



Waukesha County
Heroin Task Force



Community Health Improvement Plan & Process (CHIPP) 2017-2021 Summary Document November 2021

The task of improving the health of Waukesha County is not one that can be done alone, but requires the collaboration of the community to make a collective impact.

- Under the leadership of the Waukesha County Department of Health and Human Services and the Public Health Division, a cross-sector Steering Committee composed of key community leaders formed to participate in a Community Health Improvement Plan & Process (CHIPP), focused on improving community health.
 - The CHIPP Steering Committee created the following *vision* that became the guiding framework for community health improvement.
 - ***The vision for a healthy Waukesha County*** is strong families, connected communities, healthy environments, and accessible services that promote overall safety, well-being, and quality of life.
- After conducting several in depth assessments over the course of a 9-month period, the Steering Committee identified three strategic priorities to improve community health in Waukesha County: Opiates, Mental Health, Nutrition & Physical Activity. Action teams were formed around these three strategic health priorities. A summary of the process and all of the assessments can be found in this [CHIPP report](#).
- The CHIPP engaged a cross-sector of community partners from 2017-2021 and created action plans focused on these critical strategic health issue areas. These community partners included nonprofit, healthcare, education, law enforcement, business, government, and other relevant stakeholders. The CHIPP Steering Committee provided guidance and oversight throughout the entire time frame.
- The work of the CHIPP supports Waukesha County's mission which is to promote the health, safety, and quality of life of citizens while fostering an economically vibrant community.
- Improving the health and well-being of Waukesha County citizens correlates directly with strengthening economic opportunities for Waukesha County residents.



Waukesha County
Heroin Task Force



NOTES: The work of the CHIPP Action Teams engaged multiple community partners who were all impacted by the pandemic since March 2020. Although the pandemic halted some of the plans and activities of the Action Teams, these teams continued to meet and provide opportunities and support for Waukesha County residents. Documentation during 2020-2021 has been limited due to other demands from the pandemic on Waukesha County Public Health.

- These action teams did not receive funding to support their work and were comprised of Waukesha County partners who volunteered to support this critical work.
- It should also be noted that it is anticipated that much of this work will continue even though this CHIPP cycle is ending at the end of 2021.

Current CHIPP Steering Committee Members

NOTE: Over the course of the CHIPP 5-year process, some sectors saw transitions in their representatives.

Sector	Representative	Organization
FQHC	Kerri Ackerman	16th Street Clinic
Hospitals	Andy Dresang	Froedtert & Medical College
Consumer	Susie Austin	Consumer
County Board	Christine Howard	County Board
Western Waukesha County	Jessica Mieling	YMCA Pabst Farms
Workforce Development	Laura Catherman	WOW
Business Community	Suzanne Kelly	Business Alliance
Education	Luke Pinion	Waukesha School District
Environmental Health	Sarah Ward	Environmental Health
Co-Chair	Jean Schultz	ProHealth Care (retired)
Health and Human Services	Lisa Roberts	Waukesha County Health and Human Services
Co-Chair	Benjamin Jones	Waukesha County Public Health
Technical Support	Linda Wickstrom	Communications Coordinator
Community Member (non-voting)	Ken Kassees	Formerly, K-12 Education



Waukesha County
Heroin Task Force



Current CHIPP

Action Team Chairs

NOTE: Over the course of the CHIPP 5-year process, some action teams saw transitions in their leadership.

Action Team	TRI-CHAIRS	Organization
Mental Health	Danielle Birdeau	WCCDHS Crisis Intervention
Mental Health	Tanya Fredrich	Dir. of Pupil Services, Elmbrook School District
Mental Health	Mary Madden	Executive Director, NAMI Waukesha
Nutrition & Physical Activity	Sarah Butz	Dir. of Community Benefit, ProHealth Care
Nutrition & Physical Activity	Holly Glainyk	Waukesha County Parks Division
Nutrition & Physical Activity	Mike Glasgow	Nutrition and Transportation Services Supervisor, Waukesha County ADRC
Opiate	Kirk Yauchler	Mgr., Clinical Services, Waukesha County HHS
Opiate	Theresa Imp	Public Health Nurse Supervisor, Waukesha County, HHS

Current CHIPP Data Committee

NOTE: Over the course of the CHIPP 5-year process, the data committee saw transitions on this team.

