



Childhood Lead Poisoning Prevention Program Receives \$3.9 Million Grant

photo by Pete Skiba

by Jeff Propp

At a press conference held on January 22nd, Mayor Tom Barrett and **Health Commissioner Bevan K. Baker** welcomed Joseph P. Galvan, HUD Midwest Regional Director, to formally announce the receipt of a \$3.9 million grant award to the City of Milwaukee Health Department's Childhood Lead Poisoning Prevention Program from the U.S. Department of Housing and Urban Development (HUD). Others in attendance included representatives from the offices of U.S. Senator Herb Kohl and Congresswoman Gwen Moore; and Sister Anne Halloran, Executive Director of the Dominican Center for Women, Inc. The press conference was held at the Dominican Center for Women, Inc. on Milwaukee's north side, a longtime community partner to the MHD and the Childhood Lead Poisoning Prevention Program. Other attendees representing health department staff, partner agencies, community organizers, and concerned citizens joined in celebrating this major grant award, which will be used to help protect children from dangerous lead-based paint in Milwaukee homes.

photo by Pete Skiba



Mayor Tom Barrett at the January 22nd press conference announcing the award



Commissioner of Health Bevan K. Baker, Mayor Tom Barrett, and HUD Midwest Regional Director Joe Galvan

Mayor Barrett expressed his sincere pleasure with the grant award, noting the great progress that has been made to date, and the opportunity we have to continue to "improve lives with each additional home that becomes lead abated." HUD Regional Director Joe Galvan pointed to the fact that the MHD was able to receive this large award because of its ability to bring city departments and community partners together to maximize resources in addressing the problem. All of the speakers commended the MHD for its strong community partnerships, which have served as keys to the Lead Program's success. Commissioner Baker summed up the event by acknowledging the continued need to grow and sustain partnerships as we move closer to achieving the goal of eliminating lead poisoning in our city. Using a baseball analogy, he thanked the Lead Program staff for "putting us in the game, hitting the pitch, and making it a home run."



At a CEO Breakfast Briefing on January 11th Mayor Tom Barrett announced his commitment to

obtain a Wellness Councils of America (WELCOA) Well City designation for Milwaukee and challenged the CEOs to join him in the effort to make Milwaukee known as “a vibrant, healthy city on the Fresh Coast – as THE place to live, work and play!” Milwaukee is one of only three cities WELCOA invited to apply for this designation.

Twenty CEOs representing over 50,000 employees have joined Mayor Barrett to work toward a Bronze Well City status and award. This is a prestigious award presented to cities and employers who complete the proscribed steps for establishing wellness programs. Other cities that have undergone rigorous strategic planning with WELCOA and have met the necessary criteria:

- | | |
|---------------------|-------------|
| 1. Greeley, CO | Well City |
| 2. Rhode Island | Well State |
| 3. Fort Collins, CO | Well City |
| 4. Fremont, NE | Well City |
| 5. Morgantown, WV | Well City |
| 6. Charleston, SC | Well Region |
| 7. Mesa County, CO | Well County |

Obtaining a Well City designation will require the participation of 20 Milwaukee employers that cumulatively employ at least 20 percent of the city’s workforce. Employers must establish wellness programs that meet WELCOA requirements for a Well Workplace. In addition to the City of Milwaukee, some of the other companies that have made a commitment to reach our goal include Alverno College, Aurora Sinai Medical Center, Columbia St. Mary’s, GMC, Milwaukee Public Schools, Helwig Carbon Products, Independence First, and the MMAC.

The idea to become known as Well City Milwaukee is a result of the efforts of the Greater Milwaukee Committee’s (GMC) Healthy Lifestyles Subcommittees, the Metropolitan Milwaukee Association of Commerce (MMAC), and the City of Milwaukee Health Department (MHD). **Dr. Vivian Chen, Malinda McCarthy,** and Director Mike Brady from Employee Benefits are working members of the Well City Task Force. Since the City of Milwaukee is the largest employer in Milwaukee, it is appropriate and exciting that the Mayor is leading the City’s efforts with the assistance of the MHD. The philosophy of Well City is to challenge teams from local companies, healthcare systems, educational institutions and municipalities to take a proactive step toward improving the health and well-being of their most important asset—employees and their families.

