

Kawanza Newson, Editor

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Deadline for Next Issue:

**March 1, 2010**

Send materials to Kawanza Newson at [knewso@milwaukee.gov](mailto:knewso@milwaukee.gov)



## MHD STAFF MEET PANDEMIC CHALLENGE HEAD-ON

by Paul Biedrzycki



The Health Department response to the novel H1N1 influenza pandemic was (and still is) truly remarkable. Staff capably and without hesitation leaned forward to meet the numerous challenges associated with the reporting of over 3,200 confirmed cases of disease in Milwaukee this spring and the administration of over 27,000 vaccinations this fall. Throughout, MHD employees have sustained a level of professionalism and dedication that should make both citizenry and elected officials proud.

Novel H1N1 influenza is not your run-of-the-mill outbreak. Yet even in the initial uncertainty of the virus severity, course of transmission and media hype, MHD staff from all disciplines have consistently mobilized to meet public need. To date, we have held more than 15 public vaccination clinics and helped mobilize alternative clinic locations within the city. These efforts represent a historic event

for our department as well as unprecedented visibility for the public health system as a whole.

While we are not out of the woods in terms of completely mitigating the impact of the H1N1 influenza pandemic, we can step back and take a deep breath as we begin to see H1N1 activity decrease within the community. However, we will continue to formulate strategies for mass vaccination of residents, particularly those in high priority groups to prevent disease and transmission of disease to those most at risk for severe complications.

In addition to vaccination, the MHD will continue to emphasize and promote good hygiene practices throughout the area through our two mass media marketing campaigns. The first was unveiled earlier in the Fall as a local outdoor campaign fea-

*“To date, we have held more than 15 public vaccination clinics and helped mobilize alternative clinic locations within the city.”*

Continued on page 4



COMMISSIONER'S  
COMMENTS



Bevan K. Baker, FACHE

This fall, the City of Milwaukee Health Department made history as we provided H1N1 vaccine to more than 23,000 citizens in an effort to stop the spread of the disease throughout our community. It was also a historic moment for our city because it marked the implementation of mass H1N1 vaccination efforts, a phenomenon that most will never again witness in their lifetime.

I want to reiterate my thanks to each and every one of you for your dedication toward making Milwaukee a healthier community. Our pandemic preparedness from the past three to four years really showed.

But our H1N1 response is not the only thing to be proud of this year.

The department also made major advancements in childhood preparedness this summer with the launch of the city's first annual Milwaukee Child Health Week in collaboration with area HMO's. The week promoted the importance of access to a medical provider and encouraged parents to assure basic health services for children that support school

readiness. We also expanded the city's largest Back-to-School Health Fair to two locations.

And we continue to work closely with city agencies and community partners to improve awareness on infant safe sleep and to address health inequities in our community.

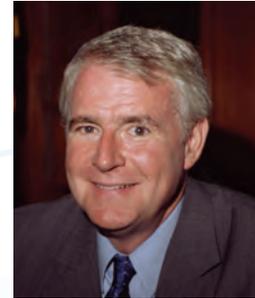
This year, we have also seen the hiring of an associate director of the Wisconsin Center for Health Equity and the enrollment of seven students into the Environmental and Occupational Health program at the University of Wisconsin-Milwaukee School of Public Health.

Yes, we've had a busy year and I'm sure the excitement will continue. Please enjoy the holidays and the well-deserved break.

Bevan K. Baker, FACHE  
Commissioner of Health

**HAPPY  
HOLIDAYS!**

A LETTER FROM  
OUR MAYOR



Dear MHD Employees,

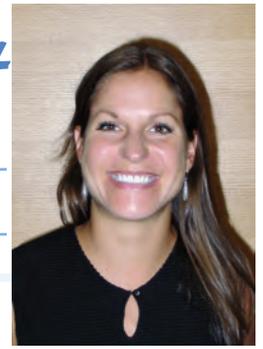
The holiday season is in full swing and 2009 is rapidly coming to an end. During this time, I urge you to take a moment from your busy holiday schedules and reflect on how your work has contributed to improving the health and safety of our residents.

