



# North Shore Community Health Priority Assessment 2017-2021



**NORTH SHORE**  
HEALTH DEPARTMENT

Serving the Wisconsin communities of Bayside, Brown Deer,  
Fox Point, Glendale, River Hills, Shorewood and Whitefish Bay

**[nshealthdept.org](http://nshealthdept.org) • (414) 371-2980**

# Introductory Letter

## Letter from the Health Director/Officer

In 2017, the North Shore Health Department began the process of creating a North Shore Community Health Assessment with a vision to gather information on the current health needs, assets, and conditions of people living in the seven municipalities that we serve. We wanted to present a comprehensive picture of what is impacting the health outcomes and quality of life of people in our communities. We took a three-pronged approach to gathering information about our communities. This document includes information gathered directly from residents about their top community health concerns. Our **North Shore Community Health Priority Assessment** provides a snapshot of the primary health concerns voiced by residents. Other components of the Community Health Assessment include collecting public health data from existing data systems. The results of our data gathering and assessment of this information the **North Shore Community Health Data Assessment**. Finally, we wanted to hear from residents and leaders of our communities to learn their views on the community health issues preventing residents from obtaining optimal health, and their thoughts on our community assets. We interviewed 40 key informants, and summarized their input in the **North Shore Community Health Stakeholder Assessment**. The findings of each approach are stand-alone documents which can be accessed through our website at [www.nshealthdept.org/CHA](http://www.nshealthdept.org/CHA).

What stood out from all elements of the North Shore Community Health Assessment is that residents of the North Shore generally experience good health and the conditions that drive good health. Education, access to clinical care, and environmental resources such as parks and Farmers' Markets are important assets within our region. While health outcomes are generally better among residents in the North Shore when compared to Milwaukee County or Wisconsin overall, there still exist several health outcomes, behaviors, and risk factors which are important to address. Examples include:

- Lung cancer is the leading cause of cancer-related deaths in the North Shore, and lung, colorectal, prostate and breast cancers account for almost half of all cancer deaths in our region.
- Drug-related death rates are increasing, including those attributable to prescription opioids and heroin.
- Self-reported rates of diabetes increased from 4% in 2003 to 11% in 2015, and hospitalization rates for diabetes are higher in the North Shore than in Wisconsin as a whole.
- Mental health issues were a top concern for stakeholders and residents.
- Rates of binge drinking in the North Shore have caught up to rates state-wide, with 25% reporting binge drinking in the past month.
- The North Shore has a larger percentage of older adults (65+) than the rest of the state, many of whom live alone.
- Older adults have falls at higher rates, which also contribute to a leading cause of death in the North Shore.

As we move into the next phase of the Community Health Improvement Action Cycle, we welcome your feedback on the Community Health Assessment. Please join us at an upcoming listening session, or contact the office directly.

Ann Christiansen, MPH  
Health Officer/Director  
North Shore Health Department  
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# Acknowledgements

Completing a Community Health Assessment (CHA) covering the seven jurisdictions included in the North Shore requires contributions from many partners. The North Shore Health Department acknowledges and appreciates contributions to all components of the North Shore CHA from the following individuals and organizations:

