assist with providing education to staff through food preparation and nutrition classes.
- Bring local fruits and vegetables into work. Use a food co-op as an employee benefit.
- Offer only healthy foods at meetings and community events.
- Encourage the sale of healthy and nutritious food for school 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.

### 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/or the widely available sale of local produce (winter and summer).
- Offer free cholesterol checks, raffles, and other incentives to boost attendance at events.
- 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?

- Franklin Health Department
- School Districts serving Franklin residents
- Local businesses such as restaurants and grocery stores
- WIC
- Franklin citizens



## Health Focus Area: Increase Physical Activity

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 Physical Activity included in *Healthiest Franklin 2018-2020*?

According to the 2015 Franklin Community Health Survey Report:

- 63% of adult respondents were classified as overweight up from 58% in 2012.
- 49% of adult respondents and 37% of children do not do the recommended amount of physical activity.
- 63% of adult respondents were classified as overweight.



### What is our overall Physical Activity objective?

By December 31, 2020, the Franklin Health Department will aid to increase the number of adults who engage in moderate physical activity per the CDC recommended guidelines by 10% (from 34% to 44%).

### Ideas and strategies to increase physical activity among Franklin residents:

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

#### 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 trails 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?

- Continue participating in the Operation Fit Franklin (O.F.F.) program.
- Encourage physical activity education, programs, and public classes such as:
  - Walking the halls at schools and other indoor areas during inclement weather
  - Recreation Department Activities
  - Exercise programs at senior housing
  - Community-wide classes at library
- Organize a Fun Run, Moonlight Walking event, or Mayoral Fitness Challenge.
- 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?

- Franklin Health Department
- City of Franklin Council and policymakers
- School Districts serving Franklin residents
- Local business stakeholders
- Clergy/Churches
- City Transportation Department and Department of Public Works
- City Recreation Department
- Franklin citizens



## Health Focus Area: Mental Health

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.

Over the course of your life, if you experience mental health problems, your thinking, mood, and behavior could be affected. Many factors contribute to mental health problems, including:

- Biological factors, such as genes or brain chemistry
- Life experiences, such as trauma or abuse
- Family history of mental health problems

Mental health problems are common but help is available. People with mental health problems can get better and many recover completely. (<https://www.mentalhealth.gov/basics/what-is-mental-health>)

Mental health issues can range from mild to severe, and affect everyone, regardless of age, race, ethnicity, gender, household income, or education level. Though effective treatment and counseling are available for most mental health conditions, access to mental healthcare services and stigma associated with having a mental health issue are often significant barriers to addressing these conditions.

- Approximately 1 in 5 adults in the U.S.—43.8 million, or 18.5%—experiences mental illness in a given year. *Any Mental Illness (AMI) Among Adults*. (n.d.). Retrieved October 23, 2015, from <http://www.nimh.nih.gov/health/statistics/prevalence/any-mental-illness-ami-among-adults.shtml>
- 50% of all mental health illnesses begin by age 14 and 75% by age 24. Kessler, R.C., et al. (2005). Prevalence, Severity, and Comorbidity of 12-Month DSM-IV Disorders in the National Comorbidity Survey Replication. *Archives of General Psychiatry*, 62(6), 593–602. Retrieved January 16, 2015, from <http://archpsyc.jamanetwork.com/article.aspx?articleid=208671>

### Why is Mental Health included in *Healthiest Franklin 2018-2020*?

According to the 2015 Franklin Community Health Survey Report:

- 13% of Franklin respondents experienced a mental health condition up from 9% in 2012
- 34% of respondents see mental health or depression as one of the top three issues for Franklin, up from 22% in 2012 in 7<sup>th</sup> position
- 5% of respondents feel sad, blue, or depressed always or nearly always in the past 30 days (up 2 percentage points from 2012). 7% of children 5 to 17 years old always or nearly always felt unhappy, sad, or depressed within the past 6 months.
- Children experiencing some form of bullying had increased 20% over three years to 31%

### What is our overall Mental Health objective?

By December 31, 2020, the Franklin Health Department will ensure Mental Health First Aid training for at least 100 adults.

### Ideas and strategies to decrease Mental Health among Franklin residents:

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

## What can you do as individuals and families?

- Encourage non-judgmental speak. Try to educate those around you on how to talk about mental illness. Never use words like “crazy” or “insane” as insults.
- Talk to loved ones about how they are feeling. Ask how they’re doing and mean it! Regularly check in with those close to you, especially if you know they are dealing with a mental illness. Always be ready to listen and encourage. Ask questions and never judge.
- Talk about mental health with your children. Don’t assume kids are too young to understand. Depression can affect children in elementary school.
- Volunteer with local mental health awareness organizations. The National Alliance on Mental Illness is a great place to start. Helping others will boost your mental health as you work to help those in need.
- Encourage your friends to screen themselves.
- Write to your local government leaders to support mental health legislation. Educate yourself on the issues and get involved.



## What can we do as organizations and institutions?

- Host a mental health screening event. Visit the Screening for Mental Health website to find out more: [www.MentalHealthScreening.org](http://www.MentalHealthScreening.org)
- Share mental health screening sites (like [HelpYourselfHelpOthers.org](http://HelpYourselfHelpOthers.org)) on social media. Facebook and Twitter are great places to spread mental health awareness.
- Host a book group or movie screening using a source that will educate.
- Post the signs and symptoms of both suicide and depression and where to receive help in your area.
- Join the discussion on National Depression Screening Day.
- Start a suicide prevention program/Create school curriculum that addresses many behavioral health issues.
- Post the suicide prevention hotline: 1-800-273-TALK (8255). This hotline is available 24/7. You can call for advice for yourself or a friend.

## What can we do as a community-wide system?

- Conduct a community-wide media and social marketing campaign to raise awareness.
- Localize printed materials for distribution through school, business, and other locations.
- Improve awareness and education using programs such as the ‘be.nice.’ school and workplace kits.
- Mobilize youth to educate their peers through curriculum such as Live. Laugh. Love.
- Create a Community Guide for Preventive Services with guidelines and recommendations.
- Design and implement a community needs assessment focused on mental health patient navigation and referral service barriers and concerns.
- Watch out for bullying at school or in the office. Bullying can lead to many difficulties including depression. Be aware of destructive behavior around you and report it to a trusted adult when necessary.

## Who are the key stakeholders?

- Franklin Health Department
- City of Franklin Council and policymakers
- Franklin Police Department
- Franklin Fire Department
- School Districts serving Franklin residents
- Local industries and businesses
- Franklin citizens

