

Housing for All: A New Public Health Priority

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Presenters

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- Supervisor of Strategic Initiatives, Wood County Health Department
- WPHA President Elect

Langston Verdin, MPH

- Director of Community Partnerships and Strategy, Greater Milwaukee Committee
- Formerly the Health Strategy Director for the City of Milwaukee Health Department, Policy, Innovation, and Engagement Branch

Darcie K.G. Warren, MPA

- Founder and Principal Consultant, Growing Violets, LLC
- WPHA Policy and Advocacy Committee

Learning Objectives

Learn

Learn about WPHA's pilot project to support local health departments and hospitals to engage community members and organizations during their required planning processes.

Summarize

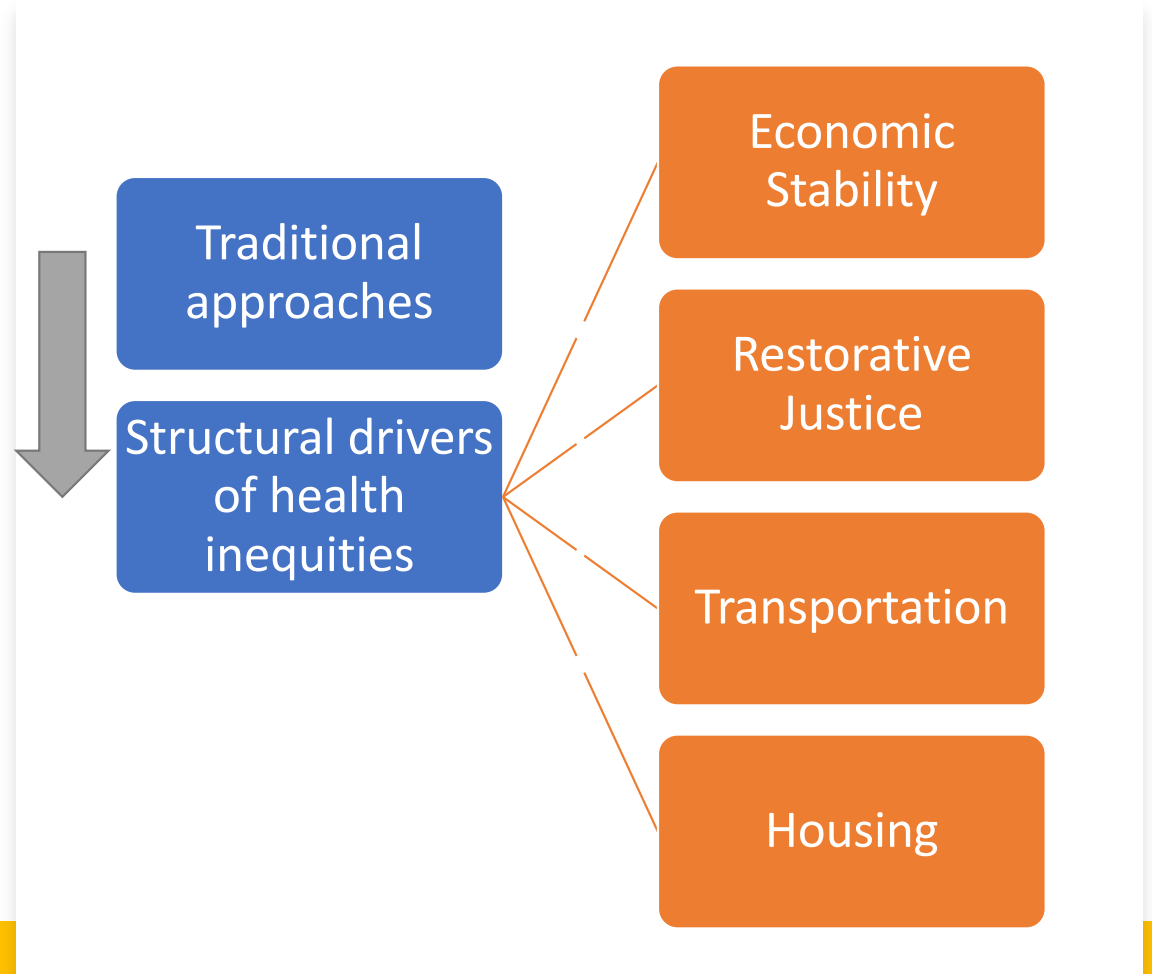
Summarize the national and Wisconsin transition in public health practice to engage in housing policy and systems change.

