

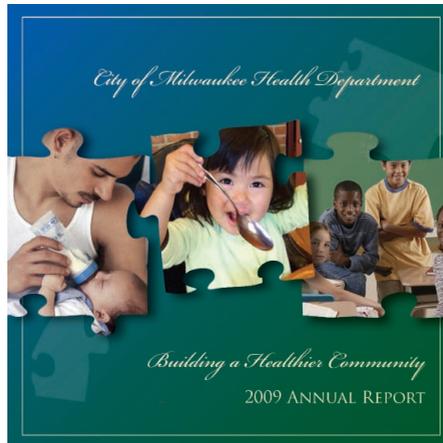
*City of Milwaukee Health Department*



*Building a Healthier Community*

2009 ANNUAL REPORT

## *Building a Healthier Community*



*The City of Milwaukee Health Department proudly serves as Wisconsin's largest local public health agency. We are dedicated to improving health outcomes and believe that our evidence-based approach toward public health will build healthier women, men and children within our community.*

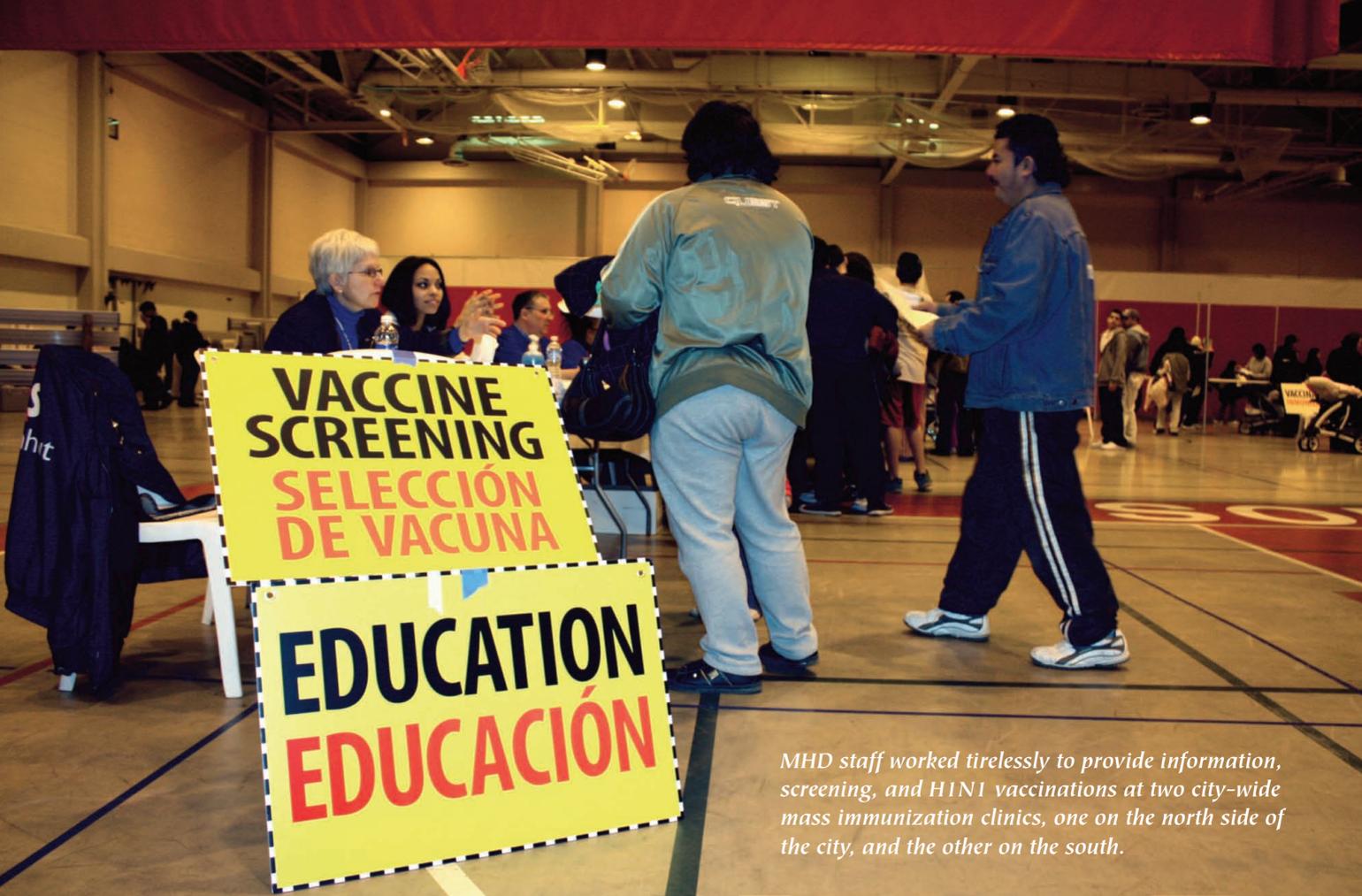
Learn more about the Health Department at [www.milwaukee.gov/health](http://www.milwaukee.gov/health)

