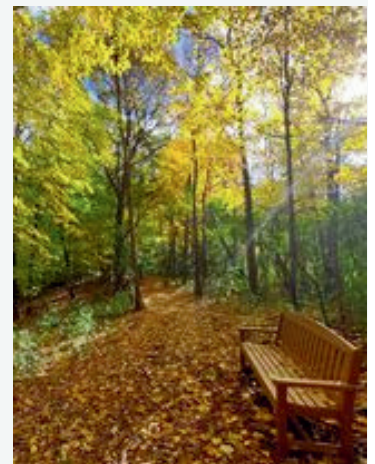


# Community Health Improvement Plan 2023-2025

Franklin  
Health  
Department



**Public Health**  
Prevent. Promote. Protect.



HEALTH  
DEPARTMENT



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# Department's Invitation to the Community

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Dear fellow Franklin community members,

We are excited to launch our Department's Community Health Improvement Plan (CHIP). This Plan is the culmination of many years of collaborative work between community members, public health partners, and local organizations. Through this plan, the Health Department plans to launch a series of community health improvement initiatives aimed at addressing key health needs within our community.

The Health Department would like to extend an invitation to Franklin community members to get involved and join our efforts to improve our community's health and well-being. Community involvement is crucial to the success of the plan. Please join us while we work towards achieving a shared goal of better health for all!

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Public Health Nurse

**Allie Crissey**  
Administrative Clerk



# Franklin Health Department Vision, Mission, and Values

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## ***Mission***

To protect and promote health and well-being within the Franklin community through disease prevention and health education

## ***Vision***

Create a thriving community in which everyone has the opportunity to live their healthiest life

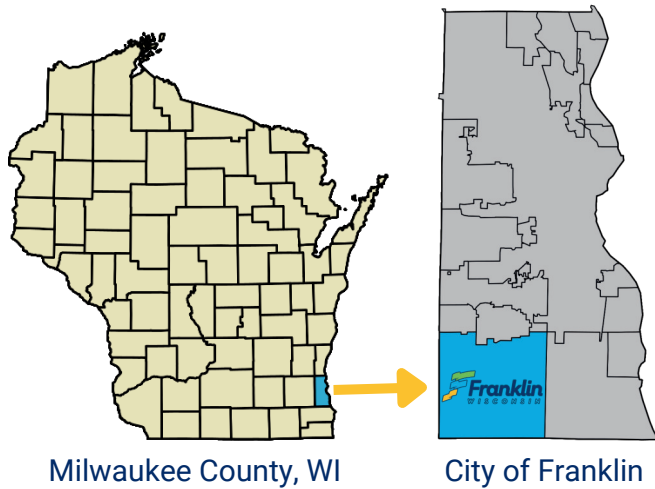
## ***Core Values***

- ***Community-Focused***
  - Our Department strengthens relationships to create a lasting commitment to health improvement across all generations
- ***Health Promotion***
  - Our Department is a positive force for health improvement and protection in our community
- ***Inclusive***
  - Our Department engages in equity-based policies and practices to improve health for all in our community
- ***Knowledgeable Resource***
  - Our Department maintains a responsibility to provide access to community programs and services



# Franklin Community

Franklin is a mid-sized, suburban community located in the southwestern corner of Milwaukee County, WI, covering 34 square miles. Franklin is home to a unique mix of residential neighborhoods, agricultural land, and commercial development. Additionally, Franklin has several well known City and County parks, trails, and nature centers.