Apply

Apply the new toolkit created by this project to transform Community Health Improvement Plans to support Housing for All.

Project Aim:

Pilot Strategies to Transform CHAs, CHIPs, and CHNAs to Address Structural Inequities





WPHA-MC4JR Local Agency Leaders

- Dodge-Jefferson Community Partnership: Carol Quest (Watertown Department of Public Health)
- Eau Claire City-County Health Department: Cortney Sperber, MPH; Dr. Alexander Craker, PharmD, MPH, CPH
- Oneida County's Health Department: Cami Buchmann; Kyla Waksmonski, MBA
- Public Health Sauk County: Hannah Erdman; Sara Jesse; Jodie Molitor; Kate Stough
- Winnebago County Health Department: Heidi Keating, MPH; Katie Olson (Esther)
- Wood County Health Department: Kristie Egge, MPH; Niki Lucht, MPH

Steps in Public Health Planning Processes

Community health survey development and implementation

Focus groups or key informant interviews

Secondary data analysis

Produce needs assessment

- Communicate it to leaders, partners, and the public

Collaborative plan

- Identify key problems
- Draft community health improvement plan
- Communicate it to leaders, partners, and the public

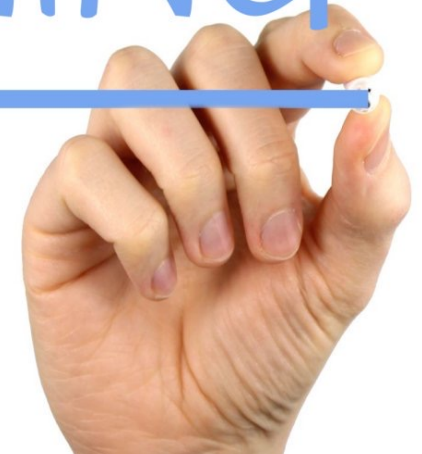
Implement plan in coalitions

Engagement
Pyramid

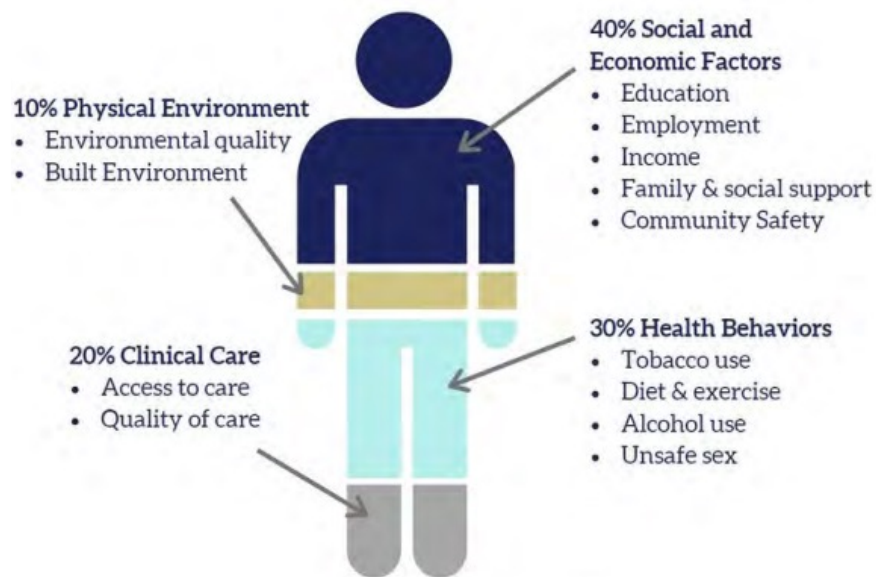
Circles of Influence

1-on-1 Meetings

TRAINING



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WPHA's MC4JR Project Aim: Increase Partners at the Table

Housing and Health

Source: Adapted from [Gibson et al. 2011](#), [Sandel et al. 2018](#), [Maqbool et al. 2015](#), and [Braveman et al. 2011](#).