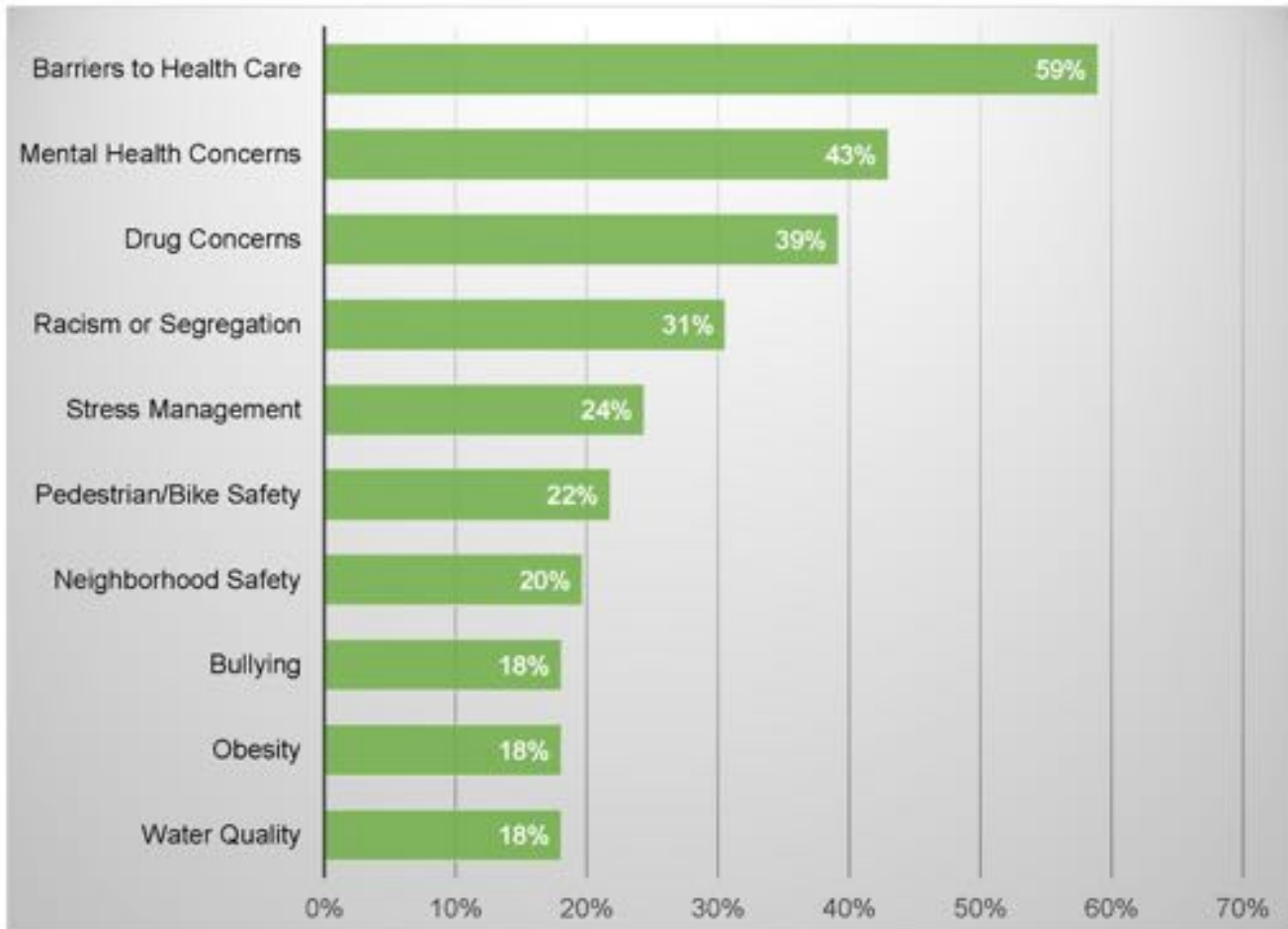
- Residents, elected officials, and leaders from the municipalities served by the North Shore Health Department:
  - Village of Bayside
  - Village of Brown Deer
  - Village of Fox Point
  - City of Glendale
  - Village of River Hills
  - Village of Shorewood
  - Village of Whitefish Bay
- North Shore Fire/Rescue
- North Shore Library Directors
- North Shore School Districts' Staff and Leaders
- North Shore NOW
- Fringe Interior Design
- Mark Travel
- Shorewood Family Chiropractic
- Texas Instruments
- REDgen
- Grassroots North Shore
- Aurora Health Care
- Medical College of Wisconsin
- REACH Clinic
- Milwaukee County Department on Aging
- Milwaukee Health Care Partnership
- United Way of Greater Milwaukee and Waukesha County
- University of Wisconsin-Milwaukee, College of Nursing
- University of Wisconsin-Milwaukee, Joseph J. Zilber School of Public Health
- University of Wisconsin, Center for Urban Population Health
- Wisconsin Department of Health Services, Office of Health Informatics
- Wisconsin Department of Health Services, Office of Preparedness and Emergency Health Care
- Wisconsin Department of Health Services, Bureau of Environmental and Occupational Health
- Wisconsin Department of Public Instruction
- Wisconsin Department of Transportation

North Shore Health Department Community Assessment Team Members	North Shore Health Department Board of Health Members
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Kathleen Platt, BSN Public Health Nurse Supervisor	Mary Jo Baisch, PhD, RN – Shorewood
Kimberly Schneider, BSN Public Health Nurse	Christopher Simenz, PhD – Whitefish Bay
Jessica Warden UWM MPH Field Placement Student	Gary Lewis, MD Medical Advisory/Chair

# Top Health Priorities

The top ten issues identified by survey respondents as those needing to be addressed to improve the overall health of the North Shore community, are shown below. Respondents were instructed to select up to five concerns from a list of 37, or to write in additional concerns. Similar responses were combined to identify general categories. The break-down of all responses is listed on the next page, with write-in responses (ie: those who chose “other”) listed to the right.

