

# Milwaukee County Strategic Plan Update

7/9/21



# Milwaukee County Makes History

In May 2019, Milwaukee County became the first jurisdiction in the United States to recognize racism as a public health crisis. Since that time, over 170 local governments have followed suit.



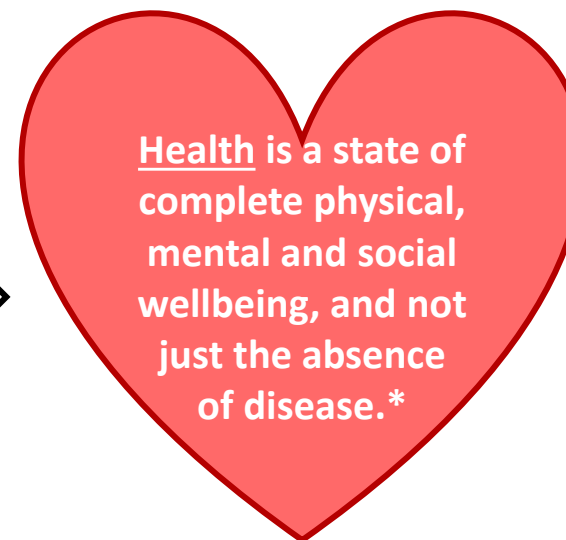
# Government & Population Health

At the same time, the County began its first countywide strategic planning process in 20 years. County leaders aligned around the mission statement below, and they began researching the health of county residents.



## Mission Statement

We enhance the **quality of life** in Milwaukee County through great **public service**.



How do we measure **health outcomes**?


- Quality of Life
- Life Expectancy
- Health Disparities



\*Adapted from World Health Organization, [Definition of Health](#)

# How is Milwaukee County's health?

The findings were deeply troubling. Not only is the health of Milwaukee County residents nearly the lowest in the entire state, but the county has extraordinary racial health disparities between Black and white residents.



Health is a state of complete physical, mental and social wellbeing, and not just the absence of disease.

How do we measure **health outcomes?**

- Quality of Life
- Life Expectancy
- Health Disparities



Milwaukee is ranked in the bottom quartile of counties in Wisconsin



Milwaukee County experiences higher rates of adult diabetes, adult obesity, and poor mental and physical health days than the surrounding WOW counties



A white person in Milwaukee County will, on average, live 14 years longer than a Black person



The infant mortality rate (deaths per 1,000 births) is 4.9 death for white people compared to 13.1 deaths for Black people



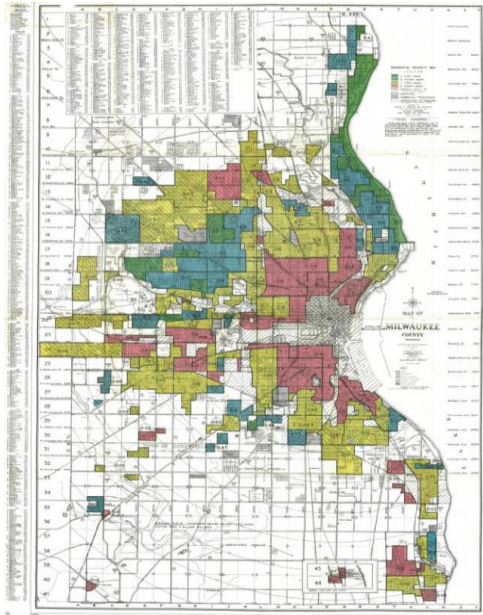
# History of Government & Race

As a result, County leaders mandated racial equity training to all County employees in order to ensure full understanding of the government's role in creating these health disparities as well as its ability to help resolve them.

Initially Explicit

Became Implicit

Government for Racial Equity



Government explicitly creates and maintains racial inequity.



Discrimination illegal, but “race-neutral” policies and practices perpetuate inequity.



