



OAKCREEK
— WISCONSIN —



Oak Creek Health Department
Community Health Improvement Plan

HEALTHIEST OAK CREEK 2014-2019

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Message from the City of Oak Creek Health Officer



Dear fellow Oak Creek community members,

I am excited to deliver this Community Health Improvement Plan (CHIP) to the residents and visitors of our great city. This is a culmination of many years of hard work from many partners, community members and organizations, to which I extend my deepest gratitude.

As a shared responsibility, collaboration is critical for the success of this plan. Collaboration creates opportunities for health improvements by creating policies and an environment that make healthy choices the easiest choice for individuals, families, organizations and policy makers. This plan builds on the many strengths of our vibrant city and strives to creatively and collaboratively tackle the concerns outlined on the following pages.

With the City of Oak Creek Health Department's vision, **Healthy People in a Healthy Oak Creek Community**, we visualize all individuals achieving their highest potential for wellness as they live, work, play, and learn in our community. Efforts to achieve healthful goals involve utilizing community assessment, policy development, and assurance while planning public health programs. These programs form the backbone of health department activities and services.

We hope that this plan provides guidance and direction for improving the health and wellness of our residents. We welcome input as *Healthiest Oak Creek 2014-2019* belongs to you, members of our community. To learn more, visit us on the web at <http://www.oakcreekwi.org/your-government/departments/health-department/>.

A plan is not an end, but a beginning. Community health improvement planning is occurring all across the nation and significant improvements are being realized when entire communities work to improve the community's health. With the aid of individuals and organizations in Oak Creek, we can achieve the objectives outlined in this plan and see a substantially healthier city by 2019.

In good health,

A handwritten signature in black ink that reads "Judith Price". The signature is written in a cursive, flowing style.

Judith Price, BSN, MHCA
City of Oak Creek Health Officer

Acknowledgements

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Jennifer Freiheit, Bay View Advanced Management, LLC, was consulted to serve as the Community Health Improvement Planning Focus Group Guide, co-facilitator, and Editor of this Community Health Improvement Plan.

Community Health Improvement Plan Purpose & Process

Healthiest Oak Creek 2014-2019 represents Oak Creek's fulfillment of a statutory requirement, for every public health department in Wisconsin to conduct a community health assessment (CHA) and create a plan based on that assessment at least every five years. The plan, known as the Community Health Improvement Plan (CHIP), then becomes a blueprint for community action through 2019.

In 2012, the Oak Creek Health Department partnered with Aurora Health Care, Children's Hospital of Wisconsin, Columbia St. Mary's Health System, Froedtert Health, Wheaton Franciscan Healthcare, and the Center for Urban Population Health to conduct our Community Health Assessment (CHA). This assessment* gave information about the health and related behaviors of 400 scientifically-selected community residents. The purpose of the assessment was to:

- Gather specific data on behavioral and lifestyle habits of the resident population
- Gather data on the occurrence of risk factors and disease conditions within the adult population
- Compare health data of residents to county, state, and national measurements for evaluation

*The phone survey was conducted by JKV Research, LLC, through a grant provided by Aurora Health Care. Details about data collection and analysis are included in the comprehensive report which is available through the Oak Creek Health Department by calling 414-768-6539 or by accessing the Health Department section of the City website at <http://www.oakcreekwi.org/articles/category/health-department>. Aurora Health Care conducted similar community health surveys in Oak Creek in 2003, 2006, and 2009 providing an opportunity for every-three-year comparisons.

After receiving the Community Health Assessment (CHA) results, the Oak Creek Health Department consulted with many municipal and community members to share the report and gather information for moving forward with the Community Health Improvement Plan. Focus groups were arranged with each of the health department leads and several community residents to discuss the results of the CHA, where gaps exist, and to determine future community needs. Results and future direction were also discussed with the Board of Health during their bi-monthly meetings. Consultation came from all sectors of our city with a high degree of leadership and decision-making authority. We took every opinion very seriously when determining our health priorities for this five-year plan. Through the leadership of the health department, this process engaged the community in identifying health priorities and necessary action to mutually address health issues of importance in Oak Creek.