The commitment to participate requires organizations to develop and support a wellness program in their company using the WELCOA Well Workplace Checklist as a guide. The following seven Benchmarks of Success, each with very specific out-comes, must be met by each participant:

- Strong Senior Level Support
- A Cohesive Wellness Team
- Data Collection to Ensure a Results-Oriented Approach Including a Health Risk Assessment (HRA)
- A Written Annual Plan with Measurable Goals and Objectives
- Health Promotion Interventions Based on Data Collection and Operating Plan
- A Supportive, Health-Promoting Environment
- Careful Evaluation of Program Outcomes

The first step toward becoming a Well City was achieved through the commitment of the above employers. To obtain the actual designation requires submitting an application for national Well Workplace recognition within 36 months.

Once the Well Workplace designation is achieved, the organization agrees to serve as a mentor company to at least one other company working through the application process.

The value to Milwaukee in this initiative as a City is that it ultimately benefits each employer, all the employees and the residents of Milwaukee. Not only will it help to reduce health care costs, it is hoped that it also will reduce some of the more alarming health statistics, such as:

- 1 in 5 American adults is considered obese and more than 50% of them are overweight
- 75-90% of doctors’ visits are for stress-related issues
- Preventable illness accounts for nearly 70% of healthcare costs

Americans spend more of their waking hours at work than anyplace else – making the “office” the most logical place to address good health.

It is for these reasons and more that I ask each of you to make a commitment toward achieving this important designation. Many of you already recognize the return-on-investment that comes with workplace incentives for health and wellness, particularly with respect to reduced healthcare costs. As this effort is developed within the City, more information will be shared with you as to how you can be a part of this important initiative. In the meantime, I encourage you to be active and exercise: whether walking, using steps, or participating in a health club. We all need to focus on our health, including eating habits, striving to reduce/eliminate smoking, and having regular health checkups — and we can start with Wellness programs at the workplace.

Bevan K. Baker, FACHE
Commissioner of Health

MHD a Key Partner in Falk Explosion Response

by Anupa Gandhi

The morning of December 6th turned out to be unlike any other day. The tragic explosion and ensuing fire at the Falk Corporation both shocked and sobered Milwaukee. Ultimately, three Falk employees lost their lives and 46 employees were injured, some critically, when what is believed to have been a propane gas explosion leveled one of the company's buildings and severely damaged others nearby. However, first responder agencies including the MHD galvanized to mount a rapid and effective response amidst the catastrophic devastation.



at the EOC, which acted as the “nerve center” for strategic management of the incident. The City’s EOC was activated within 20 minutes of the explosion being reported.

At the scene, **Mary Ellen Bruesch**, Environmental and Disease Control Specialist, helped to conduct air and water testing, including bringing samples back to ZMB to be potentially analyzed by Health Department Laboratory and State of Wisconsin Laboratory of Hygiene in Madison. Upon returning to the office, Mary Ellen maintained dialogue with officials from Falk’s safety office, and other city and State agencies including the Wisconsin Department of Natural Resources (WDNR), Department of Public Works (DPW), and Milwaukee Metropolitan Sewerage District (MMSD) to monitor any environmental concerns.

At ZMB, Epidemiologist **Angie Hagy** quickly organized a group of

approximately 30 MHD employees to activate and staff an informational hotline for the incident; an instrumental role in the response. Mayor Barrett announced the hotline during a press conference shortly after the explosion, at which time the hotline went “live.”

The hotline staff provided information regarding missing persons and fielded inquiries concerning environmental hazards, as well as providing general information. Established in minutes, the hotline successfully handled over 500 calls during the course of the day. As news came in from the EOC, hotline staff was given talking points and updated information to pass on to callers. In many cases, callers were understandably anxious and scared as to the whereabouts of their loved ones. Those that staffed the hotline did so with compassion, concern, and professionalism.

Shortly after the explosion, **Commissioner Baker** reported to the city’s Emergency Operations Center (EOC) at the Third District Police Station, followed by DCP Division Manager **Paul Biedrzycki**. Both served in public health planning roles

Correction: Barbra Beck’s name was spelled incorrectly in the last issue. Our apologies. – Ed.