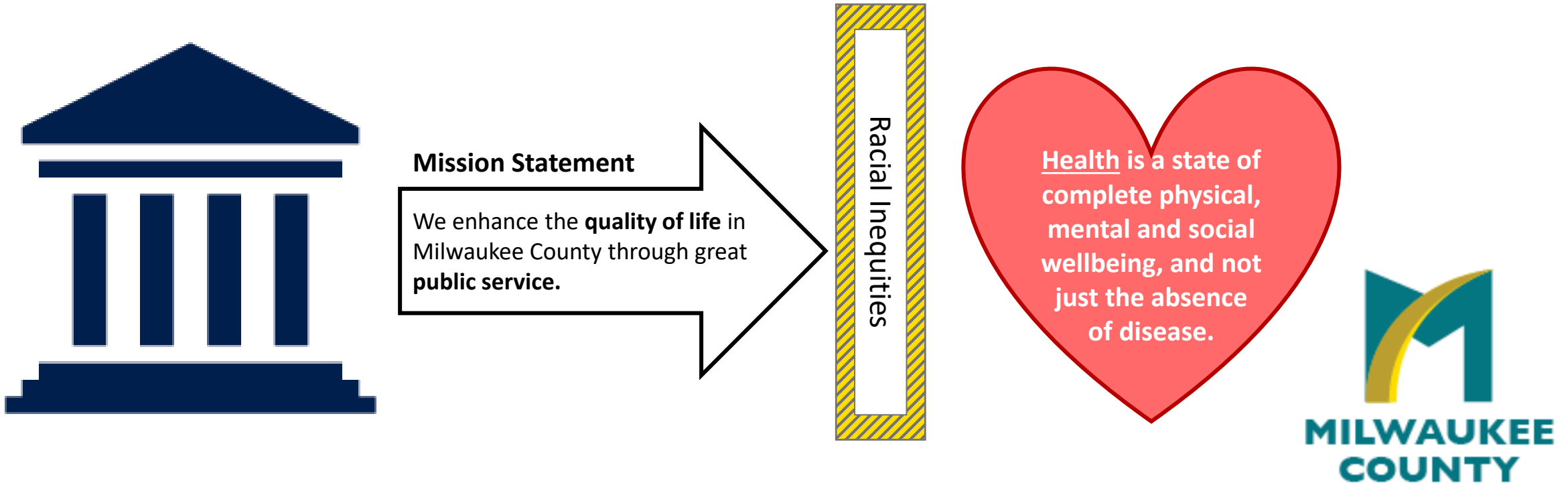
Proactive policies, practices and procedures that advance racial equity.



# Government, Population Health, and Racial Equity

Recognizing the primary role of racial inequity in limiting their ability to advance its mission, County leaders set an ambitious vision centered on racial and health equity.

**Vision:** By achieving racial equity, Milwaukee is the healthiest county in Wisconsin.



# Our Mission

We enhance the **quality of life** in  
Milwaukee County through great public  
service.



# Our Vision

By achieving **racial equity**, Milwaukee is  
the **healthiest county** in Wisconsin





# Our Values

**Inclusion:** We actively seek diverse perspectives when making decisions.

**Influence:** We collectively use our power to positively impact our community.

**Integrity:** We do the right thing even when no one is looking.

# Strategic Focus Areas & Objectives

## 1. Create Intentional Inclusion

1A: Reflect the full diversity of the County at every level of County government

1B: Create and nurture an inclusive culture across the County

1C: Increase the number of County contracts awarded to minority and women-owned businesses

## 2. Bridge the Gap

2A: Determine what, where and how we deliver services based on the resolution of health disparities

2B: Break down silos across County government to maximize access to and quality of services offered

2C: Apply a racial equity lens to all decisions

## 3. Invest in Equity

3A: Invest “upstream” to address root causes of health disparities

3B: Enhance the County’s fiscal health and sustainability

3C: Dismantle barriers to diverse and inclusive communities



# Create Intentional Inclusion

1A: Reflect the full diversity of the County at every level of County government

- Cabinet diversity
- Board & Commission diversity
- Diverse hiring panels

1B: Create and nurture an inclusive culture across the County government

- Gender pronouns in email signatures
- Racial equity interview questions

1C: Increase the number of County contracts awarded to minority and women-owned businesses

- Meetings with Ethnic & Diverse Business Chambers
- Survey of department procurement methods



# Bridge the Gap

2A: Determine what, where and how we deliver services to advance health equity

- Inventory of Milwaukee County Services
- Strategically aligned Board report

2B: Break down silos across County government to maximize access to and quality of services offered

- No Wrong Door
- DHHS Future State

2C: Apply a racial equity lens to all decisions

- Racial Equity Budget Tool
- Racial equity trainings

# Invest in Equity

3A: Invest “upstream” to address root causes of health disparities

- CARES and ARPA COVID-19 relief dollars allocated based on social determinants of health
- ZIP Code vaccination program and Healthy Homes efforts

3B: Enhance the County’s fiscal health and sustainability

- Sales tax advocacy
- Building footprint reduction

3C: Dismantle barriers to diverse and inclusive communities

- Partnerships with municipalities (e.g. affordable housing in Shorewood and Wauwatosa)
- Most accessible beach in the nation





**MILWAUKEE  
COUNTY**