I am proud that the Milwaukee Health Department has a long-standing history of providing exceptional services to our residents. The Health Department has been a leader in mobilizing the community to respond to illnesses and outbreaks, including H1N1, Monkeypox, and pertussis.

This year, I worked closely with Health Department staff on policy decisions surrounding the H1N1 response and participated in several public health events that served to improve our community's lifestyle and behaviors.

As you spend time with loved ones this holiday season, realize that your hard work has not gone unnoticed. I commend you all for a job well done.

Tom Barrett  
Mayor of Milwaukee



## JENNIFER ZANIN

### Just for Fun

Find the 33 winter/holiday words listed below. Answers will be published in the next issue.

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

- |           |          |          |
|-----------|----------|----------|
| angel     | frost    | rudolph  |
| bells     | garland  | santa    |
| candy     | gloves   | scarf    |
| caroling  | ivy      | shovel   |
| chanukah  | kwanzaa  | silent   |
| christmas | mittens  | sleigh   |
| chestnut  | night    | snowball |
| cider     | ornament | star     |
| cookies   | pageant  | tinsel   |
| dreidel   | presents | tree     |
| elves     | ribbon   | wreath   |

If there is a person you would like to see featured in the Employee Highlight, please contact:

**Kawanza Newson**  
**knewso@milwaukee.gov**  
or call **x3548**.

Jennifer Zanin has one simple goal in life – to live each day to the fullest. She starts each day with a ½ hour walk with her Boston Terrier Sushi, followed by a 40 minute run to watch the sunrise. And she always eats healthy, natural foods – though she’s been known to treat herself to a nice glass of wine (because it’s full of antioxidants). In between time, Jennifer enjoys vacationing with her husband Gino, traveling to Chicago to visit family, and eating out at Milwaukee’s great restaurants.

Though Jennifer had every intention of becoming a decorator during childhood, fate sent her to the MHD in April 2003. She is currently an Environmental Health Specialist and is responsible for the enforcement of all Wisconsin’s food codes in all Milwaukee’s licensed food establishments. Jennifer took time out to tell us a little more about herself.

#### *Who is the person you admire the most? Why?*

I really admire my husband. He is a wonderful human being. He has such a great way with people. He makes you feel so comfortable and can just fill a room with great energy.

#### *What is your favorite movie?*

I have many. I love comedies or anything that will make me laugh. I look forward to Christmas Vacation with Chevy Chase around the holidays.

#### *What would you do if you didn't have to work?*

I would still need to do something. I would love to do something involving exercise, nutrition or working with animals. Of course, I’d love to travel.

#### *What is the weirdest thing that you keep or have kept in your desk drawer?*

I have an assortment of odd teas and herbal remedies.

#### *What's something about you that others would be surprised to know?*

I’m not very competitive and I hate fighting. That’s why I keep with individual sports. Volleyball scares me to death! Recently, I just finished my first ½ marathon.

PANDEMIC CHALLENGE

*continued from first page*

turing Brewers starting pitcher Yovani Gallardo, right fielder Corey Hart and second baseman Rickie Weeks. The MHD also augmented outreach through distribution of school posters starring Bucks guard Charlie Bell throughout Milwaukee Public Schools.

The MHD also recently partnered with the Milwaukee/Waukesha County Consortium for Emergency Public Health Preparedness on a regional H1N1 influenza awareness campaign to promote vaccination and good hygiene practices throughout Milwaukee and Waukesha counties. This multi-faceted campaign included outdoor advertising, as well as radio and television advertisements.

Surveillance, laboratory testing and case management to characterize disease occurrence, severity and distribution remains a top priority, along with clinical guidance on antiviral use along with routine messaging to the healthcare community. Thus, we will continue to work closely with the private sector, k-12 schools, universities and faith-based organizations to assure community wide education to curb the further spread and impact of disease within the region.

Local public health, including the MHD, will remain at the forefront in sustaining City and regional recovery and continuity during this first pandemic of the 21st century. However, it is only through the concentrated effort and diligence of the MHD staff, their families and the community they serve that success will be assured.

