

An aerial photograph of the Milwaukee skyline at sunset. The city's skyscrapers are silhouetted against a warm, orange and yellow sky. In the foreground, the city's waterfront is visible, featuring a large, curved stone breakwater and a modern building with a glass facade. The water is calm, reflecting the light from the sky.

# Office of Community Wellness & Safety (OCWS)

*Annual Report 2023*



City  
of  
Milwaukee  
DEPARTMENT OF  
**ADMINISTRATION**



# OCWS Divisions:

1. Community Wellness and Safety (CWS)
2. Family Wellness and Safety (FWS)
3. Resiliency in Communities After Stress and Trauma (ReCAST)

# Community Wellness and Safety (CWS)

## *About CWS*

- CWS is a comprehensive initiative designed to address and mitigate the root causes of violence within our community.
- OCWS uses evidence-informed strategies to reduce violence through tailored community-centered initiatives.
- By fostering collaboration among residents, local organizations, law enforcement, and government agencies, OCWS aims to create a safer, more resilient environment where all individuals can thrive.
- The program focuses on reducing incidents of violence, enhancing community engagement, providing support services, and promoting long-term peace and stability



# CWS Division:

## *Key Accomplishments Achieved*

1. Enhanced Data Collection Efforts for Improved Impact and Effectiveness
2. Development and Implementation of Key Initiatives in Intervention and Prevention Ecosystem
3. Establishment of OCWS Youth Ambassadors Program in Collaboration with Milwaukee Bucks

# CWS Division:

## *Challenges Faced*

1. Staffing shortages
2. Establishing and Maintaining Legitimacy of Credible Messenger Programs
3. Managing Perception of Violence Prevention Initiatives

# Family Wellness and Safety (FWS)

## *About FWS*

- FWS serves as a vital safety net, offering support to individuals and families experiencing hardship, distress, or trauma.
- FWS collaborates closely with those in need, providing essential resources and guidance to help them navigate life's challenges and pursue healthier paths forward.
- Through initiatives like the Milwaukee Commission on Domestic Violence and Sexual Assault, we work to address underlying issues and promote positive change within families and communities.
- By fostering a culture of safety and trust, and equipping both professionals and families with the tools they need, we strive to create a ripple effect of positive impact—from nurturing violence-free families, to fostering violence-free neighborhoods, and ultimately building a violence-free city for all.



# FWS Division:

## *Key Accomplishments Achieved*

1. Impact on Individual Families
2. Youth-Led Podcast on Relationship Challenges
3. Sexual Assault Awareness Month Event

# FWS Division:

## *Challenges Faced*

1. Service Continuity and Turnover at Social Service Agencies
2. Alignment of Partners' Efforts and Commitment
3. Sustaining Motivation and Support in Challenging Work



# ReCAST Division:

## *About ReCAST*

- To support the needs of communities across Milwaukee, OCWS utilizes ReCAST grant to implement resilience-building and healing opportunities for community members who are disproportionately impacted by violence.
- The Substance Abuse and Mental Health Services Administration provides the ReCAST funds to assist high-risk youth and families and promote resilience and equity in communities that have recently faced civil unrest through the implementation of evidence-based violence prevention programs, community youth engagement initiatives, and trauma-informed behavioral health services.

*Dream Kamp Session*



# ReCAST Division:

## *Key Accomplishments Achieved*

1. Implementation of Healing Hubs
2. Implementation of the Summer of Healing
3. Implementation of Mental Health and Wellness Programs

# ReCAST Division:

## *Challenges Faced*

1. Delayed and Extended Hiring Procedures
2. Initiation and Procurement of Contracts
3. Paying Contractors

# OCWS Key Performance Indicators (KPIs):

1. Equity Focus Initiatives
2. Community Engagements
3. Operational Grant Utilization
4. Division Effectiveness and Impact
5. Interagency Collaboration and Partnerships