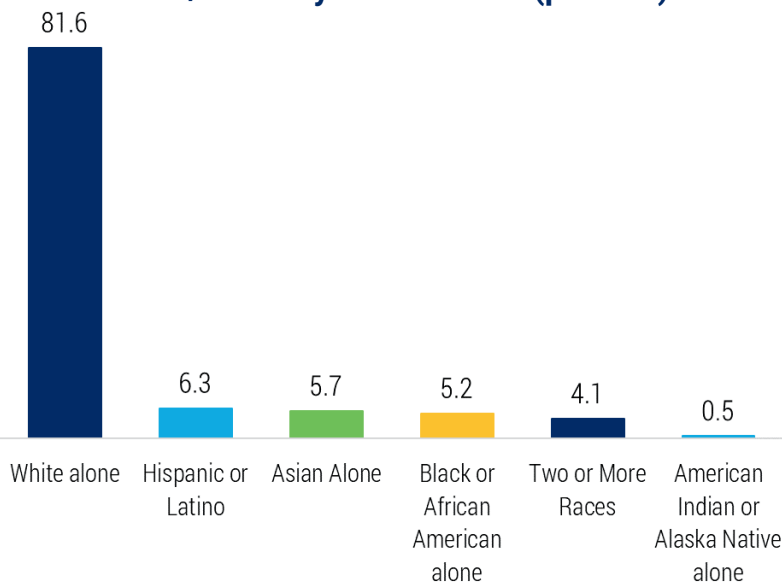


Franklin is the **5th largest** municipality by population size in Milwaukee County

**36,816**

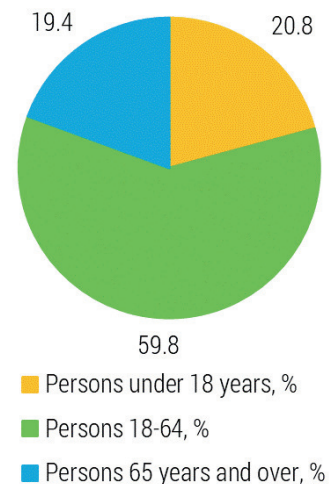
(U.S. Census Data, 2020)

**Race/Ethnicity of Residents (percent)**



(U.S. Census Data, 2020)

**Age of Residents (percent)**



(U.S. Census Data, 2020)

# Common Language & Terms

The **Franklin Health Department** (FHD) utilizes language and terms commonly associated with public health programming and initiatives. The language and terms featured below appear throughout the CHIP report.

**Goal:** Broad, long-term intended outcome

**Objective:** Broken-down, time-bound plans

**Strategy:** Specific tools used to achieve each objective



**Social Determinants of Health:** Social determinants of health (SDOH) are the conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

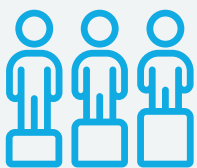
## SDOH can be Grouped into 5 Domains:

1. Economic Stability
2. Education Access and Quality
3. Health Care Access and Quality
4. Neighborhood & Built Environment
5. Social & Community Context



Healthy People 2030, U.S. Department of Health and Human Services, Office of Disease Prevention and Health Promotion. Retrieved 06/22/2023, from <https://health.gov/healthypeople/objectives-and-data/social-determinants-health>

## Focus on Health Equity



Equity means that everyone has a fair and just opportunity to access what they need to thrive. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including: powerlessness and lack of access to well-paying jobs, quality education and housing, safe environments, and health care.

# MAPP Framework

The Franklin Health Department utilizes the *Mobilizing for Action through Planning and Partnerships* (MAPP) framework to guide planning for the CHA and CHIP. The MAPP framework is a *community-driven* strategic planning process that helps communities strategically prioritize public health issues, as well as identify community resources to address those issues. We are currently in *Phase 6* of the MAPP framework (below).

## Six Phases of the MAPP Framework in Franklin

### 1. Organize for Success/Partnership Development

Engagement and recruitment of community health partners; CHA/CHIP process organized and planned out.

### 2. Visioning

Health Department and community partners worked together to develop a shared vision of health for Franklin to guide future planning and action steps.

### 3. The Four Assessments

Assessments conducted to collect quantitative and qualitative health data on community strengths, local public health systems, community health status, and forces of change (things that may impact health in the future). The FHD CHA was published in January 2023.

### 4. Identify Strategic Issues

Data collected was examined by group and key issues to be addressed were identified.

### 5. Formulate Goals & Strategies

Group set goals based on shared vision and assessment data, and developed strategies to achieve those goals.

### 6. Action Cycle ★

Planning, implementation, and evaluation of actions the group takes to achieve its goals.

University of Kentucky - Community Toolbox, 2023



# Community Health Improvement Process

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In accordance with Wisconsin State Statute, the Franklin Health Department (FHD) completes a **Community Health Improvement Plan** (CHIP) every three to five years.

The CHIP is an **ongoing effort** and **guiding document** the Health Department and community partners use to address local public health concerns based on the results of our **community health assessment** (CHA). A CHIP includes selected health priorities, goals, objectives, and strategies the community will work on together to encourage healthy living and improved health outcomes.