Neighborhood

Stability

Quality and Safety

Affordability

Cluster A

76% Black
4% Latinx
15% White

Cluster B

8% Black
67% Latinx
55% White

Cluster C

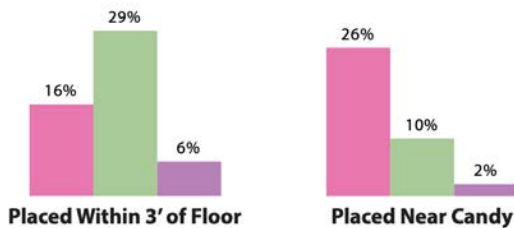
5% Black
11% Latinx
85% White

Product Placement

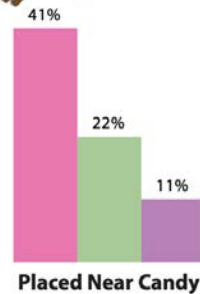
Tobacco products are more likely to be placed **within 3 feet of the floor** and **near candy** at retailers in Clusters A and B than in Cluster C.



Cigarettes and Menthols



Cigarillos



There are particularly high rates of tobacco placed near candy in Cluster A. When these products are placed near candy and within 3' of the floor, they are more likely to catch the attention of youth.

Neighborhood health relationships shown in the Milwaukee Tobacco Retail Assessment Project, 2016-2019 (<https://www.tobaccofreewisconsin.org/retail-assessment.html>)

Retailer Density

The **tobacco retailer density is higher** in Clusters A and B than in Cluster C.

Some Cluster A zip codes had a retailer density **4x higher** than Cluster C.



This is associated with higher rates of tobacco use, increasing the likelihood of negative health outcomes for residents of these neighborhoods.