Healthiest Oak Creek 2014-2019 was based on the state health plan, *Healthiest Wisconsin 2020*, with a vision of Everyone Living Better, Longer. Integrating our local data with the state public health plan, and based on our CHA results, the Health Department and community partners identified four focus areas to improve upon over the next five years:

Reduce Alcohol & Drug Abuse

Improve Nutrition

Increase Physical Activity

Decrease Inattentive Driving

Each of these four areas was given achievable, measurable objectives and strategies to be completed no later than December 31, 2019. This approach assures that community efforts will stay focused on the most urgent health priorities in the community and that the community can monitor its progress in achieving these objectives.

Health Focus Area: Reduce Alcohol & Drug Abuse

Excessive alcohol use, including underage drinking and binge drinking (drinking 5 or more drinks on an occasion for men or 4 or more drinks on an occasion for women), can lead to increased risk of health problems such as injuries, violence, liver diseases, and cancer. <http://www.cdc.gov/alcohol/>

According to the *Dietary Guidelines for Americans**, moderate alcohol consumption is defined as having up to 2 drinks per day for men and 1 drink per day for women. This definition is referring to the amount consumed on any single day and is not intended as an average over several days.

*U.S. Department of Agriculture & U.S. Department of Health and Human Services. In: *Dietary Guidelines for Americans*, 2010. Chapter 3—Foods and Food Components to Reduce  7th Edition, Washington, DC: US Government Printing Office; 2010, p. 30–32.

Why is Reducing Alcohol and Drug Abuse included in *Healthiest Oak Creek 2014-2019*?

According to the 2012 Oak Creek Community Health Survey Report:

- Binge drinking is up from 19% in 2009 to 38% in 2012 for the over 18 population.
- In 2012, respondents were asked to pick the top three health issues in the community out of eight listed. The most often cited were chronic diseases (64%), alcohol or drug use (61%) and violence (49%).

According to the nationwide 2013 Monitoring the Future (MTF) study* provided by the University of Michigan, of those under age 18:

In 2013, 7.0 percent of 8th graders, 18.0 percent of 10th graders, and 22.7 percent of 12th graders used marijuana in the past month, up from 5.8 percent, 13.8 percent, and 19.4 percent in 2008. Daily use has also increased; 6.5 percent of 12th graders now use marijuana every day, compared to 5 percent in the mid-2000s.

Nonmedical use of prescription and over-the-counter medicines remains a significant part of the teen drug problem. In 2013, 15.0 percent of high school seniors used a prescription drug non-medically in the past year. The survey shows continued abuse of Adderall, commonly used to treat attention deficit hyperactivity disorder, or ADHD, with 7.4 percent of seniors reporting taking it for non-medical reasons in the past year.

New synthetic drugs are a cause for concern, but their use is not increasing. Past-year inhalant use by younger teens continued a downward trend in 2013, with 5.2 percent of 8th graders and 3.5 percent of 10th graders reporting use. Five-year trends of past-year cocaine use across all grades showed a drop as well. Other drugs, such as heroin, methamphetamine, ecstasy (MDMA) and hallucinogens, are holding fairly steady.

Alcohol use among teens remains at historically low levels. In 2013, 3.5 percent of 8th graders, 12.8 percent of 10th graders, and 26 percent of 12th graders reported getting drunk in the past month, continuing a downward trend from previous years.

*Complete MTF survey results are available at www.monitoringthefuture.org. For more information on the survey and its findings, also visit www.drugabuse.gov/related-topics/trends-statistics/monitoring-future.

What is our overall Reduce Alcohol & Drug Abuse objective?

By December 31, 2019, the Oak Creek Health Department aims to **increase drug and alcohol education among parents** of school age children (elementary through high school), educating 15% of all parents (~677 households with persons under age 18).

Ideas and strategies to reduce alcohol use among Oak Creek residents:

This section is intended to reach out to individuals, families, and businesses with ideas to reduce alcohol and drug abuse.

What can you do as individuals and families?