The **Social Determinants of Health** (SDOH) and health disparities are addressed within the CHIP report; **Health Equity** considerations are also included throughout.

Based on data from the 2021-2022 **Franklin CHA** and input from community partners, the CHIP report outlines the goals and objectives to address the top three health priorities for the CHIP. The community selected health priorities are:

## 1. Community Connectedness

## 2. Mental & Behavioral Health

## 3. Physical Activity & Nutrition

The FHD will serve as the **Chief Health Strategist** in CHIP efforts, guiding community health improvement through increased community collaboration, shared accountability for health improvement, and strategy facilitation efforts.

# Community Health Improvement Process cont.

## Data Collection

Throughout 2021 - 2022, the Franklin Health Department collected **quantitative** (data that can be counted, measured, or given a value) and **qualitative** (data representing information that cannot be represented by numbers, such as interviews and focus groups) data to develop a well-rounded look at health for the Franklin community. The collected data was combined into a comprehensive document and was used when selecting the health priority areas for the CHIP.

### Data Collection Tools:

Milwaukee  
Healthcare  
Partnership Survey

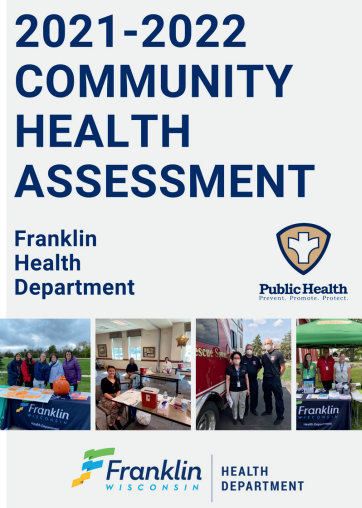
Community  
Focus Groups

Franklin Health  
Department Community  
Health Survey

Secondary Local  
Health Data

Key Informant  
Interviews

Read our Health  
Assessment on the  
Franklin Website

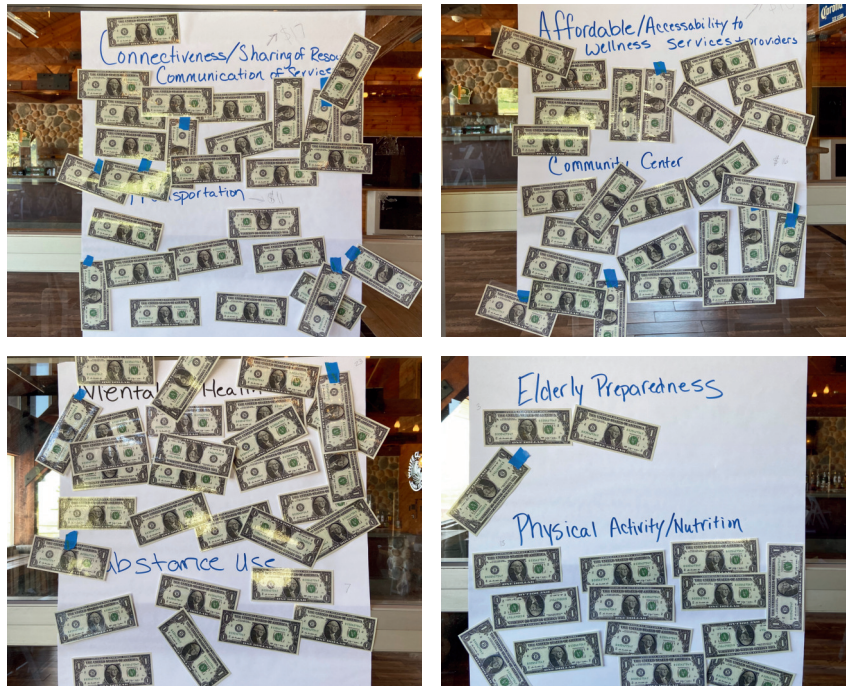




# Community Health Improvement Process cont.

## Focus Area Prioritization

Based on the data collected from the Franklin **Community Health Assessment**, and supplemental secondary data sources the **Franklin Health Collaborative** was tasked with selecting the top three health improvement priority areas.