## Top 10 Health Concerns,\* According to Surveyed North Shore Residents, 2017

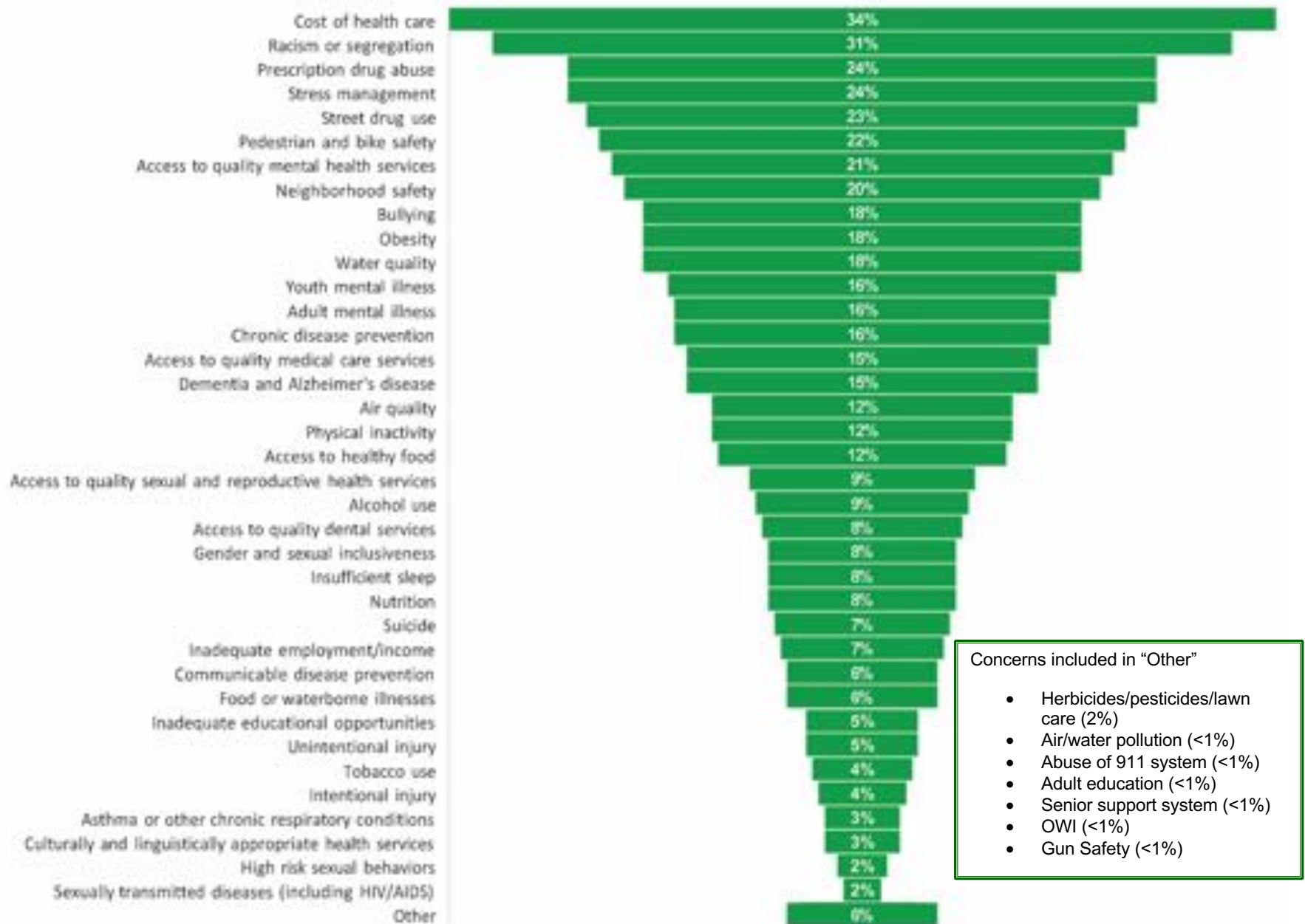


\*Some similar responses were combined into general categories; see page 9 for technical notes

In comparison, a 2015 phone survey found that North Shore residents ranked Chronic Diseases (64%), Alcohol or Drug Use (53%), Mental Health or Depression (44%), Violence (20%) and Infectious (Communicable) Diseases (20%) the top community health issues.

