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City of Milwaukee Health Department partners with local HMOs to make Milwaukee's children healthier

The City of Milwaukee Health Department in partnership with UnitedHealthcare and Managed Health Services launched Milwaukee's first annual childhood preparedness campaign by promoting the importance of access to a medical provider and encouraging parents to assure basic health services for children that support school readiness.

The agencies say that activities during Milwaukee Child Health Week will enable children in the city to get a healthier start this school year.

"This is a great opportunity for parents to get the tools they need to ensure their children have a healthy start in life and for the school year," said Mayor Tom Barrett.

"We are committed to making Milwaukee a healthier city, and this begins by assuring the health among our smallest residents," said Commissioner of Health Bevan Baker.

On Monday, HMO providers and nurses will staff a phone bank at WTMJ4 from 3:00 p.m. to 7:00 p.m. to answer questions regarding health checks, immunizations, lead testing, health care access and medical provider selection.

This weekend, nearly 10,000 students are expected to attend the City of Milwaukee Health Department Back-to-School Health Fairs on August 14 at South Division High School, located at 1515 W. Lapham Boulevard and on August 15 at the Fitzsimonds Boys and Girls Club, located at 3400 W. North Avenue. The August 15 event is held in partnership with the Milwaukee Urban League. The fairs, which begin at 10 am, will feature health screening booths and staff to assist in requesting Medicaid, Badger Care and free or reduced school lunches.

"UnitedHealthcare is pleased to be a key supporter of City of Milwaukee's first annual Child Health Week and to be a resource for the well-being of children in Milwaukee County," said Jeff Nohl, President and CEO of AmeriChoice Wisconsin, a UnitedHealth Group Company. "Our goal is to promote the importance of regular preventive health visits to parents of young children. Preventive health care is the key to identifying health problems that can compromise development."

"We are excited to participate in this important endeavor which touches the lives of thousands of young people in our community by helping them get a healthy start to the school year," said Sherry Husa, President and CEO of Managed Health Services. "Improving the health and well being of these children is central to our mission here at MHS."

For more information on the Back-to-School Health Fairs, visit www.milwaukee.gov/health.

Think Health. Act Now!