Franklin Health Collaborative members were asked to “invest” in the health priority areas they thought were the most important for the Franklin community.



Franklin Health Collaborative Meetings throughout 2022 - 2023



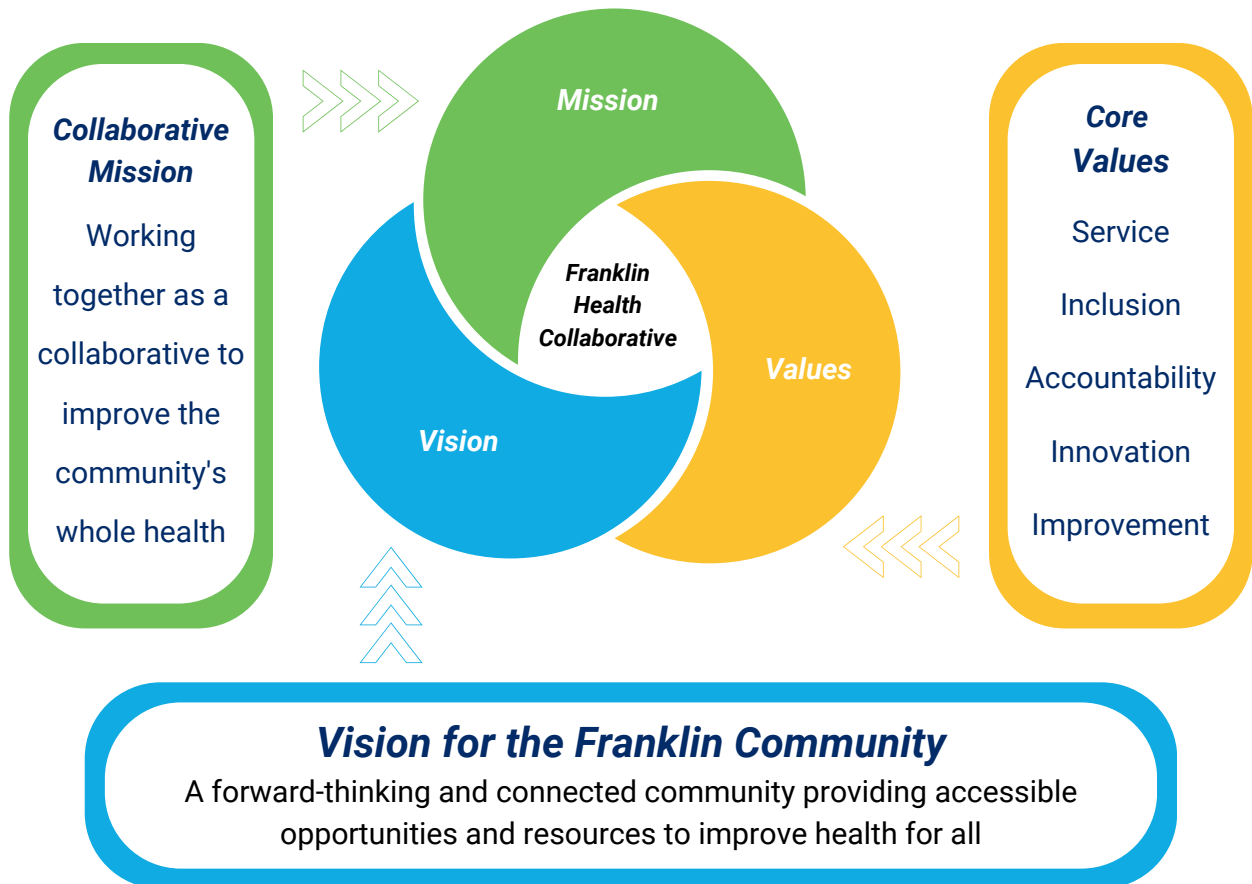
# Franklin Health Collaborative

First assembled in June of 2022, the **Franklin Health Collaborative** is a group of health-related organizations and community members that work together to promote health and wellness in the Franklin community. The full collaborative group meets four times a year to discuss updates to the CHIP action plan(s), while sub-groups aligning with the CHIP health priority areas meet more frequently as needed.

The **Franklin Health Department** (FHD) serves as the **lead organization**, scheduling and managing meetings to make sure progress is made toward completing CHIP objectives and reaching CHIP goals.