REPRESENTATIVE	Organization
Ben Jones	Public Health Officer, Waukesha County HHS
Jean Schultz	Retired, Prohealth Care
Jerry Braatz	Dept. Head, Community Resource Development Educator, UW Waukesha Extension
Ron Pupp	Mgr., Adolescent & Family Services, Waukesha County HHS
Dan Michaels	Waukesha County Public Health



Waukesha County
Heroin Task Force



Opiate Action Team

As a result of wide-ranging efforts to gather local data to inform the CHIPP process, the citizens of Waukesha County identified that the opioid epidemic was their number one concern relative to community health. The Heroin Task Force (HTF) of Waukesha County began their work in 2014 and integrated their efforts with the CHIPP in 2017.

Today, the HTF of Waukesha County continues to spearhead the continued work of this action team. The HTF has recently been realigned to be more effective and responsive to new opiate trends.

- Over 175 community partners have re-engaged with the newly formed HTF during 2021.
- Of those partners, over 60 have committed to serving on action teams.
- These action teams will be using a data driven collective impact approach to identify specific action to be taken in the areas of Prevention, Harm Reduction, Treatment & Recovery, and Data and Reporting.

A summary of the work from 2017-2019 can be found below.

The overarching goal of the HTF during the CHIPP process was to reduce the impact of the opioid epidemic in Waukesha County through implementing a collective impact approach by focusing on the following areas.

1. Law Enforcement

a. Strategies

- i. Reduce barriers to prevent overdose, focusing on the increased utilization of Naloxone.
- ii. Promote the use of Act 33 where applicable and utilize pre-charge diversion to target low-risk offenders with opioid use disorders.
- iii. Promote education and training on the Prescription Drug Monitoring Program (PDMP) for law enforcement, prosecutors, and DOC agents.
- iv. Support ongoing Crisis Intervention Team (CIT) training for law enforcement.

b. Outcomes

- i. Trained 29 Waukesha County law enforcement agencies – 825 police officers, deputies, correctional officers, and office personnel on the safe use of Naloxone.
- ii. Improved data collection from law enforcement agencies within Waukesha County; collecting statistics on number of sworn staff, number of departments who deploy Narcan, how departments budget for their use of Narcan, and whether they track Narcan deployments.
- iii. Prescription Drug Monitoring Program (PDMP) training held in May 2019, and 41 people attended including law enforcement, prosecutors, probation agents and prescribers.



Waukesha County
Heroin Task Force



- iv. Through NAMI Waukesha, 356 officers have been trained in Crisis Intervention Team training in Waukesha County between October 2010 and October 2019.
- v. 42 defendants with opioid use disorders were offered a Deferred Prosecution Agreement (DPA), exceeding federal grant goals.

2. Prevention

a. Strategies

- i. Identify and promote strategies and interventions to help individuals, families, schools and businesses recognize, avoid and cope with the current opioid epidemic.
- ii. Reduce the number of older adults who are impacted by misuse of medications.

b. Outcomes

- i. Surveyed over 700 older adults to understand how opiates are impacting the senior population in Waukesha County. As a result of this survey:
 - 1. Collaborated with pharmacists to produce education materials and hosted a workshop for area professionals who work with seniors in the community.
 - 2. Created an informative flyer, with the help of local pharmacy students, that is attached to opiate prescriptions. This project is currently being piloted by eight area pharmacies.
 - 3. Distributed over 400 Deterra packets to aging adults to assist in safe disposal of unused opiates.
 - 4. Engaging a cross sector team to promote the use of existing resources and completing an inventory of substance use initiatives offered through Waukesha County school districts.

3. Treatment & Recovery

a. Strategies

- i. Increase access to and improve quality of Medication Assisted Treatment (MAT) services provided in Waukesha County.

b. Outcomes

- i. Established a county-wide network of Medical Assisted Treatment (MAT) providers and identified which providers are currently using evidence-based best practices.
- ii. Working with other MAT providers to assist them in improving their practices.
- iii. Held quarterly meetings for all opioid providers to continue educating and identifying best practices.