- Seek out a drinking cessation twitter or Facebook page to have social media help with quitting reminders.
- Know where teenagers are, who is driving, and if alcohol or drugs will be present. Be the late night taxi.
- Take outdated and unused prescription and over the counter medicines to the police department for safe disposal.
- Lock all prescription medicine away where only parents can access as needed.
- Remind grandparents to take the same precautions with their prescription medicines (or anyone else who watches children).
- Do not provide alcohol to minors.

What can we do as organizations and institutions?

- Provide access to drinking cessation and drug abuse resources and programs.
- Educate about Wisconsin laws for supplying minors with alcohol.
- Change reader-boards before events such as prom to raise reminders throughout the city.

What can we do as a community-wide system?

- Offer a variety of alcohol reduction and drug abuse activities and support as well as alcohol-free events.
- Create school curriculum that addresses the dangers of alcohol and drug abuse.
- Conduct a community-wide media campaign to raise awareness about alcohol and drug abuse and misuse.
- Localize printed materials for distribution through a variety of methods and locations.
- Improve awareness and education related to chronic health conditions, including the effects of alcohol and drugs.
- Mobilize youth to educate their peers about the dangers of alcohol and drug abuse.
- Regulate alcohol advertising. Place signs of alcohol education and awareness in liquor stores.
- Consider undercover patrols in schools.
- Distribute letters to parents indicating *their* responsibility and punishment for providing alcohol to minors.
- Host tables with literature at sporting events, parent/teacher conferences, open houses, etc.

Who are the key stakeholders?

- Oak Creek Health Department
- City of Oak Creek Council and policymakers
- Oak Creek Police Department
- Oak Creek Fire Department
- Oak Creek Franklin Joint School District
- Oak Creek Library
- Local industries and businesses
- Oak Creek citizens

Health Focus Area: Improve Nutrition

As defined in the Healthiest Wisconsin 2020 plan*, appropriate, adequate and safe food and nutrition means a regular and sufficient consumption of nutritious foods throughout the lifespan. Appropriate and adequate nutrition is important to support normal growth and development of children and promote physical, emotional, and social well-being for all people. It also includes safe handling, preparation, serving and storing of food and beverages.

*Wisconsin Department of Health Services, Division of Public Health, Office of Policy and Practice Alignment. *Healthiest Wisconsin 2020: Everyone Living Better, Longer. A State Health Plan to Improve Health Across the Life Span, and Eliminate Health Disparities and Achieve Health Equity*. P-00187. July 2010. Available at <http://dhs.wisconsin.gov/hw2020/>.

A healthy diet can reduce the risk of major chronic diseases such as heart disease, diabetes, osteoporosis, and some cancers. The Department of Agriculture (USDA) and the Department of Health and Human Services (HHS) recommendations include (<http://health.gov/dietaryguidelines/2010.asp>):

- Eating more foods and nutrients such as fruits, vegetables, whole grains, fat-free and low-fat dairy products, and seafood
- Eating fewer foods with sodium (salt), saturated fats, *trans* fats, cholesterol, added sugars, and refined grains

Why is Improved Nutrition included in *Healthiest Oak Creek 2014-2019*?

According to the 2012 Oak Creek Community Health Survey Report:

- 30% of adults and 25% of children in Oak Creek consume 3 or more vegetables a day.
- 63% of adults and 68% of children in Oak Creek consume 2 or more fruits a day.

What is our overall Improved Nutrition objective?

By December 31, 2019, the Oak Creek Health Department will aid to increase the percentage of Oak Creek adults who eat the daily recommended number of 3+ **vegetables** by 10% (from 30% to 40%).

Ideas and strategies to improve nutrition among Oak Creek residents:

This section is intended to reach out to individuals, families, and businesses with ideas to achieve the objectives.

What can you do as individuals and families?

- Consume 5-9 servings of fruits and vegetables per day.
- Eat a variety of foods.
- Decrease portion sizes.
- Decrease consumption of high fat and fast foods including sweetened beverages.
- Promote family mealtimes without a TV.
- Prepare healthy meals as a family.
- Shop at farmers markets as a family or with friends.
- Grow a garden.