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# *Building a Healthier Community*

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*MHD staff worked tirelessly to provide information, screening, and H1N1 vaccinations at two city-wide mass immunization clinics, one on the north side of the city, and the other on the south.*

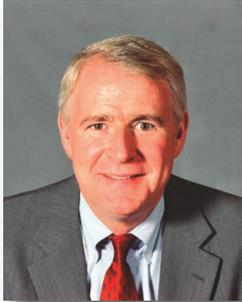
**“LET’S SHUT OUT  
THE FLU.”**

**Wash your hands. Get the flu shots.**

Call 211 or visit [milwaukee.gov/flu](http://milwaukee.gov/flu)



## *Building a Healthier Community*



This year, public health was at the forefront of many minds throughout the nation as we all witnessed the entrance of a novel influenza strain into the United States. Within our own community, the City of Milwaukee Health Department and its nearly 300 dedicated employees worked tirelessly to protect the health of Milwaukee residents, particularly our most vulnerable citizens.

A key component of success was promotion of vaccination and good hygiene practices, things that are the cornerstone of good public health.

The Health Department works daily to build the health of our community through its many services, including home visits to at-risk families, immunization, childhood lead poisoning prevention, food inspection services and air and water testing.

We know that Milwaukee faces challenges, particularly in addressing health disparities. But we also know that the Health Department is utilizing unique strategies to improve and protect Milwaukee's health.

Public health is a very important part of our community. Let's do what we can to support public health in our own lives and in our community.

Sincerely,

A handwritten signature in black ink that reads "Tom Barrett". The signature is written in a cursive, flowing style.

Tom Barrett, Mayor

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## *Building a Healthier Community*



For more than a century, the City of Milwaukee Health Department has been committed to protecting the health and well-being of residents and visitors in the city. It has been an amazing experience to see the impact our presence has made within the community, particularly during our city's historic public health response to pandemic influenza.

Our H1N1 influenza clinic endeavor represented the most ambitious and successful mass vaccination campaign by a local public health agency in Wisconsin in the recent past. In addition, our laboratory played a critical role in testing and surveillance for H1N1 influenza, and served as a major hub for testing until other labs were established for H1N1 influenza confirmatory testing.

The City of Milwaukee Health Department also took a major step forward in community involvement and the formation of strategic partnerships in 2009 by launching the city's first annual Milwaukee Child Health Week and expanding the city's largest Back-to-School Health Fair to two locations.

We also improved our food inspection process to further safeguard the health and safety of restaurant patrons, and made major leaps in our effort to bring a School of Public Health to the Milwaukee community.

As you will see in this report, public health encompasses a broad spectrum of issues that greatly impact every aspect of our daily lives. From ensuring that

the food you get at a local restaurant doesn't make you sick and that the water at the lake is safe for swimming to improving access to health care and controlling infectious disease, public health is vital to our community.

We are pleased to provide you with our 2009 annual report, which highlights how our everyday efforts make Milwaukee a healthier place to live. We hope you will find this information helpful and that you visit our web site to learn more about all our services.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bevan K. Baker".

Bevan K. Baker, FACHE  
Commissioner of Health

*The City of Milwaukee Health Department and more than 600 additional workers provided H1N1 vaccinations to the public during mass clinics.*



## *Building a Healthier Community*



### **Disease Control and Prevention**

Disease control and prevention is the cornerstone of public health. The City of Milwaukee Health Department has a long-standing tradition of responding to outbreaks and emergencies to safeguard the public's health.

In April 2009, the Health Department quickly activated its Incident Command System to respond to reports of H1N1 influenza in the United States. In all, the Health Department recorded more than 3,200 confirmed cases of H1N1 disease during the spring and subsequently administered 25,000 H1N1 vaccinations to the general public during the fall of 2009, and distributed approximately 2,000 doses to our client partners in the community.

The Health Department also promoted flu vaccination and proper hand-washing practices throughout the area through two mass media marketing campaigns. The first was unveiled earlier in the Fall as a local outdoor campaign featuring Brewers starting pitcher Yovani Gallardo, right fielder Corey Hart and second baseman Rickie Weeks. The MHD also augmented outreach through distribution of school posters starring Bucks guard Charlie Bell throughout Milwaukee Public Schools.

