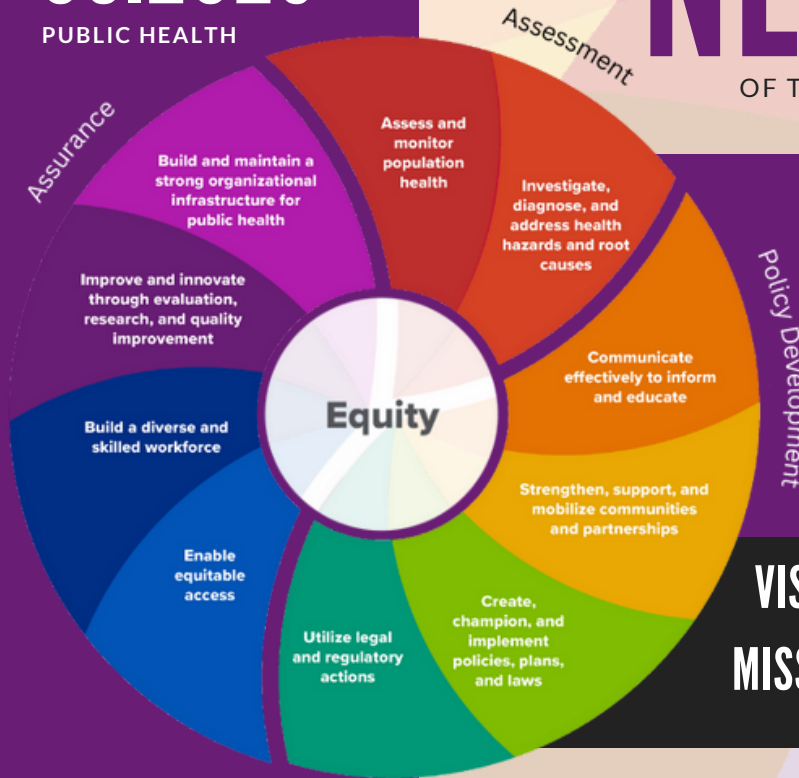


06.2023

PUBLIC HEALTH

NEWSLETTER

OF THE APPLETON PUBLIC HEALTH DEPARTMENT



IN THIS ISSUE:

Improve and innovate through evaluation, research, and quality improvement

Community Partner: WI Association of Local Health Departments and Boards

Meet Breanna

VISION: Health for all, together.

MISSION: Facilitate equitable community wellbeing through education, health promotion, and response to public health needs.

10 ESSENTIAL PUBLIC HEALTH SERVICES

The 10 Essential Public Health Services provide a framework for public health to protect and promote the health of all people in all communities. To achieve equity, the Essential Public Health Services actively promote policies, systems, and overall community conditions that enable optimal health for all and seek to remove systemic and structural barriers that have resulted in health inequities. Such barriers include poverty, racism, gender discrimination, ableism, and other forms of oppression. Everyone should have a fair and just opportunity to achieve optimal health and well-being.

Each month, the Appleton Health Department Newsletter will feature stories about how we are achieving each of the 10 Essential Public Health Services. This month, we will focus on Essential Public Health Service ##9: Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement.

WHAT WE ARE DOING

The Appleton Health Department understands the immense potential of social media in improving health outcomes and extending our community reach. Our use of Facebook has become an invaluable tool in our Public Health mission to disseminate information, engage with the public, and promote healthier behaviors. We recognize that Appleton residents use many forms of social media. A Quality Improvement Project has just begun to bring health information to more eyes with the addition of Instagram and LinkedIn to our social media landscape.

One of the most significant advantages of social media is its ability to reach diverse and underserved populations. Through varied social media platforms and formats, culturally sensitive messaging, and translation services, we tailor our content to specific communities, ensuring that everyone has access to vital health information. This approach allows us to bridge information gaps, promote health equity, and reduce disparities.

Social media has changed the way we operate as a Public Health Department. By expanding the use of social media in our communication strategy, we can effectively disseminate information, engage with the public, and target diverse populations, ultimately improving health outcomes and empowering individuals to make informed decisions about their well-being— all from the palm of their hand.

COMMUNITY PARTNERS



WALHDAB: SUPPORTING LOCAL PUBLIC HEALTH

The Wisconsin Association of Local Health Departments and Boards (WALHDAB) serves as a collective voice and advocate for advancing the health and well-being of Wisconsin residents by supporting local governmental public health.

WALHDAB serves as a platform for collaboration, information exchange, and professional development among its members. It fosters a strong network of public health professionals who work to address the health challenges faced by their respective communities. Through regular meetings, conferences, and training sessions, WALHDAB ensures that its members are equipped with the latest knowledge, resources, and best practices to effectively respond to public health issues.

Furthermore, WALHDAB actively engages with policymakers, legislators, and other stakeholders to shape health policies and promote evidence-based practices. By providing expert guidance and data-driven recommendations, WALHDAB contributes to the development of effective public health policies that prioritize the well-being of Wisconsin residents.

WALHDAB also serves as a hub for sharing information and promoting public health initiatives. It collaborates with state and national organizations to coordinate efforts, share resources, and amplify the impact of local health departments. By facilitating communication and collaboration, WALHDAB enhances the collective capacity of its members to address pressing public health concerns, such as disease outbreaks, environmental hazards, and health disparities.

Regional WALHDAB committees serve to provide localized peer support to Health Officers. Regional representatives serve on the WALHDAB Board of Directors to ensure that the perspectives of all regions are represented.

RESOURCES

[CDC-10 Essential Public Health Services -Full](#)

[Wisconsin Association of Health Departments and Boards](#)



MEET BREANNA



Breanna Mekuly joined the Appleton Health Department one year ago as the Covid-19 Fellow but as the response to the pandemic changed and her ability to wear many hats became clear Breanna's role too has adapted. Today, Breanna focuses most on community outreach and engagement.

"My goal is to help rebuild community partnerships and understand the current needs of our community; people that live, work, and play in Appleton. And especially those [needs] related to health, wellness, and social belonging."

Breanna uses creativity and humor to provide accurate and engaging health information for the Appleton Health Department's social media accounts. Planning community events and programming, like the recent Homelessness Summit, meeting people, and connecting with organizations are some of the ways Breanna stays focused on bringing people together with a purpose.

When Breanna is not working, she enjoys bike-riding and once completed a single day, 100-mile bike ride that finished at Niagara Falls. When Breanna and her fellow cyclists arrived, the tourists clapped because they thought they were famous!

BOARD OF HEALTH

CALENDAR