4. Drug Affected Infants & Families

a. Strategies

- i. Increase awareness, education, and quality care for pregnant and newly parenting women, infants, and families struggling with substance use disorders and recovery.
- ii. Increase community support services for pregnant and newly parenting women.
- iii. Expand Screening, Brief Intervention and Referral to Treatment (SBIRT) for pregnant women in Waukesha County.



Waukesha County
Heroin Task Force



- iv. Increase access to MAT and other services for incarcerated pregnant and newly parenting women.
- v. Implement a peer coaching program for pregnant and postpartum women.

b. Outcomes

- i. Created a social media campaign to reach target groups. Currently have more than 250 Facebook followers.
- ii. Continued outreach to key partners and stakeholders, working to build a united front.
- iii. 45 individuals have been trained in Screening, Brief Intervention and Referral to Treatment (SBIRT).
- iv. Working with Waukesha County Jail administrators and other key personnel to increase access to services for incarcerated pregnant and newly parenting women.
- v. Researching peer coaching programs for pregnant and postpartum women.

5. Harm Reduction

a. Strategies

- i. Establish a needle exchange program in Waukesha County.

b. Outcomes

- i. Identified key partners, funding, and awareness for needle exchange program.
- ii. Worked with Aids Resource Center of Wisconsin to add an extra day to the current mobile program.

6. Workplace

a. Strategies

- i. Increase awareness among key stakeholders related to the opioid epidemic, specifically with employers and the business community.

b. Outcomes

- i. Held a training on HR/legal issues related to opioids in the workplace.
- ii. Held a training on how to administer naloxone and identify drugs in the workplace.
- iii. Waukesha County Business Alliance focused quarterly magazine on the opioid epidemic. Magazine is sent to 1200 businesses and shared widely online.

A summary of the specific objectives for each focus area and past outcomes for the Opiate Action Team through the HTF from 2017-2019 can be found [here](#).



Mental Health Action Team

Prior to the pandemic, nearly one in five Americans suffered from mental illness, according to NAMI (National Alliance on Mental Illness). Millions of people are affected by mental illness each year, and the pandemic has only exacerbated this critical health issue. Mental health was ranked as the number two health concern in Waukesha County during the CHIPP assessment process.

Suicide is the tenth leading cause of death in the United States and has risen steadily since the 2000's. The Mental Health action team saw the rising suicide rates in Waukesha County and focused their efforts on suicide prevention.

This team's overarching focus was to successfully launch the [Waukesha County Suicide Prevention Initiative](#) (WCSPi) which is dedicated to reducing the number of deaths by suicide in Waukesha County by scaling up evidence-based mental health practices in prevention, stigma reduction, and access to treatment.

Their specific goals were focused in three areas:

1. Increasing hope & knowledge of recovery

a. Strategies

- i. Parent/Peer mentor to assist with system navigation for school-based families in crisis, partnering with county school districts.
- ii. Sharing best practices in system navigation across other school systems.
- iii. Partnering with local school districts and NAMI Waukesha.

b. Outcomes

- i. Measured by increased number of families engaging with parent/peer mentors and ability to access on-going support and services to stabilize crisis.
 1. 2019-2020 School year--62 families served
 2. July 2020-June 2021--48 families served

2. Increasing efficacy; comfortable accessing help for themselves and others

a. Strategy

- i. Provide education opportunities for the community partnering with Suicide Awareness & Prevent Task Force.

b. Outcomes

- i. Measured by increased knowledge of available resources in Waukesha County and increased knowledge regarding suicide warning signs.
 1. 2,000 mental health/crisis wallet cards distributed
 2. 4,000 signs of mental health concerns student handouts distributed
 3. 10,000 help and hope cards printed and in process of distribution
 4. Suicide prevention posters and coasters printed and in process of distribution
 5. May 2021--200+ attendees to virtual events that provided education about mental health conditions and suicide awareness.



Waukesha County
Heroin Task Force



6. January-June 2020--1,261 youth attended Stories of Hope or Ending the Silence presentations
7. January-June 2021--929 students attended Stories of Hope presentations.
8. Question, Persuade, Refer. (QPR) data 2020-2021 -- 59 presentations for 810 participants.