2009 PROGRAM HIGHLIGHTS



by Sara Mishefske

MHD took a major step forward in community activity in August, expanding the city's largest **Back-to-School Health Fair** to two locations this year. Kudos to staff from all areas of MHD who united to hold successful events at South Division High School on August 14 and at the Fitzsimonds Boys and Girls Club on August 15. Nearly 6,300 children and their parents/guardians received free health services and information at the events. To give children a sound start to a new school year, in addition to health-supporting immunizations, blood lead tests, dental screenings and physical exams, over 3300 children received backpacks loaded with school supplies.



*Mayor Barrett reading proclamation*

The south side event saw its largest crowds ever, where 812 families (4,065 individuals) lined up early to participate. La GranD radio helped provide a festive atmosphere with a live broadcast, and a press conference with **Mayor Barrett** and **Commissioner of Health Bevan Baker** captured the media's attention. On the north side, MHD partnered with the Milwaukee Urban League to host one of their most successful events to date, where 1196 attendees were served efficiently during the four hour event.

Another big accomplishment this year was MHD's ability to capture major sponsorship for the events. Early in the year, under the leadership of **Raquel Filmanowicz**, a fundraising plan was implemented that helped attract the Stark Hospital Foundation, United Health Care and Managed Health Services as major sponsors. Additional funding was provided by the Greater Milwaukee Foundation's Jorgensen Family Fund, Children's Community Health Plan and Abri Health Plan.

Countless hours and high level commitment were invested by a planning team including: **Tiffany Barta, Shaira Hanif, Leah Jepson, Nikeyah Johnson, Sara Mishefske, Kawanza Newson, Lisa Phillips, Jeff Propp, Rodney Wilson and Janet Woolfolk**. Excellent logistical and graphics support was provided by: **Anna Benton, Dale Byczynski, Nancy Hills, Joe Kadlec, Peggy Luckow, Bob McCann and Yvette Rowe**. Great work!



*Robert L. Harris, Southeast Regional Director, Division of Public Health; Commissioner of Health Bevan Baker; Sherry Husa, President and CEO, Managed Health Services; Ralph Beck, VP Marketing and Strategic Planning, United Healthcare; Mayor Tom Barrett*

2009 WORLD AIDS DAY  
COMMEMORATIVE  
FASHION SHOW

by Denise Crumble

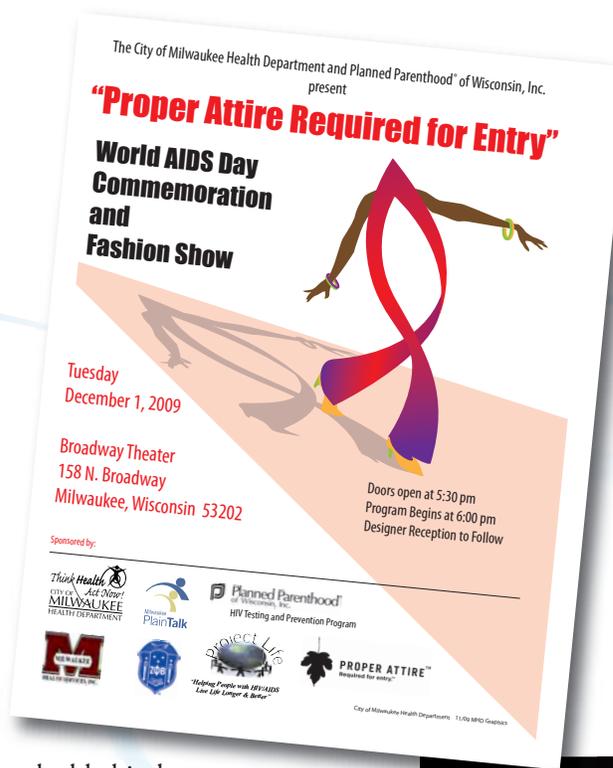
The City of Milwaukee Health Department's **Plain Talk Initiative** in partnership with the HIV Testing and Prevention Department of Planned Parenthood of Wisconsin, Inc. held a fashion show to commemorate World AIDS Day on December 1st at the Broadway Theater Center.