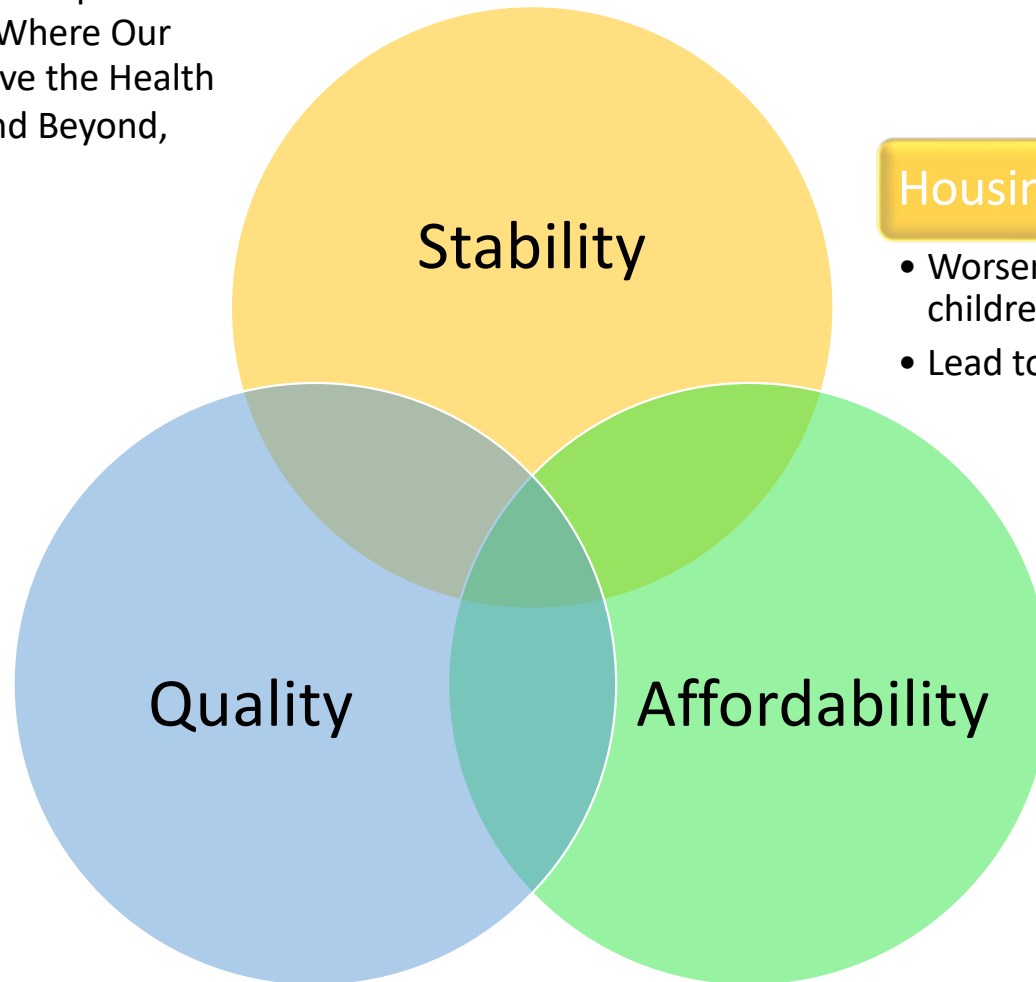
Proximity to Schools

There are **3x more tobacco retailers within 500 feet of schools** in Clusters A and B than in Cluster C.



This increases the likelihood of youth tobacco use in these neighborhoods.

Figure adapted from Human Impact Partners' Report: Home is Where Our Health Is: Policies to Improve the Health of Renters in Milwaukee and Beyond, 2020



Housing instability can:

- Worsen mental health in adults and children
- Lead to homelessness

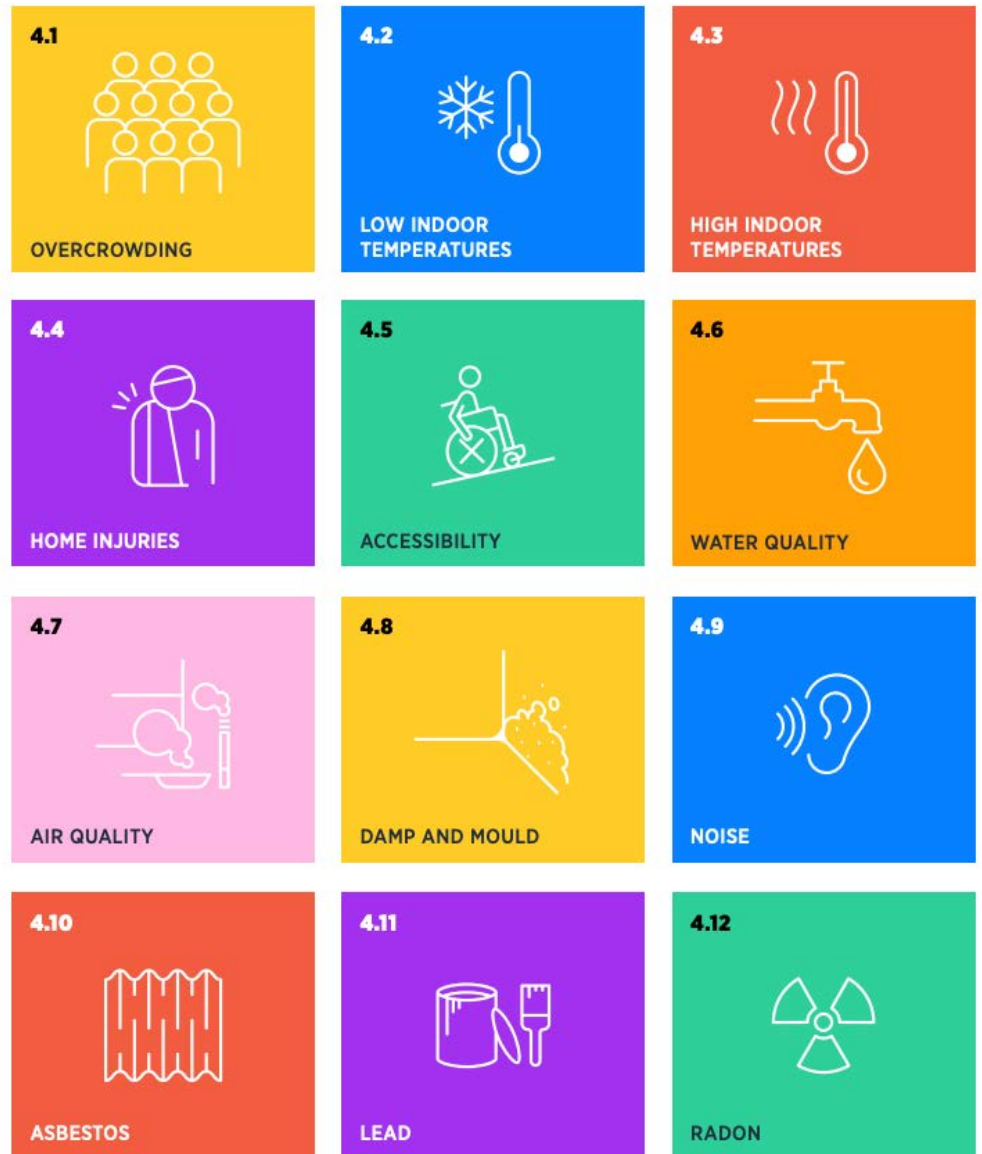
Poor housing can:

- Worsen lung health
- Cause lead poisoning
- Lead to injury

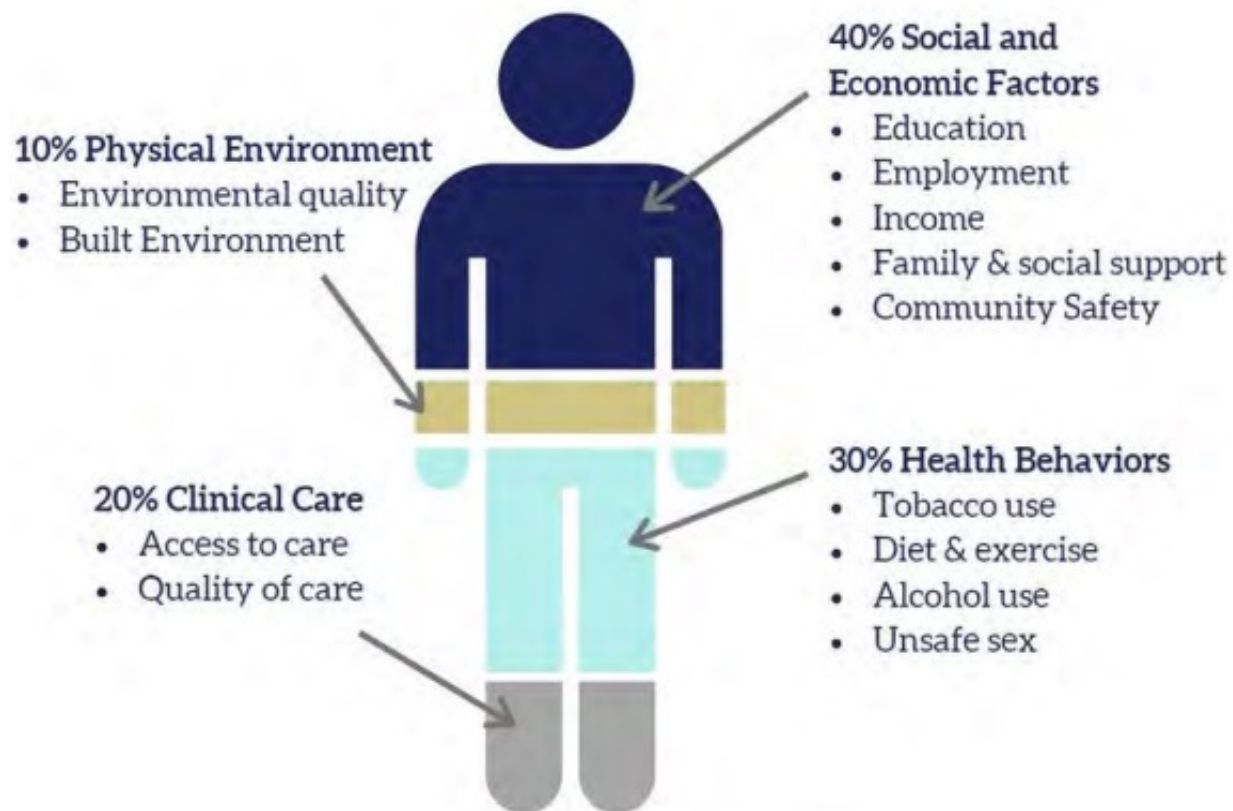
Unaffordable housing:

- Forces people to choose between rent and groceries or the doctor

Policies to Promote Healthy Housing



Access to Safe and Affordable Housing Emerging as Public Health Priority Throughout Wisconsin





Access the New Toolkit

<https://docs.google.com/document/d/1kvWV2dVn9UCOWUPO-AJgE4xOJfGHNCn24rFq--wukk/edit>

WPHA- MC4JR Project Advisory Committee

Sarah Beversdorf, Aspirus Health

Jacque Cutts, PHI Assessment and Evaluation Coordinator, Wisconsin DPH - Office of Policy and Practice Alignment

Emily Dieringer, WPHA Education Director

Kristie Egge, Supervisor of Strategic Initiatives, Wood County Health Department

Jamie Michael, WPHA Executive Director

Fauzia Qureshi, Director Community Clinical Linkages, UniteWI

Justin Rivas, Director of Community Health Initiatives, Milwaukee Health Care Partnership

Langston Verdin, Director of Community Partnerships and Strategy, Greater Milwaukee Committee

Toolkit Contents



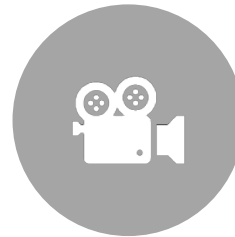
CHA/CHNA/CHIP background, requirements, and general planning resources



Additional resources related to health equity and community engagement



Example products from the six agencies that participated in the WPHA-MC4JR pilot project



Mostly narrative explanation and links with some video tutorials



WPHA encourages hospitals and health departments to partner on their assessments and plans.

Guidance and Resources

- [NACCHO's MAPP resources](#)
- [CDC resources](#)
- [PHAB version 2022 standards and measures](#)
- [County Health Rankings Action Learning Guides](#)
- Secondary Data Analysis - [MAPP 2.0 Community Status Assessment Indicator Matrix](#)
- Wisconsin Association of Local Health Departments and Boards (WALHDAB) [core data set](#) (currently being updated)
- Conduent's e-book, [The Power of Partnerships to Advance Health Equity](#): Best practices from the Conduent HCI/Renown® Health journey details six key elements of successful collaboration to address social determinants of health.
- WALHDAB's [Community Health Improvement in Action](#), focused on alcohol-related assessment and intervention (2014-2017), and the [Wisconsin CHIPP Infrastructure Improvement Project](#) (2011-2014)
- NACCHO's guidance to [identify and prioritize strategic issues](#)
- Public Health Foundation's [Community Guide for Public Health Improvement](#)

Increase Health Equity Knowledge

MATCH and WiCPHET's [Health Equity Training Modules](#)

The City of Madison's [Racial Equity and Social Justice Tool](#)

The Wisconsin Center for Health Equity offers additional resources, including:

- [2018 Foundational Practices for Health Equity](#)
- [2013 Social, Economic, and Educational Factors that Influence Health](#)



The Oneida County Health Department used the Healthy People 2030 framework to prioritize data collection.

Healthy People 2030 includes 358 measurable objectives.

The Healthy People 2030 framework details five key areas to improve health and well-being.