What can we do as organizations and institutions?

- Assist with providing education to staff through food preparation and nutrition classes.
- Bring local fruits and vegetables into work. Use a food co-op as an employee benefit.
- Offer only healthy foods at meetings and community events.
- Encourage the sale of healthy and nutritious food for school fund-raising activities.
- Encourage a culture of healthy eating for employees through an incentive-based wellness program.
- Participate in healthy eating community-wide programs.
- Offer cooking classes and cultural meals.

What can we do as a community-wide system?

- Encourage grocery stores to do more education.
- Educate parents of school-age children regarding school breakfast and lunch requirements.
- Promote Farmers Markets and the sale of local produce (winter and summer). Offer free cholesterol checks, raffles, and other incentives to boost attendance at Oak Creek Farmer's Market.
- Create payroll stuffers that businesses can use.
- Establish school and community gardens.
- Encourage local dining establishments to offer healthier menus and do menu labeling.
- Work with local food retailers to highlight healthier food choices.
- Send monthly recipes and nutrition information to daycares, schools and senior housing.
- Promote nutrition at National Night Out.
- Work with chefs and/or registered dietitians to educate residents on how to prepare healthier meals.
- Compile a list of healthy dining options in the city.
- Increase number of vending machines in schools and businesses that contain a higher percent of healthier food items.
- Create a community healthy eating cookbook.

Who are the key stakeholders?

- Oak Creek Health Department
- Oak Creek Franklin Joint School District
- Local businesses such as restaurants and grocery stores
- Women, Infants, and Children (WIC)
- Oak Creek citizens

Health Focus Area: Increase Physical Activity

Regular exercise has been shown to reduce the risk of certain diseases such as high blood pressure, stroke, coronary artery disease, type 2 diabetes, obesity, colon cancer, and osteoporosis. The Centers for Disease Control & Prevention (CDC)* recommend that adults (aged 18-64) need at least:



2 hours and 30 minutes (150 minutes) of [moderate-intensity aerobic activity](#) (i.e., brisk walking) every week **and**



[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

OR



1 hour and 15 minutes (75 minutes) of [vigorous-intensity aerobic activity](#) (i.e., jogging or running) every week **and**



[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

OR



An equivalent mix of moderate- and vigorous-intensity [aerobic activity](#) **and**

[muscle-strengthening activities](#) on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).

Moderate physical activity includes walking fast, water aerobics, riding a bike on level ground or with few hills, playing doubles tennis, and pushing a lawn mower. If you're working at this level, you'll be able to talk, but not sing the words to your favorite song.

Vigorous physical activity includes jogging or running, swimming laps, riding a bike fast or on hills, playing singles tennis, and playing basketball. If you're working at this level, you won't be able to say more than a few words without pausing for a breath.

*<http://www.cdc.gov/physicalactivity/everyone/guidelines/adults.html>

[Note: View guidelines for those under 18 and over 64 at <http://www.cdc.gov/physicalactivity/everyone/guidelines/>]

Why is Increasing Physical Activity included in *Healthiest Oak Creek 2014-2019*?

According to the 2012 Oak Creek Community Health Survey Report:

- 71% of adult respondents were classified as overweight (including 44% overweight plus 27% obese) up from 63% in 2009.
- 8% classified themselves as inactive, not doing any physical activity in a typical week
- 48% of adult respondents do not do the recommended amount of physical activity
- 72% of Oak Creek residents aged 55-64 years old do not do the recommended amount of physical activity, along with 31% of 18-34 year olds and 57% of adults 65 and older.



What is our overall Physical Activity objective?

By December 31, 2019, the Oak Creek Health Department will aid to increase the number of adults who engage in **moderate or vigorous physical activity** per the CDC recommended guidelines by 10% (from 53% to 63%).

Ideas and strategies to increase physical activity among Oak Creek residents:

This section is intended to reach out to individuals, families, and businesses with ideas to achieve the objectives.

What can you do as individuals and families?