# Equity Focus Initiatives KPI:

## ➤ **OCWS KPI Goal:**

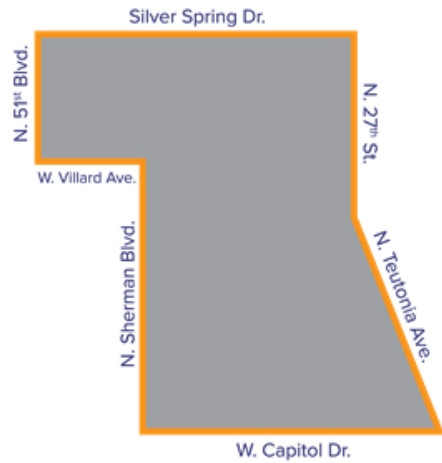
- To ensure that all OCWS divisions and initiatives are inclusive and equitably benefit all community members, particularly those residing in underserved and marginalized areas, such as the OCWS Promise Zones

## ➤ **Metrics:**

1. OCWS Initiatives in Milwaukee Promise Zones
2. Demographic Representation in OCWS Constituents Participation

# Promise Zones and Aldermanic Districts:

## Greater Old North Milwaukee Promise Zone



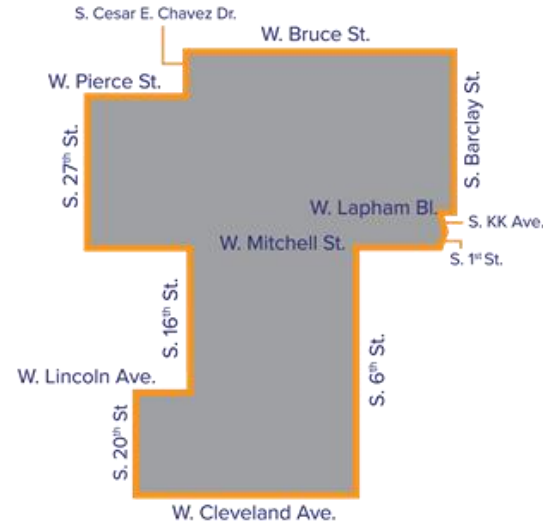
Aldermanic Districts that are in this Promise Zone:

## North Division/Harambee Promise Zone



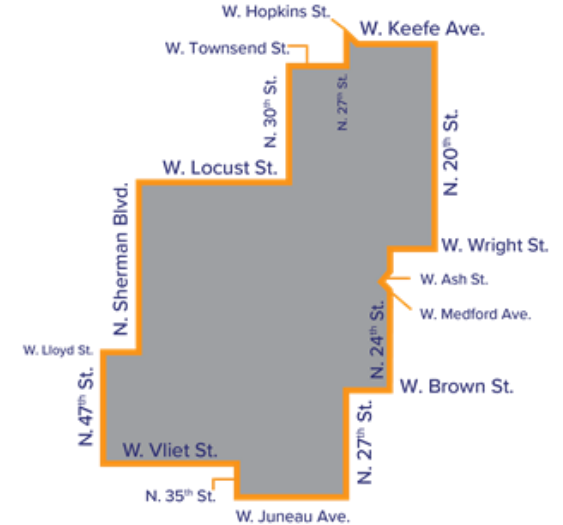
Aldermanic Districts that are in this Promise Zone:

## Near Southside Promise Zone



Aldermanic Districts that are in this Promise Zone:

## Washington Park Promise Zone

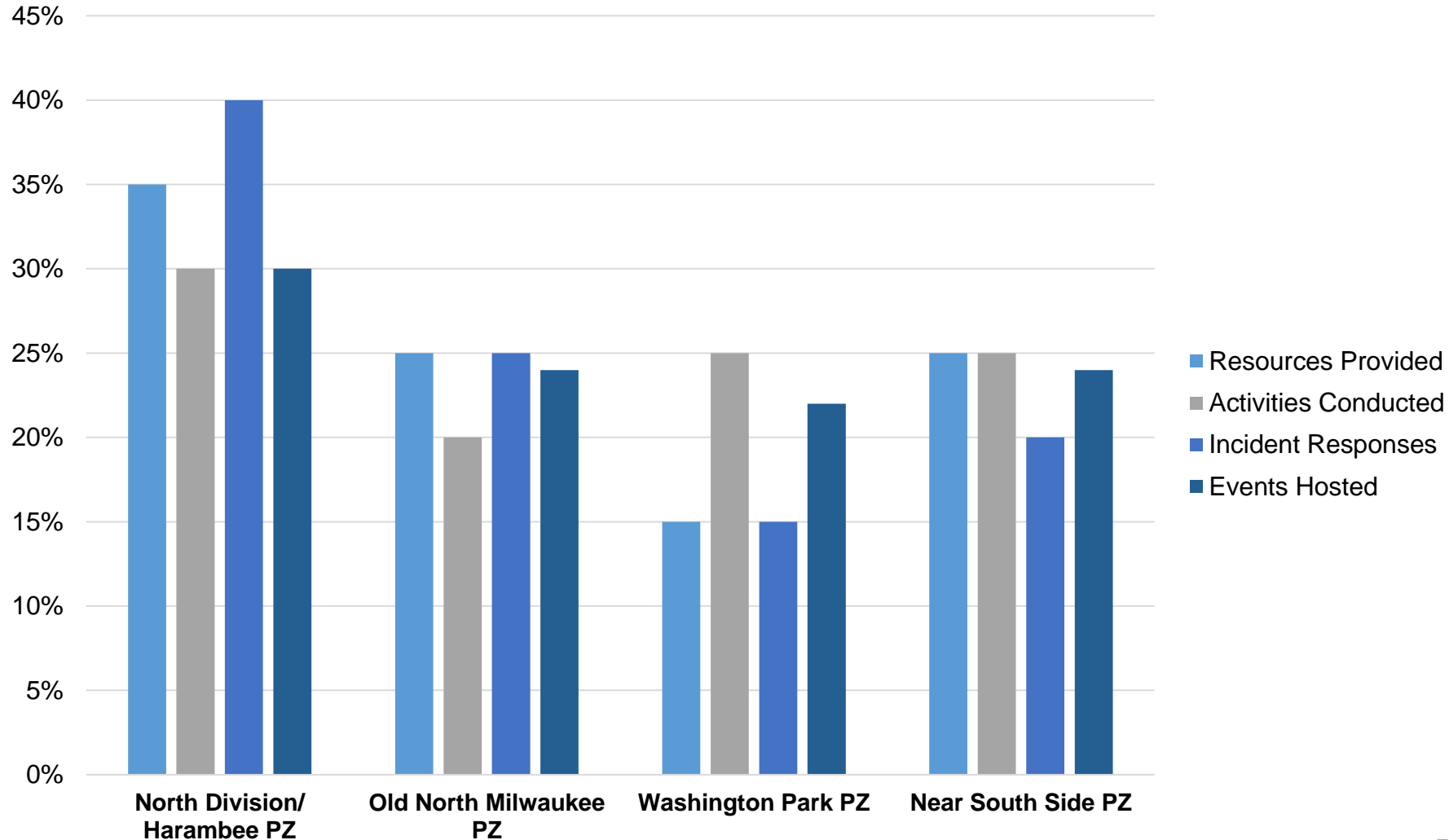


Aldermanic Districts that are in this Promise Zone:

# Equity Focus Initiatives KPI:

## OCWS Initiatives in Milwaukee Promise Zones

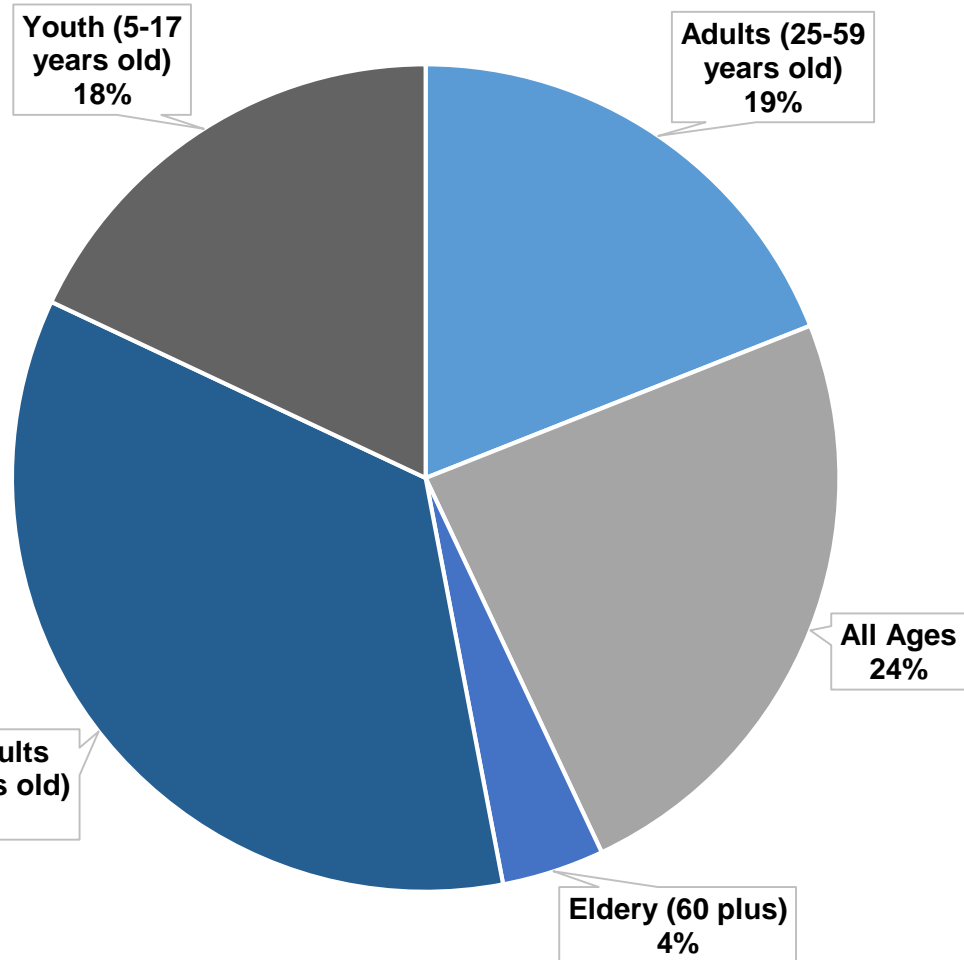