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

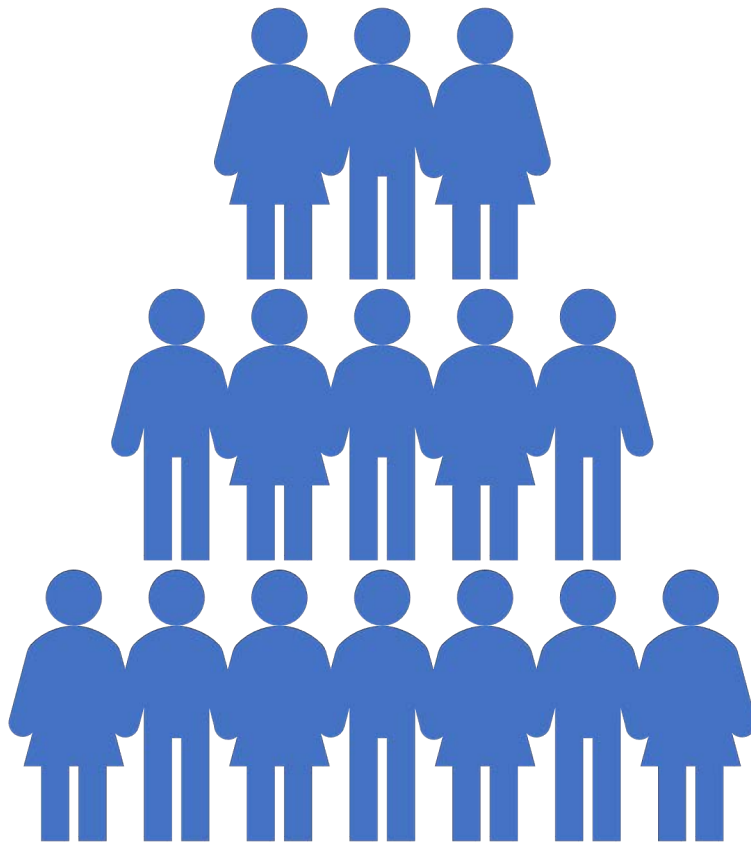
New Example Products

- Eau Claire City-County's CHA Survey (with Video), plus their Survey Distribution Strategies
- Wood County's CHA and CHNA Survey
- Winnebago/Esther Focus Group Questions

- Winnebago's Navigating the County Health Rankings & Roadmaps Data Cheat Sheet
- Oneida County's Healthy People 2030 Spreadsheet Template (with Video)

- Sauk County's CHIP Lived Experience Action Plan
- Sauk County's Practice with the Engagement Pyramid Community Engagement Tool (with Video)





Practicing Community Engagement Strategies to Increase Participation and Equity

- The 1-on-1 Meeting
- Strategic Conversations and Power Mapping
- Community Engagement Pyramid