- Decrease TV and computer time usage. Remove these items from the bedroom.
- Get outdoors more. Utilize the parks and trails.
- Walk daily with a neighbor, friend, or family. Start a walking schedule.
- Try a new activity, such as yoga or kickboxing.
- Use small hand weights while watching TV.
- At work, get up to walk briskly for 5 minutes every hour.
- Walk during breaks or lunch with co-workers.
- Set up weekly family bike rides or swims.
- Join the Mayor's Fitness and Weight Loss Challenge.

What can we do as organizations and institutions?

- Implement after-school or after-work physical activity programs.
- Bring in physical activity experts for lunch programs or education/presentation sessions.
- Host health fairs with health screenings for staff and families. Consider inviting the public.
- Track physical activity related-data and distribute among staff and partners to better measure and evaluate progress of programs.
- Incorporate and encourage use of the trail into a wellness program.
- Adopt policies that exceed national and state requirements regarding physical activity.
- Get involved in youth leadership and sports opportunities.
- Participate in community coalitions or partnerships with other organizations.

What can we do as a community-wide system?

- Encourage physical activity education, programs, and classes such as:
 - Mayor's Fitness and Weight Loss Challenge
 - Walk the Halls program at Oak Creek High School and other indoor areas during inclement weather
 - Recreation Department Activities
 - Exercise programs at senior housing
 - Community-wide classes at library
- Organize a Fun Run, Moonlight Walking event, or Bender Park activities.
- Continue community-wide campaign to raise the number of people participating in physical activities.
- Encourage local businesses to adopt policies toward physical activity.

- Establish additional safe walking and biking routes (including sidewalks). Enhance traffic safety in these areas with additional signage.
- Ensure access to recreational opportunities.
- Participate or lead community coalitions or partnerships.
- Promote Open Swim.
- Distribute monthly printed and website information to schools, daycares and senior housing regarding physical activity and its importance. Include locations of walking/biking areas.

Who are the key stakeholders to increase physical activity?

- Oak Creek Health Department
- City of Oak Creek Council and policymakers
- Oak Creek Franklin Joint School District
- Local business stakeholders
- Clergy/Churches
- City Transportation Department and Department of Public Works
- City Recreation Department
- Oak Creek citizens



Health Focus Area: Inattentive Driving

Inattentive driving, also known as distracted driving, is generally the failure to pay proper attention to the road while driving. It includes, among others, talking, eating, putting on make up and attending to children. Using cell phones and other wireless or electronic units are also considered distractions.

“Driver inattention is the leading factor in most crashes and near-crashes, according to a landmark research report released by the National Highway Traffic Safety Administration (NHTSA) and the Virginia Tech Transportation Institute (VTTI). Nearly 80 percent of crashes and 65 percent of near-crashes involved some form of driver inattention within three seconds before the event. Primary causes of driver inattention are distracting activities, such as cell phone use, and drowsiness.”*

*“Breakthrough Research on Real-World Driver Behavior Released,” NHTSA, April 20, 2006, <http://tiny.cc/5ohRr> “The 100 Car Naturalistic Driving Study,” NHTSA, DOT HS 808 536, <http://tiny.cc/vOUMA> “An Overview of the 100-Car Naturalistic Study and Findings,” Vicki L. Neale, <http://tiny.cc/mL8QL>

Why is Inattentive Driving included in *Healthiest Oak Creek 2014-2019*?

Of all cell phone related tasks – including talking, dialing, or reaching for the phone – texting while driving is the most dangerous. *The Pew Internet & American Life Project*

According to the United States Department of Transportation, “text messaging while driving creates a crash risk 23 times higher than driving while not distracted.” Despite these statistics, more than 37% of drivers have admitted to sending or receiving text messages while driving, and 18% admit doing so regularly. <http://www.edgarsnyder.com/car-accident/cell-phone/cell-phone-statistics.html>

In 2013, nearly half of all Wisconsin high school students who drove a car or other vehicle during the past 30 days reported texting while driving. 66% of all 12th grade students texted while driving. <http://sspw.dpi.wi.gov/files/sspw/pdf/yrbs13execsum.pdf>

Because cell phone use, especially texting, is becoming standard practice, Community Health Improvement Plan (CHIP) Focus Group participants chose this specific activity to target for improvement which should directly affect other inattentive driving behaviors.