No Condom? No Way! Campaign Receives UCN Social Justice Award

by Tracey Hagedorn



Left to right: Commissioner Bevan Baker, Dr. Vivian Chen, Tracey Hagedorn, Lauren Otte, Julie Heckenback and Lucy Friedrichs

Kathy Blair and Tracey Hagedorn

The MHD’s **No Condom? No Way!** Campaign (NCNW) was the recipient of a \$7,000 award for social justice from the Unitarian Church North (UCN). Commissioner Baker accepted the check on behalf of NCNW at a small ceremony that took place inside the Keenan Health Center rotunda. The award was presented by Miss Julie Heckenback, a teen church member and long-time volunteer for the NCNW Campaign. Over the past three years, Miss Heckenback has coordinated several all-volunteer “youth condom packaging nights” with dozens of UCN teens, helping to assemble more than 50,000 prevention kits for NCNW. It was through this connection between MHD and the UCN youth that the church’s Social Justice Committee (SJC) became aware of the direct community service efforts of the No Condom? No Way! Campaign.

WARMING UP TO IMMUNIZATIONS

MHD gives jackets to children who get up-to-date on vaccinations

The MHD was the recipient of 4,000 youth-sized fleece jackets as part of the “Return the Warmth” program. This program was a recycling challenge started on March 1, 2006 by Sam’s Club®, Aquafina® and Keep America Beautiful® to remove and recycle 30 million plastic bottles from Sam’s Club® communities across the country. The local affiliate, Keep Greater Milwaukee Beautiful (KGMB) and eight participating MPS schools ranked *first in the nation* in collecting recycled bottles. For this, each school and KGMB received a \$1,000 gift card to Sam’s Club and 5,000 fleece jackets.

KGMB allocated 4,000 fleece jackets to the MHD as an incentive to increase Milwaukee’s immunization rate (approximately 43% as compared to 90% for Milwaukee County). Currently 38% of children in the Milwaukee Public School system are not in compliance with their immunization requirements. “Each year the MHD works at creative and innovative ways to encourage families to get their children immunized,” said Commissioner of Health **Bevan K. Baker**. “This partnership is a great example of community partners working together for the greater good of the citizens we serve.”

The jackets continue to be distributed during weekly walk-in clinics at the MHD health centers. For a schedule of walk-in family clinics visit www.milwaukee.gov/health

Left to right: Milwaukee Fire Dept. Chief Wentlandt, Lori Petrocelli of Pepsi, Mayor Barrett, Dr. Vivian Chen, Gail Cunningham of KGMB, Joe Wilson, Jim Perko, Dept. of Public Works Commissioner Jerry Chudzik, Jeff Mantes



Mayor Tom Barrett with fleece jacket



Public Preparedness—A key focus for 2007 National Public Health Week

Each year the American Public Health Association coordinates the national theme for the observance of National Public Health Week. This year’s celebration will be held on April 2-8 and the theme will be *“Take the First Step!” Preparedness and Public Health Threats: Addressing the Unique Needs of the Nation’s Vulnerable Populations.*



TAKE THE FIRST STEP!

PREPAREDNESS AND PUBLIC HEALTH THREATS:
Addressing the Unique Needs of the Nation’s Vulnerable Populations

 **National Public Health Week • April 2-8, 2007**

A MHD steering committee has been formed and will be working to highlight not only the important work we do, but also to incorporate the national theme in the activities planned for the week. Stay tuned, and for more information on APHA’s public health week plans, visit www.apha.org/nphw



KUDOS

Celebrating those who make our values real



EFFECTIVE COMMUNICATION

Kudos to **Shaira Hanif, Mat Wolters,** and DCP staff who coordinated NIMS training for ALL MHD employees. As a result of their efforts, the MHD is one of the first (if not *the* first) major public health department nationally to have accomplished this.

Dick Haack from NIDC Housing Rehab sends kudos to **Michael Mannan**, HEH Inspector. "Mr. Mannan and I have worked closely in the past 10 days or so to sort through some unique situations presented by a troubled contractor. In that time Mr. Mannan has demonstrated the highest degree of professionalism, patience and knowledge. His communications skills allow him to present complex issues to owners, tenants, the contractor in question, and myself, in such a way that he is understood by all," said Mr. Haack.

SCIENTIFIC & TECHNICAL EXCELLENCE

Nancy Castro sends Kudos to **Eileen Taylor** for passing her certification exam for Certified Lactation Consultant (CLC). Eileen is a WIC Dietetic Technician and attended a five-day training in September.