1-on-1 Meeting Tracker

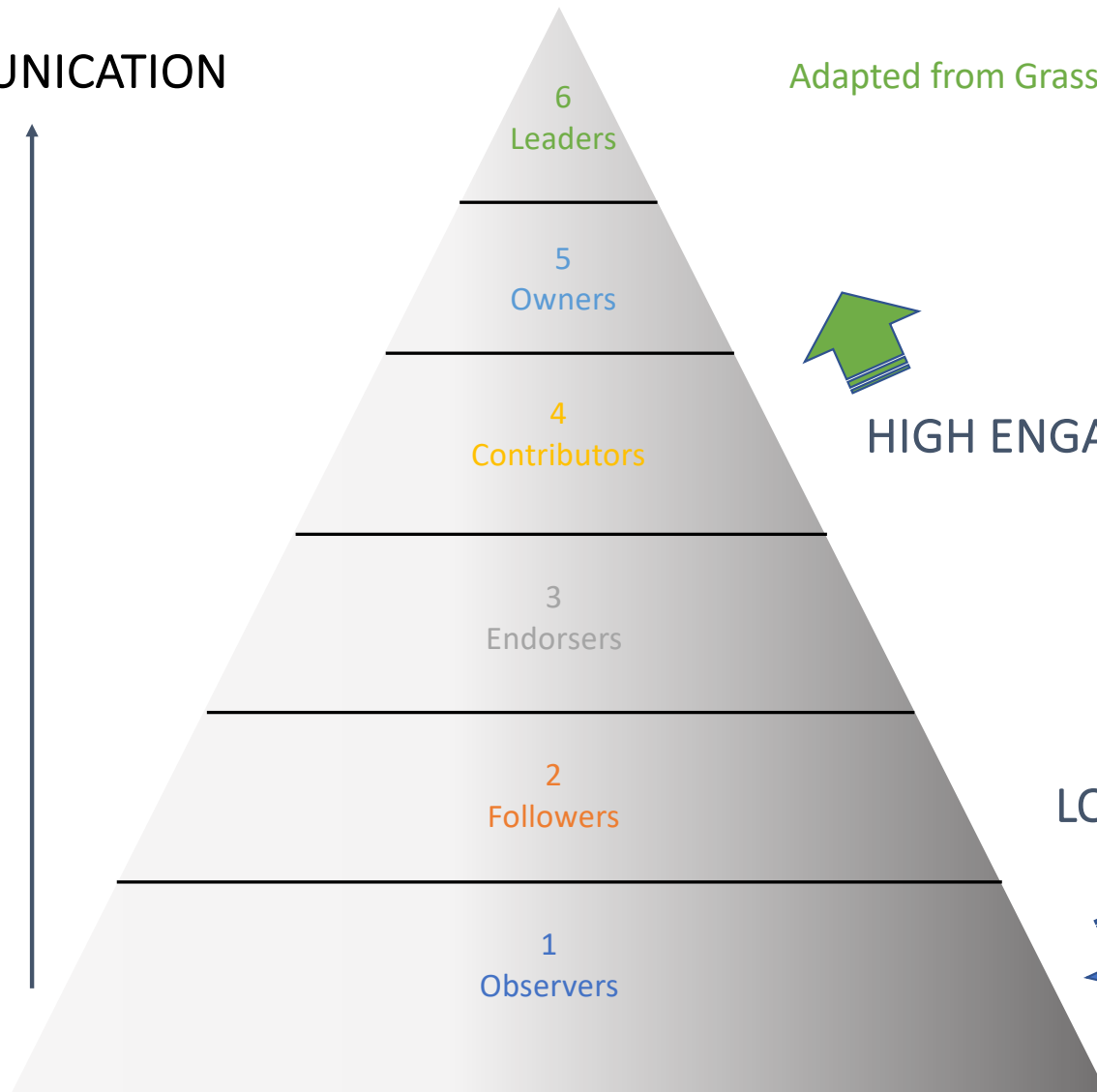
The image shows a Google Docs spreadsheet titled "HPWC 1-on-1 Tracker". The spreadsheet has a table with the following columns: Organization (if applicable), Key Contact, HPWC Staff, Date, Notes, In-person or virtual, Incentive provided?, Gift card to be sent, and \$ spent. Row 1 is the header row. Row 2 contains an "Incentive procedure" link. Row 3 contains data for a meeting with Wood County Health Department, Key Contact Niki Lucht, HPWC Staff Kristie Egge, Date 5/15/23, and Notes describing the staff member's role and background. The "In-person or virtual" column has a dropdown menu set to "Virtual", "Incentive provided?" is set to "No", and "Gift card to be sent" has an empty dropdown.

	A	B	C	D	E	F	G	H	I
1	Organization (if applicable)	Key Contact	HPWC Staff	Date	Notes	In-person or virtual	Incentive provided?	Gift card to be sent	\$ spent
2	Incentive procedure:	https://docs.google.com/document/d/1mUdVYDrezzNmiix8rj9W-Shn_Su7DFd7/edit?usp=sharing&oid=117772621273719132877&rtpof=tr							
3	Wood County Health Department	Niki Lucht	Kristie Egge	5/15/23	Community Health Planner at WCHD; Leads CHA/CHIP work; facilitates internal health equity team; experience with conducting rapid health impact assessments; [reviously worked as policy & equity coordinator at Winnebago County Health Department; has identical twin daughters, almost 1 year old	Virtual	No		

COMMUNICATION

PEOPLE

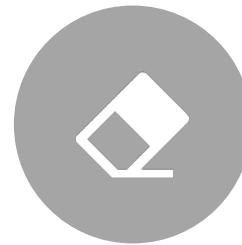
Adapted from Grassroots Solutions



Plan to Implement Toolkit



Already reviewed by six agencies in the Community of Practice and the Advisory Committee.



Currently integrating feedback from hospital administrators and governmental public health agencies.



Will present toolkit at the Public Health in Practice Conference in Oshkosh, 10/4/23.



Will host statewide webinar, date TBD in October / November



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Reflections