While the FHD leads the Collaborative, it is important to note that the Collaborative frames their work **as serving the community**, not serving the Health Department.

## Franklin Health Collaborative - Values, Vision, & Mission



# Franklin Health Collaborative cont.

## Franklin Health Collaborative Core Values

Core values are personal or organizational ethics and ideals that guide decision making, relationship building, and problem solving.



### Service

Working together as a collaborative to improve the health of the community



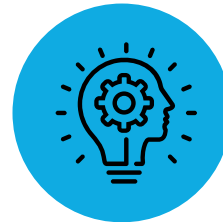
### Accountability

Insuring our standards are utilized in meeting the needs of the community



### Inclusion

Involving diverse voices, sectors, and opinions to drive change



### Innovation

Using positive energy to create new and relevant solutions for the community



### Improvement

Focusing on activities and initiatives that advance the health of the community

## Franklin Health Collaborative Meeting Structure



**Franklin Health Collaborative** members meet as a full group quarterly to discuss and collaborate on strategies to address CHIP Focus Areas:

- 1) **Community Connectedness**
- 2) **Mental & Behavioral Health**
- 3) **Physical Activity**

Action Groups, sub-groups of the full collaborative, focused on each focus area may meet more frequently to discuss their area of interest.

**Individuals interested in the Franklin Health Collaborative may reach out to the Franklin Health Department to learn more about involvement.**

# Community Connectedness

## **Goals and Objectives** (subject to change based on community improvement process)

**Community** and **social connectedness** are important social determinants of health. Public health, health care, and other community/social service organizations can build connection in a community through public education, evidence-based programs and services, research, and the promotion of healthy lifestyles. Local health partners prioritized community connectedness as an important area to address to improve health in the Franklin community. (CDC, 2023.)

### **Goal #1: Increase community connectedness among Franklin residents**

**Objective #1:** By December 31, 2025, increase the percent of Franklin adults that feel connected to their community by **5%** from **65.96%** to **70.96%**.  
(Franklin Community Health Survey, 2022)

**Objective #2:** By December 31, 2025, increase the percent of Franklin adults that feel seen and heard in their community by **5%** from **57%** to **62%**.  
(Franklin Community Health Survey, 2022)

### **Goal #2: Build and strengthen collaborative relationships that support the health needs of Franklin**

**Objective #1:** By December 31, 2025, increase membership in the Franklin Health Collaborative by **ten members/organizations represented**.

**Objective #2:** By December 31, 2025, increase membership in the Franklin Health Department volunteer network by **50 members**.



Community Connection Event in Franklin, Summer 2023

# Community Connectedness cont.

## How to Get Involved in Franklin

### What can you do as individuals and families?

---

- Establish & maintain **social connections**
- Consider the **support** you give, receive, and have available to you
- Strengthen the **quality** of social connections
- **Address barriers** to social connection
- Talk with a health care provider about concerns like **stress, loneliness, and social isolation**

### What can we do as organizations and institutions?

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- Increased provider **education and training for screenings and referrals** for patients/clients experiencing social isolation and loneliness
- **School connectedness** - Support programs within schools that foster effective communication and teach skills to build positive relationships
- **Intergenerational programs** - Support programs that increase intergenerational connections

### What can we do as a community-wide system?

---

- Join the **Franklin Health Collaborative**
- Support initiatives, public education, evidence-based programs/services, and research that **promote connection and healthy lifestyles**
- Support **community-based** exercise and physical activity opportunities
- Encourage **built environment** design features that increase mobility and facilitate community participation

#### Key Partners



*Franklin Health Department | Community Members  
Franklin City Council/Policyholders | Business Community  
Franklin Police Department | Franklin Fire Department  
Franklin Schools | Franklin Mental Health Care Providers  
Franklin Healthcare Providers & Systems | Franklin Youth  
Franklin Senior Living Communities | Volition Franklin  
Franklin Public Library*

# Mental & Behavioral Health

## Goals and Objectives *(subject to change based on community improvement process)*

**Mental health** includes our emotional, psychological, and social well-being. It affects how we think, feel, and act, and can impact how we react to stress, relate to others, and make healthy choices. Within the Franklin CHA survey, mental health was identified as the most important health issue to be address in the Franklin community.