Kudos to **Mary Ellen Bruesch** from Mat Wolters for for all of her exemplary work on MHD's recreational a drinking water programs, which included a Wisconsin Department of Natural Resources Crystal Ball Award for predictive modeling of beach water quality, and also for her professional

dedication to MHD by assisting DCP and other MHD divisions in keeping risk communication information up-to-date on our Health Department web pages.

SERVING THE PUBLIC

Kudos to **Mary Jo Gerlach** from Al Cimperman of MPS and George Carns of the Children's Health Alliance for the excellent presentation she made to 130 MPS School Social Workers at their staff meeting at Bell Middle School on January 19th. This presentation included information on lead poisoning, Milwaukee data, health and developmental impacts on children, how to request blood lead histories of children being evaluated, and discussion of these topics. As Mr. Cimperman put it, "you totally engaged them and they were very interested in the topic and respected your expertise. We will continue to use you as a resource."

Kudos to **Darryl Davidson** upon receiving a 2007 Black Excellence Award in the volunteer category. *(See article on page 6.)*

Kudos to **Jennifer Ladowski** and **Brigid Ford** who have given over 16 years of service to the Newborn Screening Program. More than 1,000 babies have had their newborn screening tests repeated and have been referred to care. Thank you for a Job Well Done!

VALUING OTHERS

Kudos to our HR Team, **Shaira Hanif, Annie Jones, Megan**

Kemmerling, and Victoria Robertson. Their joint efforts updated and restructured our *New Employee Orientation* program to ensure new employees are appropriately welcomed to the MHD!

Kudos to the **CHEERLEADER Team** at SSHC from Jan Rach for coordinating an afternoon "Tea" on Dec 7th to welcome the WIC staff from JCHC. Many of the staff in the building enjoyed a break together and some great refreshments. All the staff introduced themselves and said something special about themselves.

Kudos to **Sandy Coffarro** for her excellent suggestion to feature retirees in our staff newsletter's special insert. There was an enthusiastic response, and great interest to know what others were up to!

Answers to last issue's puzzle:

Find 12 Islands

Bonus islands: Attu and Mona

E	F	I	I	V	M	W	A	B	R
Y	C	U	C	R	G	N	U	O	E
I	A	A	X	E	I	A	T	R	V
M	R	W	R	L	L	K	T	N	U
R	N	P	A	H	E	A	A	E	O
H	V	T	A	A	T	S	N	O	C
W	A	G	S	C	C	O	O	D	N
C	I	T	I	H	A	T	M	L	A
B	E	R	M	U	D	A	O	A	V
R	L	Z	W	A	K	E	Z	S	S

- | | | |
|----------|---------|------------|
| BERMUDA | EASTER | SAMOTHRACE |
| BORNEO | ICELAND | TAHITI |
| CAPRI | MAUI | VANCOUVER |
| CATALINA | OSAKA | WAKE |

Update on We Energies Partnership

by Andy Budde

The Home Environmental Health Division recently ended its additional We Energies subsidy for vinyl replacement windows used in the fight against childhood lead poisoning in Milwaukee. We Energies stepped forward in an important leadership role in the second half of 2006 to provide \$360,000 to the City of Milwaukee Health Department. This funding contributed \$50 per window to offset the cost of installing "Energy Star" rated, lead-safe windows in homes and apartments of low and moderate-income families.

The successful effort to combine energy savings with the protection of

children from lead poisoning was tested with this public/private partnership. New replacement windows are easier to operate, are safer and add value to the homes of Milwaukee's citizens. This private sector funding coupled with HUD funding allowed the MHD's Childhood Lead Poisoning Primary Prevention Program (CLPPP) to provide a total of \$210 per window to offset the cost of purchasing and installing "Energy Star" rated replacement windows. Windows were ordered and installed by certified lead abatement contractors and work was monitored for safety and quality by MHD Lead Risk Assessors, who

worked with owners to repair safety concerns and ensure lead safety. More than 550 homes were abated and made lead safe in Milwaukee's target neighborhoods. Property owners are required to be current on property taxes and satisfy outstanding building code violations before they can participate in the primary prevention program. The CLPPP continues to operate its primary prevention program using Federal HUD grant funds of \$160 per window. Applications and eligibility requirements can be found at www.city.milwaukee.gov/health.