The second was a partnership between the Health Department and the Milwaukee/Waukesha County Consortium for Emergency Public Health Preparedness on a regional H1N1 influenza awareness campaign that included outdoor advertising, as well as radio and television advertisements.



*The City of Milwaukee Health  
Department Public Health  
Laboratory provided critical  
testing during the H1N1 outbreak.*

## *Building a Healthier Community*



### **Public Health Laboratory**

Real-time data analysis is critical for immediate response to disease detection in the community. As one of the oldest public health laboratories in the United States, the City of Milwaukee Public Health Laboratory has unique experience in responding to disease outbreaks and public health emergencies.

The Health Department lab was one of only three labs in the state that could replicate the confirmatory testing done by the Centers for Disease Control and Prevention to detect H1N1 influenza. In all, the Health Department's public health laboratory tested more than 6,000 specimens during the entire outbreak. Of those, 25% were confirmed positive for 2009 Influenza A/H1N1.

Early and excellent enhanced surveillance by the Health Department lab—as well as the early and aggressive identification of probable and confirmed cases in the community—enabled close collaboration with local health care providers, limiting the spread of H1N1 disease throughout the community.



*City of Milwaukee Health Department inspectors do regular food inspections to prevent disease outbreaks.*

## *Building a Healthier Community*



### Food Inspection Program

Prevention of foodborne illness remains a top priority in our department.

City of Milwaukee Health Department inspectors visit all licensed food establishments in Milwaukee in order to

- observe workers' food handling practices
- assure equipment is working properly
- check for proper food and water temperatures
- inspect refrigerators and storage areas

They document any violations on the establishment's inspection report, and immediately teach the owner and/or manager the correct procedure or method to maintain safety.

Restaurants are inspected at an increased frequency based on the complexity of food service. A restaurant in the highest risk category may receive up to three inspections per year, while one in the lowest category may only be inspected once per year. After inspection, the Health Department issues a placard to be posted at the food establishment with information for patrons on how to access our website to review inspection reports for the premises.



FOR TOO MANY BABIES  
LAST YEAR, THIS WAS THEIR  
FINAL RESTING PLACE.

The safest place is in a crib. City of Milwaukee Health Department. [www.milwaukee.gov/safesleep](http://www.milwaukee.gov/safesleep)

*The City of Milwaukee Health Department partnered with SERVE Marketing to develop radio and print ads to remind residents that the safest place for babies to sleep is on their backs, in their own crib or bassinet, with no pillows, bumper pads, blankets, or toys.*

## *Building a Healthier Community*



### **Infant Mortality**

Milwaukee has high rates of infant mortality and our African American communities are especially strongly affected. In a typical year, more than 100 Milwaukee babies die before their first birthday. The main causes of these deaths are premature births and unsafe sleep environments.

The Health Department works to reduce infant mortality by offering a number of direct service programs, such as intensive home visiting and Cribs for Kids. In 2009 alone, the Health Department distributed more than 400 portable cribs, or Pack 'n Plays®, to families in need. The Health Department also studies each and every infant death through the Fetal-Infant Mortality program to learn what can be done to prevent fetal and infant deaths occurring in the city.

In 2009, the Health Department launched a safe sleep awareness campaign to reduce the number of infants who die after being placed in an unsafe sleep environment in Milwaukee. In partnership with SERVE Marketing, provocative radio and print ads were developed to remind residents that the safest place for a baby to sleep is on their backs, in their own crib or bassinet, with no pillows, bumper pads, blankets, or toys.

*The City of Milwaukee Health Department's WIC program is the largest in the state, serving an average of 8,000 clients each month.*



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## *Building a Healthier Community*



### **WIC Program**

New food choices and improved educational messages promote a healthier lifestyle among residents enrolled in the Women, Infants and Children (WIC) program.

The New WIC Way: Foods and Focus was implemented in August 2009, bringing changes that better meet the needs of WIC participants. The new food packages and educational messages align with the 2005 Dietary Guidelines for Americans and infant feeding practice guidelines of the American Academy of Pediatrics.

As a result of these changes, WIC participants now receive WIC checks to purchase fresh, frozen or canned fruits and vegetables at the grocery store and are given guidance about how to read food labels. They can also purchase 100% whole wheat bread, rolls, brown rice, whole wheat and corn tortillas.

The Health Department encourages clients to eat more whole grains, fruits and vegetables, and to reduce saturated fat in their diet. The Health Department is also breastfeeding-friendly and encourages WIC participants to breastfeed.