Nearly sixty Plain Talk alumni and volunteers worked behind the scenes to present "Proper Attire Required for Entry," which featured Plain Talk Alumni Tristan Gross as the Master of Ceremonies, and remarks by Clergy from Christ the King and Metropolitan Churches. **Darryl Davidson** of the City of Milwaukee Health Department was the keynote speaker.

Attendees enjoyed the debut of a poetic video montage by local spoken word artist Dasha Kelly, Damien Smith (Plain Talk Alumni) and Tony Cole of OnBoard Productions called "I am the Face of AIDS." The video also featured other local performing artists and celebrities.

The fashion show featured the work of designer Terry Michael, attire from "Madame ... A Fashion Salon," and hair designs by Katrina Akers of Inner Me Beauty. The fashions were presented by a host of local professional models who donated their time to the evening of style and networking.

The fashion show theme was borrowed from the Planned Parenthood's PROPER ATTIRE™ designer condom line. The intent of this theme was to promote the notion that the "well dressed" carry condoms with pride and without apology. Everyone who attended this event received a celebrity gift bag that included a variety of PROPER ATTIRE™ condoms, No Condom? No Way! packets and other gifts commemorating the evening.



## UW-MILWAUKEE SCHOOL OF PUBLIC HEALTH UPDATE

by Eric Gass

The proposed School of Public Health at UW-M became reality in the Fall 2009 semester.

To date, the following specifics for the School of Public Health have occurred:

- Two faculty have been hired, and an additional three faculty will be hired to start teaching for Spring 2010.
- Seven students have enrolled in the first degree program available through the school in Fall 2009, the PhD in Environmental and Occupational Health.
- The anticipated start date for the Masters of Public Health is Fall 2010.
- PhD programs in Community and Behavioral Health Promotion, Health Administration and Policy, and Epidemiology will be launched no later than the fall of 2012.
- A Graduate Certificate in Public Health is currently available for 15 credits and has 24 students enrolled.
- Approximately 30-40 new faculty will be hired to staff the School of Public Health.

Although an official decision will not be made until early 2010, plans are being made to locate the School of Public Health headquarters, classrooms, offices, and meeting space at the old Pabst Bottling Plant (Building 29), located on 9th Street, between Highland and Juneau.

## WELLNESS COMMITTEE UPDATE

by Lisa Phillips

The MHD Wellness Committee is proud to announce the following:

The Wellness Committee has been reorganized and is requesting your assistance in becoming a healthy and productive workforce.

We developed a survey to assist in creating a wellness program to fit MHD's needs and to allow each employee, health center or area to develop a program unique to their location. The committee would like to thank those staff members that took a few minutes to respond to the survey. We are using this information to plan events for 2010.

### Holiday Tips:

- ◆ Focus on weight maintenance rather than weight loss during the holidays. Weight maintenance is a challenge in itself right now.
- ◆ Do not plan a diet immediately following the end of the holidays. This could promote overeating and indulging in anticipation of the diet restriction.
- ◆ Incorporate physical activity every day. 10-15 minute increments do add up and count, so take a quick walk when you can!
- ◆ Eat every meal and plan a small snack before arriving at a party. You will be less likely to over-indulge on tempting appetizers and deserts.
- ◆ Glance over the party buffets before putting anything on your plate. Make a plan of action as to what you are going to choose. Include healthier choices along with a treat. Be realistic.

Each month a "Tips of the Month" Nutrition and Health Letter will be sent out to help our employees get fit and productive.

The MHD Wellness Committee will be utilizing Klein Independent School District's bucket list to provide our employees with a wonderful opportunity to participate in a great challenge. This challenge will help you increase your level of well-being, recognize the need to exercise more often, eat more healthily, and reduce the stress in your life.

We hope that you will use the Bucket list each month along with the "Tips of the Month" to achieve wellness.

Please keep an eye out for activities and events planned for 2010.

You can find the Wellness Committee's Operating Guideline and meeting agendas/minutes for up-to-

the-date information on the MINT:

<http://mint.milwaukee.gov/Health3814/WellnessCommittee.htm>

Remember that the wellness and productivity of the MHD is only as good or as healthy and well as our employees. Small changes will lead to big rewards. Please do not hesitate to contact any of the Wellness Committee members located at your site for recommendations or suggestions.