WIC Helped Families Have Thanksgiving Meals

by Nancy Castro



The MHD's Women Infants and Children (WIC) program participated in the *Family-to-Family Thanksgiving event* which was sponsored by Aurora Family Services and WKTI 94.5 FM. WIC received 10 food baskets to give to families in the program. The participants filled out nutrition education information forms and were entered into a drawing. The drawing was held on Nov. 17 and winners picked up the baskets on Monday, Nov. 20. WIC distributed four baskets at Northwest Health Center, three at Keenan Health Center and three at Southside Health Center. The baskets included a 10 – 12 pound frozen turkey and foil pan, a box of instant mashed potatoes, stuffing, canned vegetables and fruit, butter and a loaf of bread.

Black Excellence Award Honors One of Our Own



Darryl Davidson

Darryl Davidson received a volunteer service recognition at the 2007 Black Excellence Awards on Friday February 23rd, at the Italian Community Center. The Black Excellence Awards honor "outstanding local individuals who have personally and professionally influenced their communities without fanfare." The program was launched in 1985 by the Milwaukee Times, a weekly newspaper serving the city's African-American community. WISN-TV

Channel 12 is the official media sponsor of the Awards. Darryl was chosen because his countless volunteer hours dedicated to HIV education, the training of HIV prevention instructors and the development of education manuals and training videos for African Americans. Since 1994, Darryl has served in a variety of leadership roles with the Wisconsin HIV Prevention Planning Council. He was the editor of the Statewide AIDS Network (SWAN) newsletter; he is the former chair of the Wisconsin AIDS Fund Grants Advisory Committee; and is the HIV Prevention Education Instructor Trainer for the Instructor Support Team of American Red Cross of Southeast Wisconsin.

SSHC Celebrates Black History Month

The Community Health & Outreach Program (CHOP) hosted a very special luncheon on February 15th to celebrate Black History month and highlighted some ethnic culinary delights. There was no shortage of delicious dishes such as black-eyed peas and ham, macaroni and cheese, chicken and dressing, ham hocks, egg rolls, a variety of salads, fried chicken, chicken casserole and fried pies – an item that seemed to intrigue Commissioner Baker enough to have three! There was enough food to enjoy for two days. The festivities included Black History month attire, noted history facts were posted around the room, and a MHD co-worker from ZMB also brought literature to share.



Left to right: Sharon Ostergaard, Rodney Wilson, Nora DeBerry Johnson, Alanda Bradley, Toni Carroll, Michele LeBourgeois, Katherine Greer, Nancy Burns



Fetal Infant Mortality Status Report Shows High Number of Milwaukee Infant Deaths and Stillbirths Offers Remedial Recommendations

by Karen Michalski

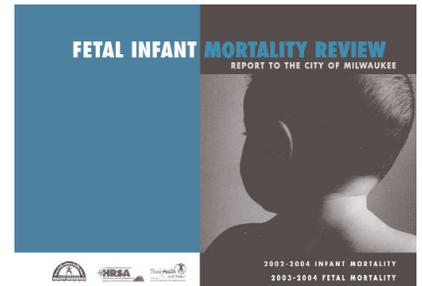
The **Fetal Infant Mortality Review (FIMR), Report to the City of Milwaukee** detailing 389 infant deaths (2002–2004) and 140 stillbirths (2003–2004), is a product of the City of Milwaukee Health Department through the Milwaukee Healthy Beginnings Project, a federally funded program administered by the Black Health Coalition of Wisconsin.

Infant mortality is a complex and multi-faceted problem with no single solution. In the last 20 years, Milwaukee has changed from a city that boasted one of the nation's lowest infant mortality rates to a city with one of the highest. The following social, economic, and racial/ethnic issues in Milwaukee are significant, and must be taken into account as we seek to understand and develop recommendations to reverse the current trend:

- 41% of Milwaukee's children under the age of 18 live in poverty. In fact, Milwaukee had the fourth highest poverty rate for children in 2004.
- 52% of Milwaukee's children live in single-parent households.
- 50% of Milwaukee's children live in families where no parent has a full-time, year-round job.

- In 2004, the non-Hispanic Black infant mortality rate was 19.4 (more than 19 infant deaths per 1,000 live births). This was more than 3 times the non-Hispanic White infant mortality rate of 5.3/1,000 and the Hispanic infant mortality rate of 4.9/1,000.

Milwaukee's infant mortality rate ranked a poor 40th among the 50 largest cities in the United States. Milwaukee's infant mortality rate (IMR) is worse than the national average IMR for countries such as Cuba, Germany, Japan, Sweden, Australia and Canada, and the infant mortality rate in certain Milwaukee zip codes is equal to or worse than that of many developing countries.