*Left to Right: Bango Buck, Geof Swain, Raquel Filmanowicz, Rick Schlesinger, Bernie Brewer, Mayor Tom Barrett*



*The City of Milwaukee Health Department's influenza awareness campaign featured Brewers starting pitcher Yovani Gallardo, right fielder Corey Hart and second baseman Rickie Weeks. Bucks guard Charlie Bell also appeared in posters throughout the Milwaukee Public Schools.*

## *Building a Healthier Community*



### **Immunization Program**

The City of Milwaukee Health Department promotes wellness through immunization, one of the most important tools we have to protect our children from disease. The Health Department provides immunizations during our weekly walk-in clinics at our three health centers, special Saturday clinics held throughout the year, and at several additional sites in conjunction with our community partners.

Continued strong collaboration with Milwaukee Public Schools during the 2008-2009 school year markedly improved student immunization compliance rates from 71 % to 82%. The Health Department provided over 30,000 immunizations to children and adults during the school year, representing a 14% increase over the previous year.

In all, the Health Department's public health nurses administered 46,838 immunizations in 2009; 25,000 were H1N1 shots. In a typical year, public health nurses administer about 26,000 shots.

*Mayor Tom Barrett and Commissioner of Health Bevan K. Baker announce Milwaukee Child Health Week at South Division High. This free health fair held at the school is the largest of its kind in the City of Milwaukee.*



## *Building a Healthier Community*



### Health Fairs

For the past eight years, the City of Milwaukee Health Department has worked with several community partners to offer free childhood immunizations, health screenings, lead poisoning prevention information and health care and safety information to students in the area during its annual Back-to-School Health

Fair. This free event is the largest of its kind in the City of Milwaukee.

In 2009, the City of Milwaukee Health Department celebrated the first annual Milwaukee Child Health Week by hosting two health fairs within the city. Other activities throughout the week promoted the importance of access to a medical provider and encouraged parents to take advantage of basic health services for children that support school readiness.

Nearly 6,300 children and their parents/guardians received information and free health services at the health fairs, and more than 3,300 children received backpacks loaded with school supplies.



*The partnership between the Health Department and the University of Wisconsin - Milwaukee School of Public Health is a rare model that will augment public health service and delivery with cutting-edge research, education, and workforce development.*

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## *Building a Healthier Community*



### **School of Public Health**

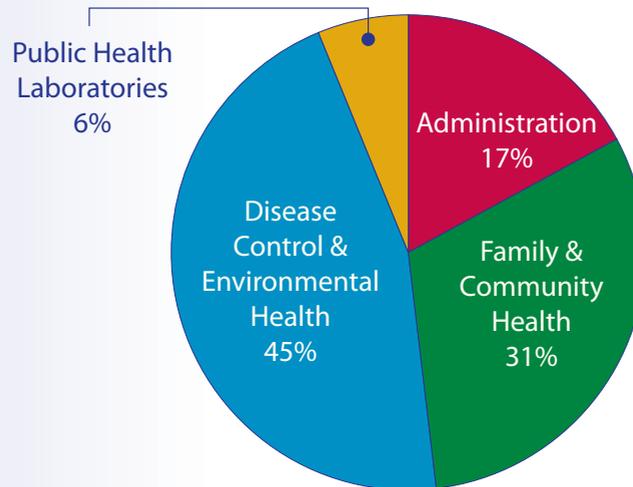
Strong partnership between the City of Milwaukee Health Department and the University of Wisconsin-Milwaukee has resulted in the formation of the UWM School of Public Health. The School of Public Health will help address the root causes of public health challenges in the city through cutting-edge research, by developing tomorrow's public health workforce, and by strengthening today's public health professionals.

The City of Milwaukee Health Department has already begun its transition toward an academic approach to public health, and the partnership we have with the School of Public Health will greatly benefit our community. As an academic health department, the MHD will help the UWM School of Public Health teach and strengthen the public health workforce, conduct research, and provide training opportunities for both students and faculty.

## Financial Investments in our City's Health

This chart represents the financial investments made by each division within the Health Department in 2009.