Members are:

**NWHC:** Yvonne Greer (Co-chair), Lisa Phillips (Co-chair), Shirley Senaya and Nancy Castro

**SSHC:** Nancy Burns

**KHC:** Emerald Mills

**ZMB:** Raquel Filmanowicz, Wanda Frazier, Michelle Kinnard, Kawanza Newson, Ray Weitz and Jennifer Zanin

# THE *Healthy* TIMES KUDOS



*From Angie Hagy:*

**Kudos to all staff who have worked at H1N1 clinics!** The MHD has vaccinated *over 25,000 people* in a two month period!

*From Jill Radowicz:*

**ALL PHNs ROCK!** Everyone has been so helpful and has played such an integral part to making the H1N1 clinics a success!

*From Terry Perry:*

Kudos to **Commissioner Baker** and **Audrey Skwierawski** who were recently honored by the four area hospital systems (Aurora, Wheaton, Columbia/St. Mary's, and Froedtert) for "being outstanding champions of work to end Intimate Partner Violence and for advancing the Consortium goals to improve the health and well-being of Intimate Partner Violence survivors in healthcare settings across Milwaukee." The hospitals are members of the Milwaukee County Health Care Intimate Partner Violence Consortium.

*From Anna Benton and Terri Burt:*

Kudos to **Julie Driscoll** for her hard work in securing a \$3.2 million grant for the City of Milwaukee Health Department, EFM and partners.

*From Ali Reed:*

Kudos to **Jeff Hussinger** for the successful transfer to our new blackberry and air card provider. He provided superior customer service and planning to make this a smooth transition.

SERVE Marketing was one of three agencies to receive the 2009 Partners for Humanity Award for the obesity ad it designed for MHD. The ad serves as a wake-up call to parents on the impact that poor eating habits and lack of exercise have on our children.



*From left to right, Gary Mueller, SERVE Marketing; Margie Cochrane, Sr. Vice President/Advertising at the Milwaukee Journal Sentinel, Commissioner of Health Bevan Baker, Raquel Filmanowicz, Anna Benton.*

## MHD EMPLOYEES TAKE ADVANTAGE OF GROWING POWER'S MARKET BASKET PROGRAM

*by Julie Hults*

Since April, MHD employees at ZMB have joined with other city departments to receive Growing Power's Market Baskets.

The baskets have a great variety of fruits and vegetables and it's always a treat to see what you receive. Typical baskets include onions, white potatoes, sweet potatoes, broccoli, salad greens, apples and oranges. In addition, seasonal items such as cabbage, squash and greens are included in the cooler months, while sweet corn, tomatoes and asparagus are in-

cluded in the warmer months. On the occasion that there is something in the basket that you do not usually purchase, it's a great opportunity to research the item, try new recipes, or get ideas from co-workers who also received the basket.

Growing Power offers three basket choices:

- **Regular Basket** (\$16) – designed for a family of four for a week
- **Senior Basket** (\$9) – a smaller portion of fruits and vegetables than in the regular basket

- **Organic Basket** (\$27) – supports organic growers.

To place an order for a basket at ZMB, contact **Julie Hults** or **Kawanza Newson**. Orders for baskets are due by noon on Wednesdays and the baskets are delivered to the workplace on Fridays, generally in the afternoon (just in time for the weekend!). To learn more about Growing Power call 414-527-1930, visit them on the web at [www.growingpower.org](http://www.growingpower.org) or visit them in person at 5500 W. Silver Spring Dr.