As Mayor Steve Scaffidi has been quoted, “five seconds spent looking away from the road, at 55 miles per hour, means that your car travels almost the entire length of Oak Creek’s football field.”

What is our overall Inattentive Driving objective?

By December 31, 2019, the Oak Creek Health Department will increase awareness of the dangers of inattentive driving, with a focus on texting while driving, among Oak Creek residents over the age of 16 by 5%.

Ideas and strategies to decrease inattentive driving among Oak Creek residents:

This section is intended to reach out to individuals, families, and businesses with ideas to achieve this objective.

What can you do as individuals and families?

- Encourage family members that drive to set a ‘stop texting date’ and goals. Be supportive.
- Look at the types of texts sent during driving times and create a list of things the family needs to communicate urgently and what can wait.
- Download safe driving apps on all phones such as AT&T DriveMode, Safely Go, or Sprint Drive First.
- Implement house rules such as No Texting While Driving and to keep phones in the back seat.
- Have each family member sign the It Can Wait pledge at <http://www.itcanwait.com/>.
- Use #X as a signal that you’re driving. #X lets friends know that you’re getting on the road and cannot respond. It can also mean you’re ending a text string until you’re done driving.

- Make your intentions known to neighbors, family, and friends that you DO NOT text while driving. Role modeling is perhaps the most important measure in altering someone else's behavior.
- Hand your phone to a passenger.
- Plan rest stops on long trips where you can check your phone.
- When in the car with someone while driving, who is texting, say, "I'm sorry, but I get really nervous when people text and drive." Wait to see how the person responds. Most people will admit it's probably not a good idea or they'll at least put down the phone. If you don't feel comfortable telling a driver to quit texting outright, try hinting: "Would you like me to type for you since you're driving?" Or, since more states are handing out tickets for texting and driving, you could say, "I've seen a lot of cops out today, you might not want to text right now." Or point out things the driver has missed seeing (or narrowly missed hitting). As in, "Did you see that dog/kid/overtaken bank truck? If your driver teases you about being nervous, it's the perfect opener to say, "Yeah, texting and driving freaks me out. You never know if the person in front or behind is doing it too."

What can we do as organizations and institutions?

- Develop business phone policies and signed contracts that prohibit use of business phones while driving. Enforce consequences.
- Educate on the dangers of inattentive driving to all employees annually. Utilize a simulator such as the one at <http://www.itcanwaitsimulator.org/>.
- Place No Texting reminders in employee parking lots and near exits.
- Host a documentary viewing: The Last Text, which tells true stories of lives altered or ended by texting while driving
- Video messages such as Eyes on the Road video: https://www.youtube.com/watch?feature=player_embedded&v=JHixelr_6BM
- Show messaging at National Night Out
- Billboard advertising
- Celebrate National Distracted Driving Awareness Month in April.

What can we do as a community-wide system?

- Create school curriculum that addresses the dangers of distracted driving.
- Conduct a community-wide media campaign to raise awareness about distracted driving including various websites and social media.
- Localize printed materials for distribution through a variety of methods including school and business locations.
- Improve awareness and education related to texting while driving including police, fire, and local business involvement and partnerships.
- Mobilize youth to educate their peers about the dangers of texting while driving.
- Offer texting while driving simulation activities and support.
- Encourage retailers to placard their parking lots and exits with No Texting While Driving signs.
- Stronger enforcement of the Wisconsin law that prohibits sending e-mails or texts while driving and carry a fine of up to \$400.
- Ensure consistent enforcement and standards with surrounding communities.
- Code inattentive driving in police logs with more detail to separate out texting from eating or putting on make-up, etc.



- Support national activities in creating national laws against inattentive driving similar to seat belt usage and drunken driving laws.

Who are the key stakeholders?

- Oak Creek Health Department
- City of Oak Creek Council and policymakers
- Oak Creek Police Department
- Oak Creek Fire Department
- Oak Creek Franklin Joint School District
- Local industries and businesses
- Oak Creek citizens