The report offers recommendations to reduce infant mortality and stillbirth, including making improvements in health care and data collection, health policy, and personal behaviors as well as a serious community commitment to address a climate of racism and disenfranchisement evident in many of the cases reviewed.

PERSONNEL • LY SPEAKING

• NEW HIRES

Sarah Frank, CD Spec
Tracey Hagedorn, ACHP Hlth Proj Coord
Kathryn Mogen, Env Hlth Spec
Kathy Rauckman, Acct Assistant II
Boun Xiong, Env Hlth Spec

Location

KCHC
NWHC
ZMB
ZMB Admin
ZMB

Key to Abbreviations

ADM Administration
B&G Buildings & Grounds
CEH Consumer Environmental Health
CLPPP Childhood Lead Poisoning Prevention Prog
DCP Disease Control & Prevention
DNS Dept. of Neighborhood Services
EFM Empowering Families of Milwaukee
EHS Environmental Health Specialist
F&CHS Family & Community Health Services
F&M Foods and Measures
H&V Heating and Ventilating
HBHA Healthy Behaviors & Healthcare Access
HEH Home Environmental Health
HIS Health Information Specialist
HPC Health Project Coordinator
ICHC Isaac Coggis Community Health Center
ITS Information Technology Systems
KHC Keenan Health Center
MHD City of Milwaukee Health Department
NWHC Northwest Health Center
OA Office Assistant
PHA Public Health Aide
PHN Public Health Nurse
SSHC Southside Health Center
TBCC Tuberculosis Control Clinic
ZMB Zeidler Municipal Building

• RESIGNATIONS

Christina Abu-Habda, OA I
Jamie Berg, Env Hlth Spec I

ZMB
ZMB

• INTERDEPARTMENTAL TRANSFERS

Peggy Luckow, OS II to Adm Spec
Ardelia Swiams, PHN from NWHC HFS

ZMB
to KHC STD

• INTRADEPARTMENTAL TRANSFERS

Robert Devlin, H&V Mechanic II from NWHC to MPS
Nancy Gielow, OA III from CEH ZMB to DPW
Robyn Hicks, PHN from SSHC to MPS
Jacqueline Johnson, PHN from SSHC to MPS
Jerry Watkins, Boiler Cust from ICHC to DPW

• RETIREMENTS

Annie Brown, PHN
Sharon Fialkowski, PHN
William Wright, Health Insurance Spec

SSHC
ZMB
ZMB

Just for Fun

by Marlene Jamel

Find 12 Words
Associated with the Circus

U J I M L V Z S X I
J S T D S H C T L X
D R E N N M K A I W
R E T S A M G N I R
B P Z I F H T D E V
W U O W G A P L Z N
E O U E M H B E O P
X R A E B M T I L U
V T R V U S L S F E
T E N T M I D G E T

(Answers will be in the next issue of Healthy Times)

GIRLFRIENDS!

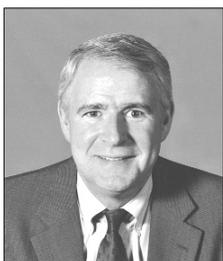
MHD Participates in the Launch of a new Health Guide for Women of Color



Strive Media Institute and its primary sponsor, Pfizer held a special reception on January 18th at the Milwaukee Art Museum to launch a new publication for women of color. The magazine will focus on health disparities impacting women of color in our community through targeted health articles that promote prevention and well-being. The magazine will be distributed at all MHD health centers and local area Pick'N'Save grocery stores. To join the GIRLFRIENDS network, visit www.girlfriendshealthguide.com



Left to right: Matthew Johnson (Strive Executive Director), Shirley Murdock (Singer/Songwriter), Commissioner of Health Bevan K. Baker, MHD Communications Officer Raquel Filmanowicz



Mayor Tom Barrett

Think Health  Act Now!

CITY OF
MILWAUKEE HEALTH DEPARTMENT
Serving Milwaukee Since 1867

Tom Barrett, Mayor
Bevan K. Baker, Commissioner of Health
www.milwaukee.gov/health

Deadline for Next Issue

Please email articles to Raquel Filmanowicz by
March 23, 2007 at rfilma@milwaukee.gov

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