### OCWS Initiatives in Milwaukee Promise Zones



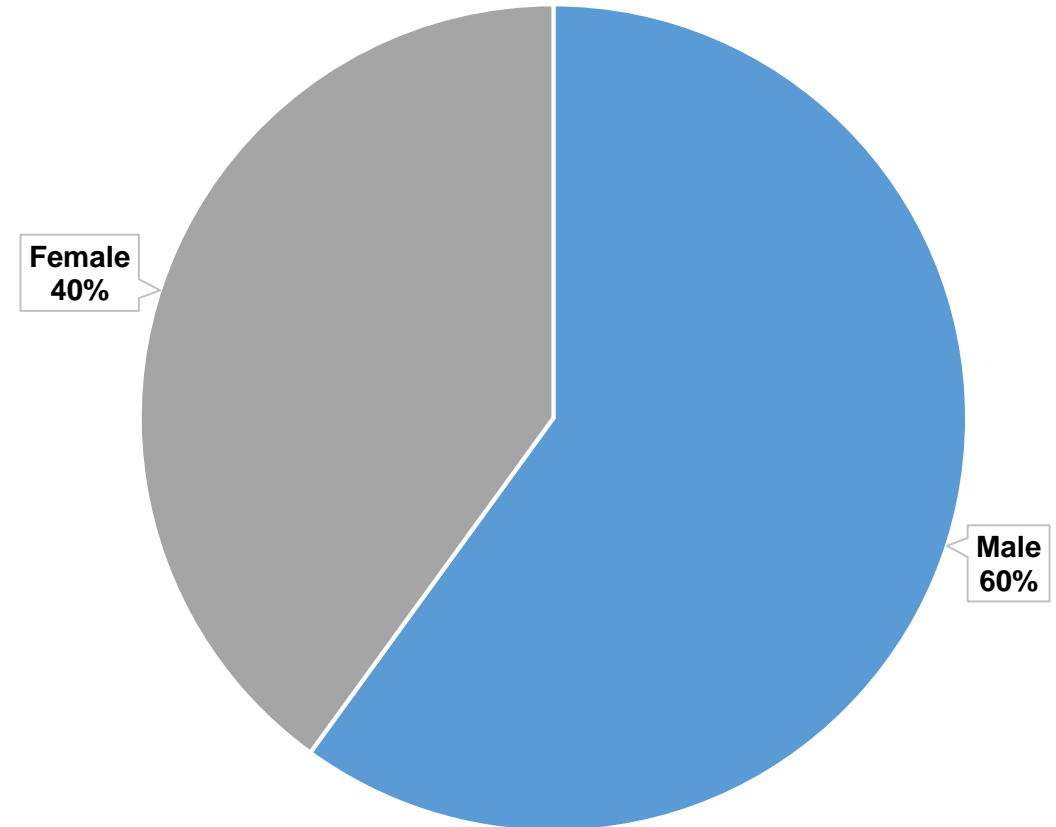
# Equity Focus Initiatives KPI:

## Demographic Representation in OCWS Constituents Participation

Percentage of Constituents Served by OCWS, Categorized by Age Range



Percentage of Constituents Served by OCWS, Categorized by Sex

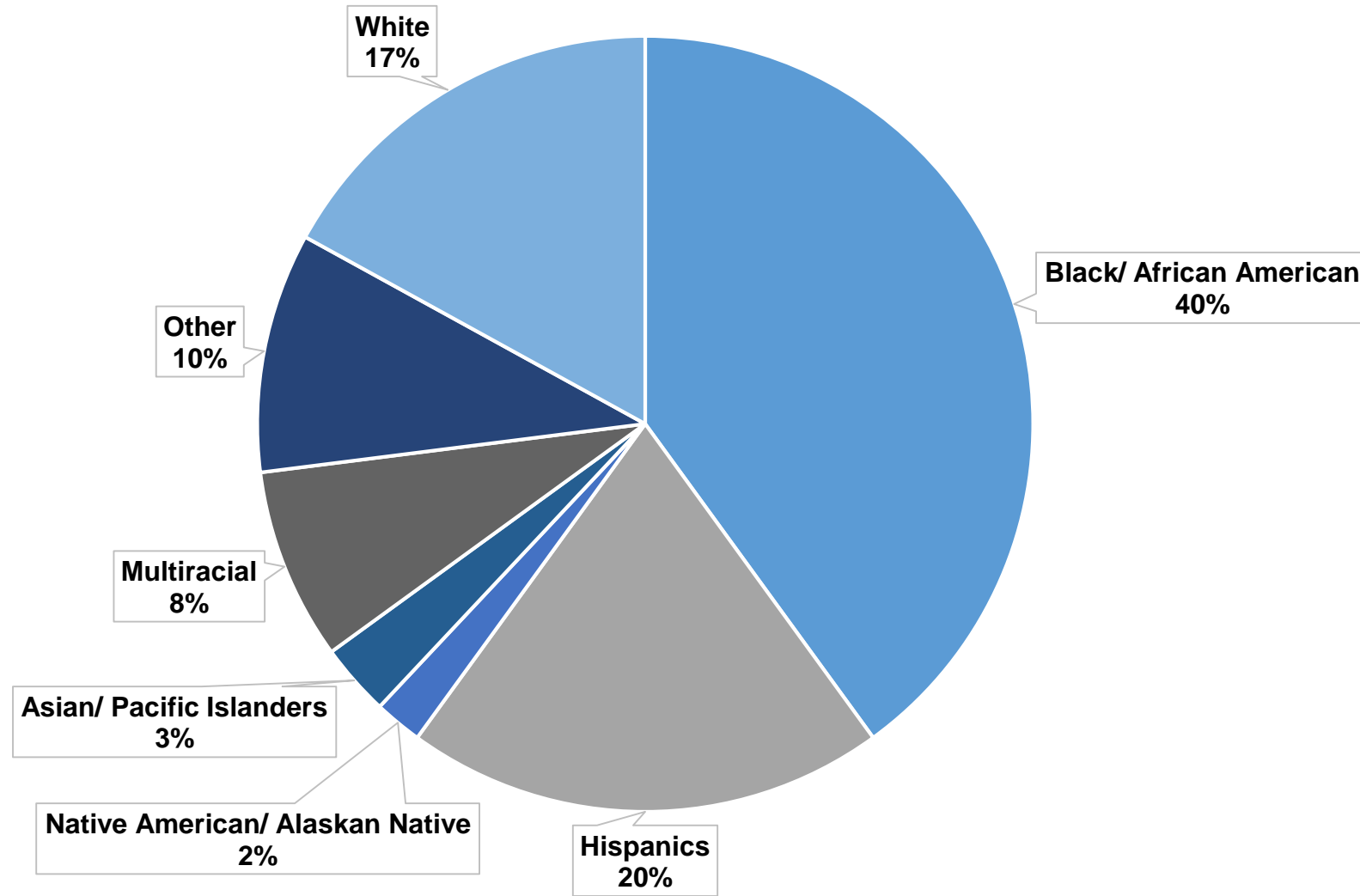




# Equity Focus Initiatives KPI:

## Demographic Representation in OCWS Constituents Participation

Percentage of Constituents Served by OCWS, Categorized by Race & Ethnicity



# Community Engagements KPI:

## ➤ **OCWS KPI Goal:**

- To measure the level of community involvement and participation in OCWS divisions and initiatives

## ➤ **Metrics:**

1. Event Participation Rate
2. Volunteer Engagement
3. Social Media and Online Engagements

# Community Engagements KPI:

## *Participation: Summer of Healing Events*

Organization	June Participants	July Participants	August Participants	TOTAL
Artists Working in Education	356	731	492	1579
Casa Romero	26	73	57	156
City Champs	15	10	8	33
Diverse and Resilient	1	1	67	69
My Sista's KeepHer/Center for Self-Sufficiency	12	16	0	28
Our Next Generation	69	62	58	189
Kellogg PEAK Initiative	76	381	62	519
Running Rebels	88	145	66	299
Safe and Sound	1323	1368	967	3658
Silver Spring Neighborhood Center	32	73	46	151
Southside Organizing Center	10	2	546	558
<b>TOTAL</b>	<b>2008</b>	<b>2862</b>	<b>2369</b>	<b>7239</b>