(CDC, 2023.)

### **Goal #1: Increase awareness, understanding, and access to mental and behavioral health resources within the Franklin community**

**Objective #1:** By December 31, 2025, increase perceived access to affordable mental health resources in the Franklin community by **5%** from **45.15%** to **50.15%**.

(Franklin CHA, 2022)

### **Goal #2: Support a resilient Franklin community through the reduction of mental and behavioral health stigma**

**Objective #1:** By December 31, 2025, decrease percent of Franklin adults experiencing poor mental health within the last 14+ days by **2%** from **12%** to **14%**.

(CDC - Places, 2020)

**Objective #2:** By December 31, 2025, decrease percent of Franklin adults not seeking mental health and alcohol/substance use services because they "worried that others would judge me" by **5%** from **25.93%** to **20.93%**.

(MKE County Healthcare Partnership Survey, 2021)

### **Goal #3: Increase understanding of substance misuse/addiction and increase access to harm reduction services within the Franklin community**

**Objective #1:** By December 31, 2025, decrease percent of Franklin adults who binge drink by **3%** from **26.6%** to **23.6%**.

(CDC - Places, 2020)

**Objective #2:** By December 31, 2025, increase the availability of accessible harm reduction resources by **hosting five community trainings** within the Franklin community.

# Mental & Behavioral Health cont.

## How to Get Involved in Franklin

### What can you do as individuals and families?

---

- Use **person-first language** when talking about mental and behavioral health topics
  - Instead of saying "They are depressed", try saying "They live with depression"
- Regularly **check in** with those close to you, especially if you know they are struggling with a mental or behavioral health condition
- Reach out to local and state officials to **advocate** for mental health services

### What can we do as organizations and institutions?

---

- Support **Mental Health First Aid trainings** within your organization
- Raise awareness for the **988 Suicide & Crisis Lifeline**; share information through newsletters, social media posts, other communications
- Host a **Mental Health screening** event to start a conversation surrounding mental health

### What can we do as a community-wide system?

---

- Join the Franklin Health Collaborative **Mental & Behavioral Health Action Group**
- Support **increased access** to Mental & Behavioral Health community-based resources
  - ex. Recovery support groups, Public Health Vending Machines, Leave-Behind Kits
- Create and distribute a **Community Guide for Preventative Services** with guidelines and recommendations for mental and behavioral health
- Design and implement a **community needs assessment** focused on mental and behavioral health patient navigation and referral service barriers and concerns.

#### Key Partners



*Franklin Health Department | Community Members  
Franklin City Council/Policymakers | Business Community  
Franklin Police Department | Franklin Fire Department  
Franklin Schools | Franklin Mental Health Care Providers  
Franklin Healthcare Providers & Systems | Franklin Youth  
Franklin Senior Living Communities | Volition Franklin  
Franklin Public Library | Milwaukee County Services*



# Physical Activity

## **Goals and Objectives** *(subject to change based on community improvement process)*

**Physical Activity** is one of the most important things you can do for your health. Being physically active can improve brain health, help manage weight, reduce the risk of disease, strengthen bones and muscles, and improve your ability to do everyday activities. Franklin health partners prioritized improving community physical activity levels.

(CDC, 2023.)

### **Goal #1: Increase awareness and usage of local physical activity opportunities within the Franklin community**

**Objective #1:** By December 31, 2025, increase the percent of Franklin residents utilizing the parks and recreation facilities in their community by **5%** from **75%** to **80%**.

(Franklin Community Health Survey, 2022)

**Objective #2:** By December 31, 2025, decrease the percent of Franklin adult who are sedentary\* by **2%** from **16.7%** to **14.7%**.

(CDC - Places, 2020)

*\*Sedentary is defined as the percentage of adults who did not participate in any leisure-time activities (physical activities other than their regular job) during the past month.*

### **Goal #2: Establish or enhance accessible recreation programs within the Franklin community**

**Objective #1:** By December 31, 2025, increase the number of Franklin residents utilizing sidewalks for walking and biking in their community by **3%** from **73.3%** to **76.3%**.

(Franklin Community Health Survey, 2022)

### **Goal #3: Improve heart health within the Franklin community**

**Objective #1:** By December 31, 2025, increase the percentage of adults who have had their blood cholesterol checked in the past 5-years by **2%** from **84.6%** to **86.6%**.