Source: North Shore Community Health Survey, 2015

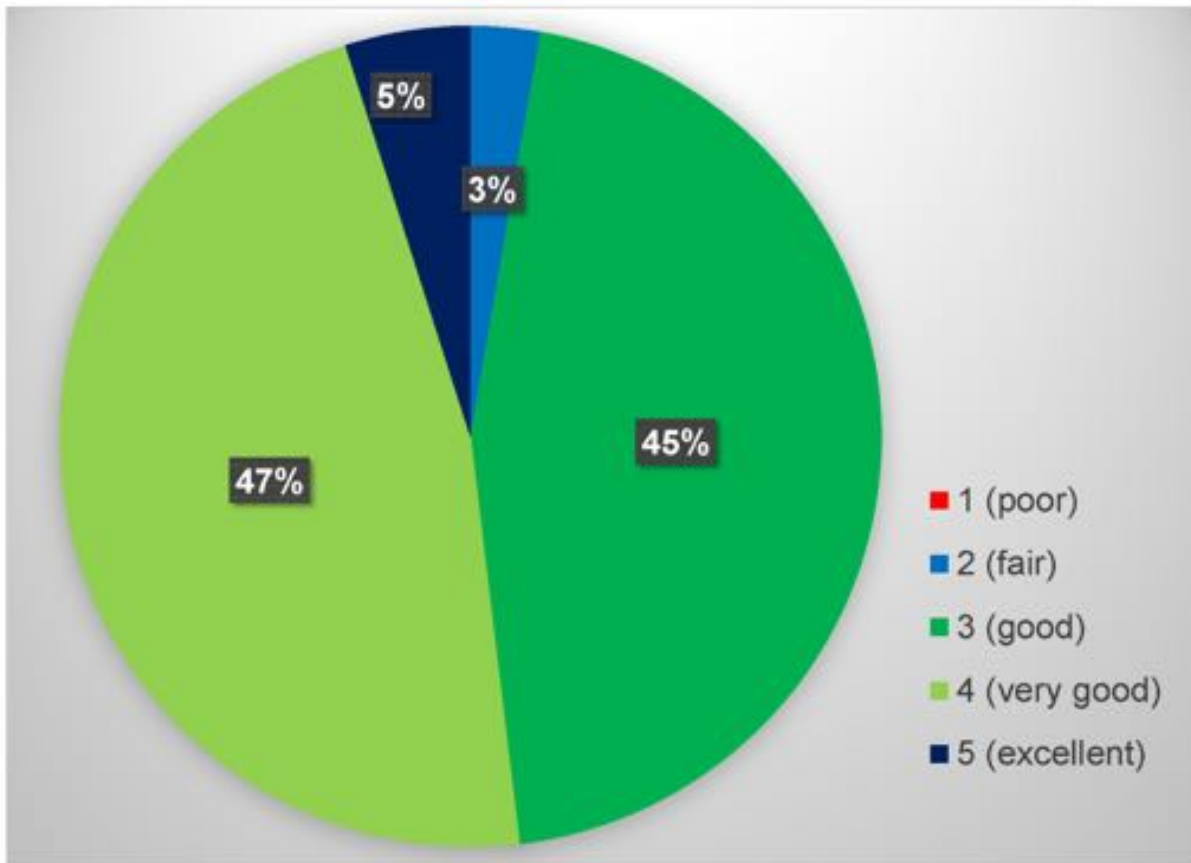
## All Ranked Health Concerns, According to Surveyed North Shore Residents, 2017



# Overall Health Ranking

Respondents were asked to rank the overall health of residents in the North Shore on a scale from 0 (poor) to 5 (excellent). The average score was 3.5, with almost half of residents rating overall health “very good.”