3. Strengthening access and delivery of suicide care

a. Strategy

- i. Provide education for medical and mental health professionals: Zero Suicide partnering with NAMI, DHS, Elmbrook School District and Prevent Suicide Wisconsin.

b. Outcomes

- i. Measured by number of staff trained in Columbia Suicide Severity Rating Scale.
 1. 100% of WCDHHS Clinical staff are trained in the CSSRS
 2. 50 WCDHHS Clinical staff are trained in the evidence based model, Collaborative Assessment and Management of Suicidality (CAMS)
 3. Elmbrook School District implemented Hope Squad, peer-to-peer suicide prevention programs, in four secondary schools (7-12th grade). Elmbrook is the charter site in Wisconsin for the program. Two Advisors are certified trainers and can train other schools to become certified in Hope Squad. To date over 35 Wisconsin districts have implemented the program.

Through trainings of key target groups, community education, peer mentoring programs, and Question, Persuade, and Refer training, this team has been able to impact suicide rates here in Waukesha County.

Despite the pandemic, and having to pivot between virtual and in-person activities, the Mental Health team continues to provide resources and expand the audience for whom prevention information and education can be provided.

A summary of the past outcomes from the Mental Health Action Team from 2017- 2019 can be found [here](#).



Waukesha County
Heroin Task Force



Nutrition & Physical Activity Action Team

Because of the overarching impact of nutrition and physical activity on literally every aspect of overall health for every age group, this concern was chosen as the third health priority during the CHIPP assessment.

The goal of this team was to improve physical activity and nutrition for Waukesha County residents. Their approach was to reduce barriers to residents who couldn't access healthy food or physical activity options.

This Action team divided their work into two teams and offered incredible opportunities to improve personal well-being in both areas of their focus: Nutrition and Physical Activity.

The specific goals for this team were the following:

1. Nutrition Goal

- a. Increase the percent of adults who consume the recommended 3+ vegetables/day from 25% to 30% by December 31, 2021.
 - i. **Strategies**
 1. Fruit/vegetable of the month awareness campaign
 2. Utilize social media, business community, websites, and printed materials to support the campaign
 - ii. **Outcomes**
 1. The Nutrition community partners launched a Harvest of the Month program which highlights a locally available crop each month.
 2. This ongoing program introduces healthy produce options and gives residents recipes to make it easy to incorporate this produce at home.

2. Physical Activity Goals

- a. Increase the percent of adults who meet the recommended moderate or vigorous activity levels from 46% to 50% by December 31, 2021.
- b. Reduce the percent of adults who are overweight or obese with a BMI of 25+ from 70+% to 68% by December 31, 2021.
 - i. **Strategies**
 1. Promote increase in physical activity through programming such as Fit in the Parks, Walking for Wellness, and Winter Wellness.
 2. Partnering with Waukesha County Parks, YMCAs, healthcare partners



Waukesha County
Heroin Task Force



ii. Outcomes

1. A total of 6 Community Action Teams were formed over the 3 year period - Mukwonago, Oconomowoc, Waukesha, Menomonee Falls, Muskego, and New Berlin.
2. The Physical Activity community partners created 106 new *free physical activity* opportunities to Waukesha County residents. **A total of 13,269 county residents participated** over a 3-year period (launched in 2019).
 - a. A breakdown of program attendance totals
 - i. 2019: 34 programs/events offered with a total of 5,129 participants
 - ii. 2020: 44 programs/events offered with a total of 3,763 participants (during the pandemic, prior to a vaccine!)
 - iii. 2021: 28 programs/events offered with a total of 4,377 participants
3. [A “Summer Fit in the Parks” promotional video](#) was created in 2021 in cooperation with students from Elmbrook School District
4. The free summer fitness programs and hikes continue to be offered throughout the county in all geographic areas.
5. The outdoor activities were a welcome option during the pandemic when there were limited indoor physical activity options available.

This action team developed the Live Well Waukesha County brand and e-newsletter that is distributed monthly to hundreds of residents. The e-newsletter brings awareness to the physical activity opportunities and harvest of the month program for all residents. [Click here to sign up for the newsletter!](#)

The [Live Well Waukesha County Website](#) is maintained and includes updated information on both the Physical Activity offerings and the Nutrition “Harvest of the Month”.

A summary of the past outcomes from the Nutrition & Physical Activity Action Team from 2017-2019 can be found [here](#).