## Just for Fun

### WEATHER *Answers*

S	U	T	A	R	T	S	G	O	F	D
T	E	M	P	E	R	A	T	U	R	E
O	I	E	S	G	R	W	L	A	O	S
R	W	T	U	A	C	E	D	O	S	D
N	N	E	R	S	M	A	F	S	T	E
A	R	O	R	S	R	C	L	A	N	W
D	E	R	I	U	O	A	E	M	I	S
O	P	O	C	L	T	H	I	N	M	E
P	E	L	D	U	S	H	D	N	B	R
P	N	O	A	M	R	I	N	S	U	E
L	I	G	H	U	E	L	P	H	S	T
E	H	I	G	C	D	U	O	L	C	E
R	S	S	W	O	N	S	I	F	E	M
A	N	T	H	R	U	A	L	R	L	O
S	U	B	R	O	H	E	I	O	U	R
N	S	L	E	E	T	A	R	N	I	A
C	H	P	R	O	I	N	S	T	O	B
E	N	A	C	I	R	R	U	H	C	O

- |           |               |              |
|-----------|---------------|--------------|
| Barometer | Frost         | Snow         |
| Cirrus    | Hail          | Stratus      |
| Cloud     | Heat          | Sunshine     |
| Cold      | Hurricane     | Temperature  |
| Cumulus   | Meteorologist | Thunderstorm |
| Dew       | Nimbus        | Tornado      |
| Doppler   | Radar         | Wind         |
| Fog       | Rain          |              |
| Front     | Sleet         |              |



Mayor Tom Barrett

*Think Health*  *Act Now!*

CITY OF **MILWAUKEE**  
HEALTH DEPARTMENT

Tom Barrett, Mayor  
Bevan K. Baker,  
Commissioner of Health  
[www.milwaukee.gov/health](http://www.milwaukee.gov/health)

The City of Milwaukee Health Department in its capacity as an employer and service provider does not discriminate on the basis of age, race, religion, color, gender, national origin, arrest or conviction record, sexual orientation, marital status, disability, political belief or affiliation, or military participation. Persons needing disability assistance information, language assistance, or interpreter services please call 414-286-3524 or (TTY) 414-286-2025. Discrimination claims may be filed with the Department's Equal Opportunity Coordinator by calling 414-286-2359.

### RETIREMENTS

Thank you to all who have devoted their careers to educating, empowering and improving the health of Milwaukee's citizens. Your many years of service are deeply appreciated.

- |                     |                      |
|---------------------|----------------------|
| Gordon Hofman, NWHC | Jill Paradowski, ZMB |
| Harlan Long, ZMB    | Bob Schweitzer, ZMB  |
| Janet Lester, SSHC  | Pete Skiba, ZMB      |

### NEW STAFF/REINSTATEMENTS/APPOINTMENTS

- |                  |                             |      |
|------------------|-----------------------------|------|
| Ebony Cobb       | PHN, MBCCAP                 | NWHC |
| Lori Hendrickson | PHN, DCEH                   | KHC  |
| Ayana Jones      | PHN, Team Nursing           | SSHC |
| Amanda Lewis     | Accounting Assistant II, CD | KHC  |
| Kathryn Murphy   | PHN, EFM                    | SSHC |
| Jennifer Rudnik  | PHN, EFM                    | SSHC |
| Ashley Saggio    | PHN, EFM                    | SSHC |
| Lindor Schmidt   | Lead Risk Assessor II, HEH  | ZMB  |
| Cassandra Sovo   | Dietetic Technician, WIC    | SSHC |

### PROMOTIONS

- |              |                |     |
|--------------|----------------|-----|
| Lisa Acheson | to HEH Manager | ZMB |
|--------------|----------------|-----|

### TRANSFERS

- |               |                                 |      |
|---------------|---------------------------------|------|
| Polly Belcher | PHN, from DCEH to NFP           | SSHC |
| Mat Wolters   | from HEH to Pandemic Flu Coord. | ZMB  |
| Tanya Roeglin | to Lead Grant Monitor           | ZMB  |

### RESIGNATIONS

We also bid farewell to the following staff members and wish them well in their new endeavors:

- |                    |                             |      |
|--------------------|-----------------------------|------|
| Mary Ellen Bruesch | Env. Disease Spec. II, DCEH | ZMB  |
| Danyel McNeil      | FCH, MAO Coordinator        | SSHC |
| Erika Olson        | CD Specialist, DCEH         | KHC  |
| Victoria Robertson | HR Analyst, Sr.             | ZMB  |
| Dawn Wilson        | PHN, FCH                    | SSHC |

Deadline for Next Issue: **March 1, 2010**  
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