**Figure 2: Overall Health of Residents, According to Surveyed North Shore Residents, 2017**



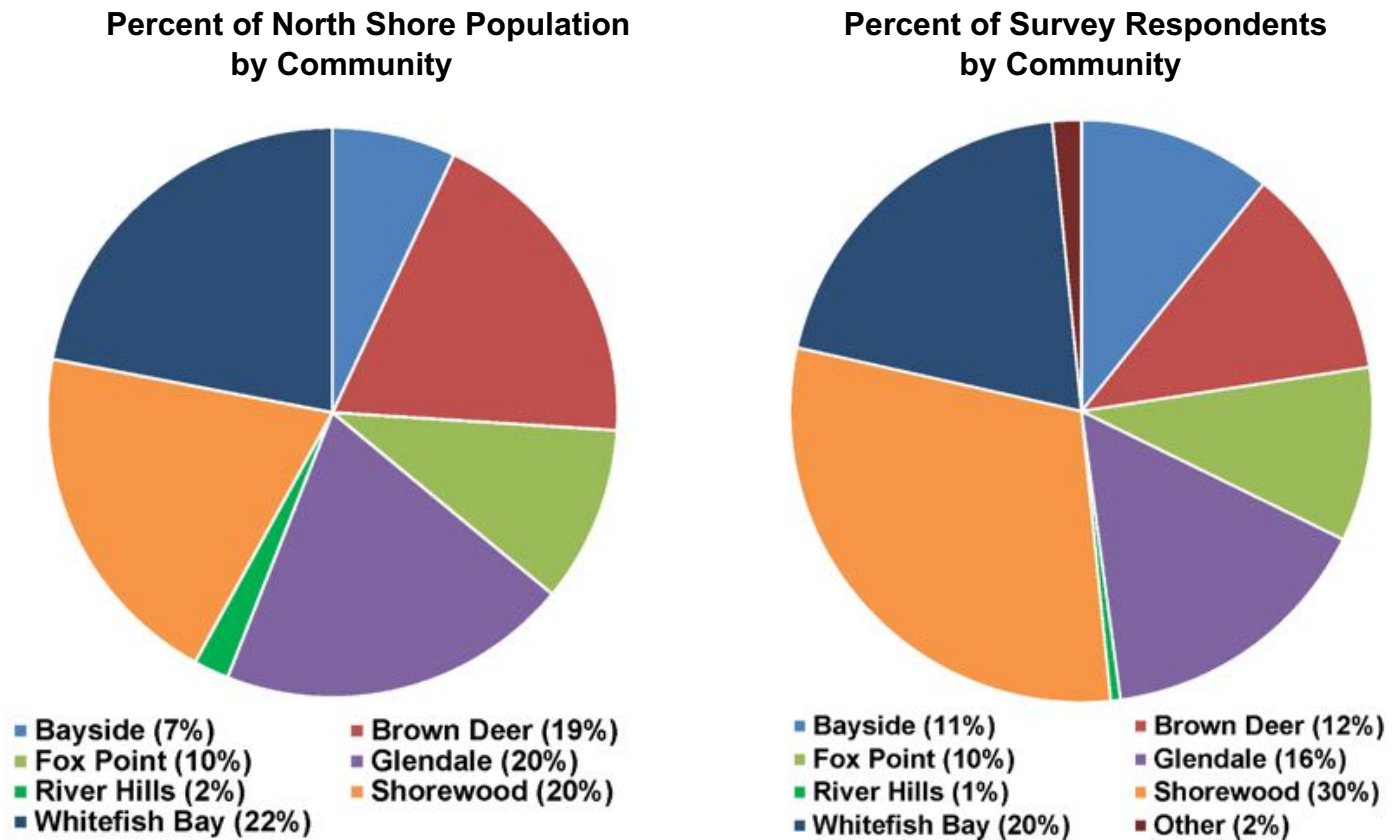
In comparison, a 2015 phone survey found that North Shore residents ranked their own health somewhat differently. At that time 21% ranked their own overall health “excellent” and 42% ranked it “very good.” In that survey, 11% ranked their own overall health “fair” or “poor.”

*Source: North Shore Community Health Survey, 2015*

# Demographics of Respondents

The 194 respondents shared demographic information on the surveys. The percentage of respondents by jurisdiction was similar to the percentages by population within the North Shore.