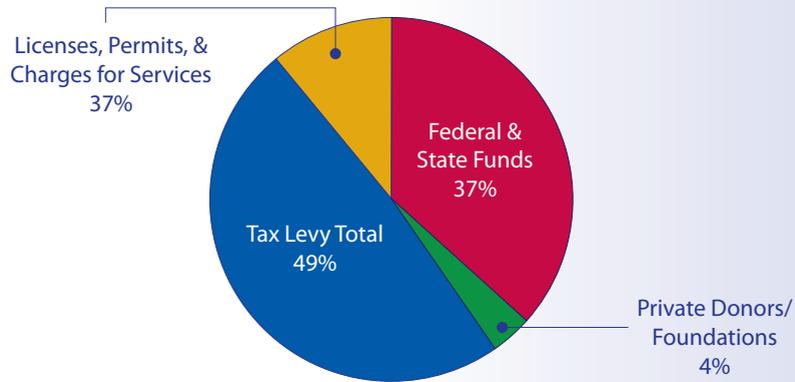
<b>2009 City of Milwaukee Health Department Expenditures by Division</b> <i>(All Funding Sources)</i>	
Disease Control and Environmental Health	\$13,027,565
Family and Community Health	\$8,980,291
Administration	\$4,920,770
Public Health Laboratories	\$1,804,370
<b>TOTAL 2009 Expenditures</b>	<b>\$28,732,996</b>



*Building a Healthier Community*

Sources of Funding for MHD Programs and Services

2009 Revenue Summary	
Tax Levy Total	\$15,731,608
Federal and State Funds	\$12,048,318
Licenses, Permits and Charges for Services	\$3,591,248
Private Donors/Foundations	\$977,728
<b>TOTAL 2009 Revenue</b>	<b>\$32,349,002</b>



MILWAUKEE/WAUKESHA  
PUBLIC HEALTH  
CONSORTIUM  
STOP THE SPREAD OF DISEASE

WHAT DID YOU  
TOUCH TODAY?

WASH YOUR HANDS



MILWAUKEE/WAUKESHA  
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*Three ads created in partnership  
with SERVE Marketing for a  
regional H1N1 campaign to  
promote hand washing*

“DON'T LET  
THE FLU  
BENCH  
YOU.”

— Charlie Bell

1. ALWAYS  
WASH  
YOUR HANDS
2. COVER  
YOUR COUGHS  
AND SNEEZES
3. GET THE  
FLU SHOTS



Think Health  
CITY OF MILWAUKEE  
Act Now!  
HEALTH DEPARTMENT

“MY GAME PLAN:  
STAY HEALTHY.”

— Corey Hart

Wash your hands. Get the flu shots.

Call 211 or visit [milwaukee.gov/flu](http://milwaukee.gov/flu)

Photo by Milwaukee Brewers Baseball Club/Scott Paulus



Think Health  
CITY OF MILWAUKEE  
Act Now!  
HEALTH DEPARTMENT

“VACCINATION IS  
YOUR BEST DEFENSE  
AGAINST THE FLU'S  
OFFENSE.”

— Bevan K. Baker  
Commissioner of Health

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Think Health  
CITY OF MILWAUKEE  
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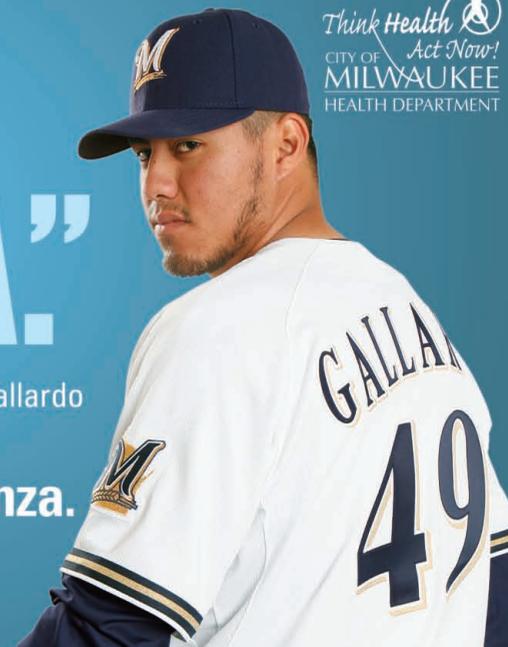
“PONCHEMOS A  
LA INFLUENZA.”

— Yovani Gallardo

Lávate las manos. Vacúnate contra la influenza.

Llame al 211 o visite [milwaukee.gov/flu](http://milwaukee.gov/flu)

Photo by Milwaukee Brewers Baseball Club/Scott Paulus



Think Health  
CITY OF MILWAUKEE  
Act Now!  
HEALTH DEPARTMENT

## *Locations*

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KEENAN HEALTH CENTER

3200 N 36TH ST · 53206

NORTHWEST HEALTH CENTER

7630 W MILL RD · 53218

SOUTHSIDE HEALTH CENTER

1639 S 23RD ST · 53204

ZEIDLER MUNICIPAL BLDG

841 N BROADWAY · 53202



Tom Barrett, Mayor  
Bevan K. Baker,  
Commissioner of Health  
[www.milwaukee.gov/health](http://www.milwaukee.gov/health)