(CDC Places, 2020; MKE Health Compass)

**Objective #2:** By December 31, 2025, decrease percent of adults who have coronary heart disease by **1%** from **4.7%** to **3.7%**.

(CDC Places, 2020)



# Physical Activity cont.

## How to Get Involved in Franklin

### What can you do as individuals and families?

---

- **Get outdoors**—utilize the many parks and trails in Franklin
- Start a **regular walking schedule**—walk with family, friends, neighbors
- Try a **new activity**; ex. yoga, gardening, kickboxing, etc.
- At work, get up to walk around for **five minutes every hour**
- **Walk during breaks** or lunch with co-workers
- Establish a **weekly family physical activity**, like bike rides or swims

### What can we do as organizations and institutions?

---

- Implement **after-school** or **after-work** physical activity programs
- Provide **access to safe places to be physically active**—such as walking trails, indoor facilities, parks, and playgrounds
- **Shared-use agreements** allowing public access to existing recreation facilities

### What can we do as a community-wide system?

---

- Join the Franklin Health Collaborative **Physical Activity Action Group**
- **Support community-wide campaigns** promoting physical activity
- Update and distribute the **Franklin Walking Guide** to include accessible options for all ages and abilities
- **Assess access** to parks, trails, greenways, and recreational facilities and work with community coalitions to create or improve safe access to these locations
- **Conduct walk/move audits** with community members that represent diverse perspectives (e.g., age, ability, race/ethnicity, gender, sexual identity, income)

#### Key Partners



*Franklin Health Department | Community Members  
Franklin City Council/Polymakers | Business Community  
Franklin Schools | Franklin Healthcare Providers  
Franklin Youth | Franklin Senior Living Communities  
Franklin Community Education & Recreation  
Franklin Public Library | Milwaukee County Services*

# Next Steps & Additional Health Services

The **Franklin Health Department** (FHD) will continue to work with community health partners to implement actionable work plans to address the goals, objectives, and strategies for each priority area throughout the CHIP cycle. Partners will convene on a quarterly basis to ensure progress is being made towards the goals and strategies selected to improve health in the community. The FHD will monitor progress made on priority areas and update work plans as needed.

While Community Connectedness, Physical Activity, and Mental & Behavioral Health were highlighted through this process as areas of focus for health improvement, the FHD will continue to provide a wide variety of public health services to the Franklin community. FHD services align with the **Foundational Public Health Services** and the **Foundational Public Health Capabilities**.

## Foundational Public Health Services



Communicable Disease Prevention, Investigation and Control



Environmental Public Health



Maternal, Child, Adolescent and Family Health



Chronic Disease, Injury Prevention, and Behavioral Health Promotion



Access to and Linkage with Healthcare

Assessment and Planning

Communications

Policy Development and Support

Partnerships

Organizational Competencies

Emergency Preparedness and Response

Health Equity and the Social Determinants of Health

## Foundational Public Health Capabilities

# Acknowledgments

The **Franklin Health Department** acknowledges and appreciates the contributions and involvement of the many individuals and community partners that have been involved in the CHIP process and have ultimately helped create the **Franklin Health Collaborative**. Your ongoing commitment and dedication to improving the health of the Franklin community is unmatched and does not go unnoticed.

**Franklin Public Library**

**Community Members**

**Franklin Business Park Consortium**

**Faith Presbyterian Church**

**Wehr Nature Center**

**Rogers Behavioral Health**

**Franklin Board of Education**

**Polonia Sport Club**

**Ascension Franklin**

**St. James Food Pantry**

**City of Franklin Inspection Services**

**Community Medical Services**

**Briscoe Family YMCA**

**City of Franklin Engineering**

**City of Franklin Public Works**

**Franklin Fire Department**

**Franklin Police Department**

**City of Franklin Common Council**

**Conservancy for Healing and Heritage**

**Midwest Orthopedic Specialty Hospital**

**MS Run the US**

**Country Dale Elementary PTO**

**Franklin Public School District**

**Victory of the Lamb**

**Franklin Board of Health**

**Volition Franklin**

**Kayla's Playground**

**Franklin Pediatrics**

**Franklin Historical Society**

**Southbrook Church**

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