**Figure 3: Community of Residence of Surveyed North Shore Residents, 2017**



Other demographic measures of respondents:

- The majority (65%) have lived in the North Shore for more than ten years
- Ages ranged from 19 to 80 years old, with the median age 48, and the mean age 50
- 78% of those surveyed were female (compared to 52% of the North Shore population)
- 88% of respondents were white (compared to 82% of the North Shore population)

# Next Steps

The North Shore Community Health Assessment is a comprehensive assessment of the health and quality of life for people living in the seven communities in the North Shore. All elements of our health assessment, including the Data Assessment, the Priorities Assessment, and the Stakeholder Assessment, serve as a starting point for improving health and increasing quality of life for all residents in our region.

As outlined in the Take Action Cycle for Community Health Improvement Planning, the next phase in this cycle is to “focus on what’s important.” Without focusing on several key priorities, all health areas seem important to address but our impact in any one area will be limited. As we move forward, the CHA provides us with information against which we can determine:

- Which health areas have the largest community impact?
- Which health areas have sufficient support and interest from the community and partners to address them?
- Which health areas have effective programs, policies and strategies available that we can implement to make a difference?

These criteria will be used to determine which health areas will be included in our Community Health Improvement Plan (CHIP).

To set community health priorities, the NSHD will be presenting the data and hosting a series of priority-setting workshops with residents and stakeholders in Spring and Summer of 2018. Our goal is to identify priority areas by Fall, 2018 and begin working on the North Shore Community Health Improvement Plan in late 2018.

The full Community Health Assessment, including the three reports (CHA-DA, CHA-PA, CHA-SA), is available on our website ([www.nshealthdept.org/CHA](http://www.nshealthdept.org/CHA)). An abbreviated summary of all three reports is also available on the website and has been printed and distributed throughout the North Shore. We will continue to examine public health data to identify changes and new focus areas, as we see both CHA and the CHIP as dynamic processes rather than one-time reports.

While the overall health of North Shore residents is very good and in some cases, excellent, there are still many opportunities for improvement in health behaviors, our physical environmental, access to quality clinic care, and the social and economic conditions that drive health outcomes and our quality of life. We look forward to the challenge of working with the community to identify those priorities, choosing and implementing effective programs and policies, and evaluating our efforts to demonstrate our collective impact.

## Community Health Improvement Take Action Cycle



Source: County Health Rankings and Roadmaps, 2013



# Technical Notes

## Data Collection Methodology

Survey collection is a component of the “Assess Needs & Resources” section of the County Health Rankings and Roadmaps’ Community Health Improvement Take Action Cycle.

From June 14 through August 25, 2017, North Shore adult residents were invited to participate in a brief survey to identify their opinions on the health issues perceived to be the highest priority needs of the community. Each person was instructed to choose their top five issues from a list of 37, or to write in additional issues.

Health department staff provided paper copies of the survey at Farmers’ Markets, National Night Outs, and other community events, as well as senior programming. Paper copies were also left at all four libraries (Brown Deer, North Shore, Shorewood and Whitefish Bay).

An electronic version of the survey was administered via SurveyMonkey. The link to access the electronic version was sent to partners in the seven communities, shared on social media (FaceBook and Twitter) and posted on our website. Reminders were sent out weekly.

A total of 194 people completed the survey.

Responses to paper and electronic surveys were combined, and responses were ranked. Several categories were combined by theme, and duplicate responses within the categories were counted as a single response. For example, a respondent who chose both “cost of health care” and “access to quality medical care services” was only counted once in the category “barriers to health care.”

### Categories:

**Barriers to Health Care** includes respondents who chose one or more of the following issues: "cost of health care," "access to quality medical care services," "access to quality mental health services," "access to quality sexual and reproductive health services," or "access to quality dental services."

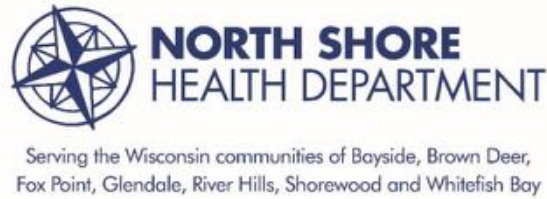
**Mental Health Concerns** includes respondents who chose one or more of the following issues: "access to quality mental health services," "youth mental illness," or "adult mental illness."

**Drug Concerns** includes respondents who chose one or more of the following issues: "prescription drug abuse," "street drug use," or "other" and then described drug issues.



Facebook post on NSHD page, inviting residents to take the priority survey

## Survey



### North Shore Community Health Assessment Survey

This survey is intended to collect feedback from residents of the North Shore and identify which health issues are perceived to be the highest priority. Responses will be used to highlight the needs of the community in the North Shore Health Department's 2017 Community Health Assessment. All responses are anonymous.

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1. In your opinion, what are the top issues that need to be addressed to improve the overall health of the North Shore community? **(select 5 issues)**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Access to healthy food   | <input type="checkbox"/> Culturally and linguistically appropriate health services                                | <input type="checkbox"/> Prescription drug abuse  |
| <input type="checkbox"/> Access to quality dental services  | <input type="checkbox"/> Dementia and Alzheimer's disease   | <input type="checkbox"/> Racism or segregation  |
| <input type="checkbox"/> Access to quality medical care services  | <input type="checkbox"/> Food or waterborne illnesses (e.g., <i>Salmonella</i> , <i>E. coli</i> , etc.)           | <input type="checkbox"/> Sexually transmitted diseases (including HIV/AIDS)   |
| <input type="checkbox"/> Access to quality mental health services   | <input type="checkbox"/> Gender and sexual inclusiveness  | <input type="checkbox"/> Street drug use (e.g., <i>marijuana</i> , <i>cocaine</i> , <i>heroin</i> , etc.)                   |
| <input type="checkbox"/> Access to quality sexual and reproductive health services  | <input type="checkbox"/> High risk sexual behaviors   | <input type="checkbox"/> Stress management  |
| <input type="checkbox"/> Adult mental illness   | <input type="checkbox"/> Inadequate educational opportunities   | <input type="checkbox"/> Suicide  |
| <input type="checkbox"/> Air quality  | <input type="checkbox"/> Inadequate employment opportunities or income  | <input type="checkbox"/> Tobacco Use  |
| <input type="checkbox"/> Alcohol use  | <input type="checkbox"/> Insufficient sleep   | <input type="checkbox"/> Unintentional injury (e.g., <i>falls</i> , <i>motor vehicle crashes</i> , <i>poisoning</i> , etc.) |
| <input type="checkbox"/> Asthma or other chronic respiratory conditions   | <input type="checkbox"/> Intentional injury (e.g., <i>violence or psychological harm towards self or others</i> ) | <input type="checkbox"/> Water quality  |
| <input type="checkbox"/> Bullying   | <input type="checkbox"/> Neighborhood safety  | <input type="checkbox"/> Youth mental illness   |
| <input type="checkbox"/> Communicable disease prevention (e.g., <i>West Nile Virus</i> , <i>Tuberculosis</i> , etc.)            | <input type="checkbox"/> Obesity  | <input type="checkbox"/> Other: _____   |
| <input type="checkbox"/> Cost of health care  | <input type="checkbox"/> Pedestrian and bike safety   | <input type="checkbox"/> Other: _____   |
| <input type="checkbox"/> Chronic disease prevention (e.g., <i>heart disease</i> , <i>hypertension</i> , <i>diabetes</i> , etc.) | <input type="checkbox"/> Physical inactivity  | <input type="checkbox"/> Other: _____   |
|   | <input type="checkbox"/> Nutrition  | <input type="checkbox"/> Other: _____   |



# NORTH SHORE HEALTH DEPARTMENT

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On a scale of 1 to 5 (1=poor, 2=fair, 3=good, 4=very good, 5=excellent), how would you rate the overall health of the residents of the North Shore community? **(circle one)**

Poor                      Good                      Excellent  
1-----2-----3-----4-----5

2. In what North Shore community do you live?

- Bayside
- Brown Deer
- Fox Point
- Glendale
- River Hills
- Shorewood
- Whitefish Bay
- Other (please specify): \_\_\_\_\_

3. How long have you lived in the North Shore?

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- More than 10 years
- I do not live in the North Shore.

8. Additional comments or concerns:

4. What is your age in years? \_\_\_\_\_ Years  
 Prefer not to answer

5. Which gender do you identify with?

- Male
- Female
- Other gender identity
- Prefer not to answer

6. Do you identify as Hispanic or Latino?

- Yes
- No
- Prefer not to answer

7. Which race do you identify with? **(select all that apply)**

- White
- Black or African American
- Asian
- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Prefer not to answer

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If you have any questions or concerns regarding this survey, please contact: [NSHD@browndeerwi.org](mailto:NSHD@browndeerwi.org)

Thank you for your time and feedback!