*Diverse and Resilient  
Intern and Mentor*

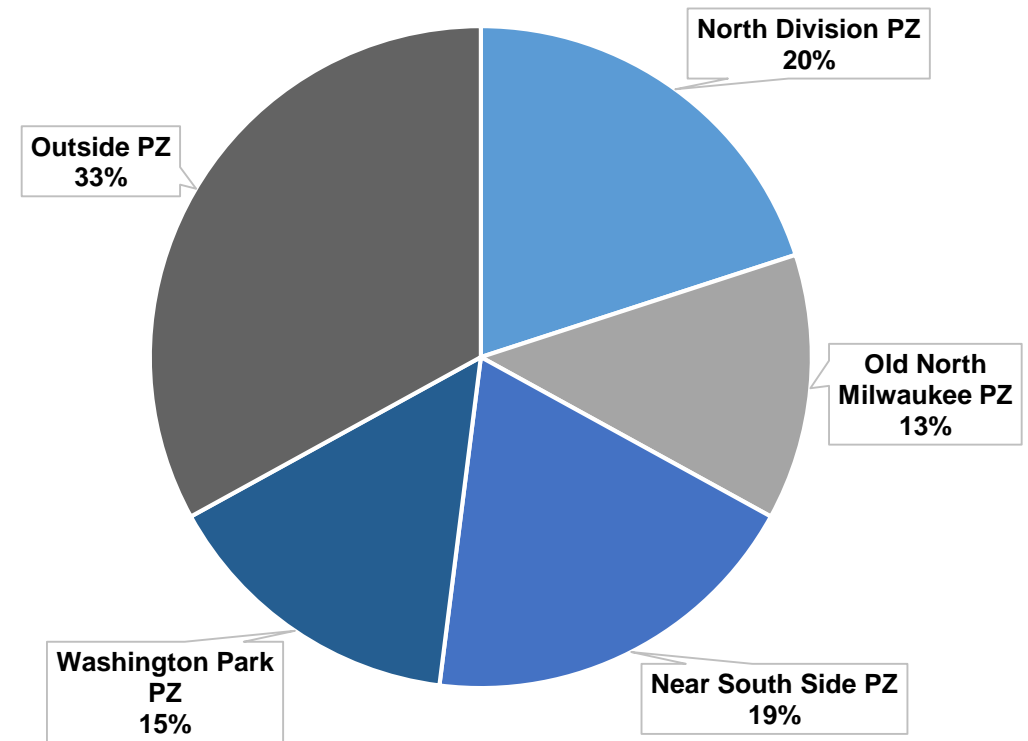


# Community Engagements KPI:

## *Community Needs Assessment*

- OCWS, with the dedicated efforts of the Promise Keepers personnel, conducted a community survey spanning from July to September 2023, beginning with the Milwaukee Promise Zone neighborhoods and extending to adjacent areas. Remarkably, we garnered an impressive **2,000 responses**.
- The comprehensive approach involved a combination of in-person surveys, telephone interviews, and online questionnaires to ensure a broad representation of voices.

## Community Members Responses by Promise Zone





# Community Engagements KPI:

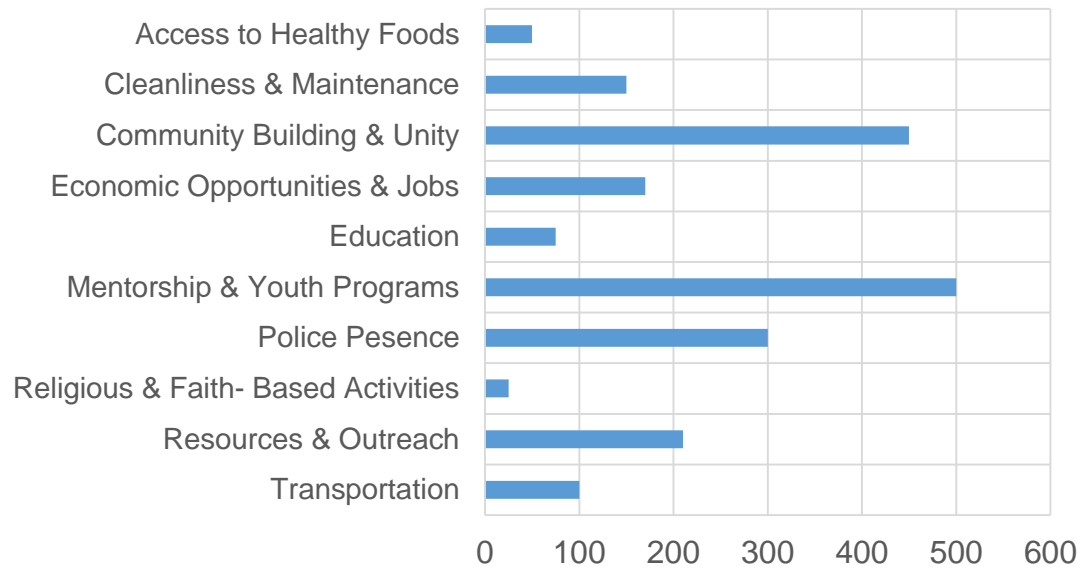
## *Community Needs Assessment*

- In our survey, we included a comprehensive set of 8 questions to gather valuable insights. We began asking respondents about their current residential locations.
  
- Top Ten Neighborhood Participation Results:
  1. **Harambee** (North Division/ Harambee PZ)
  2. **Old North Milwaukee** (Old North Milwaukee PZ)
  3. **Arlington Heights** (North Division/ Harambee PZ)
  4. **Historic Mitchell Street** (Near South Side PZ)
  5. **North Division** (North Division/ Harambee PZ)
  6. **Lincoln Village** (Near South Side PZ)
  7. **Franklin Heights** (Not a PZ)
  8. **Washington park** (Washington Park PZ)
  9. **Sherman Park** (Washington Park PZ)
  10. **Midtown** (North Division/ Harambee PZ)

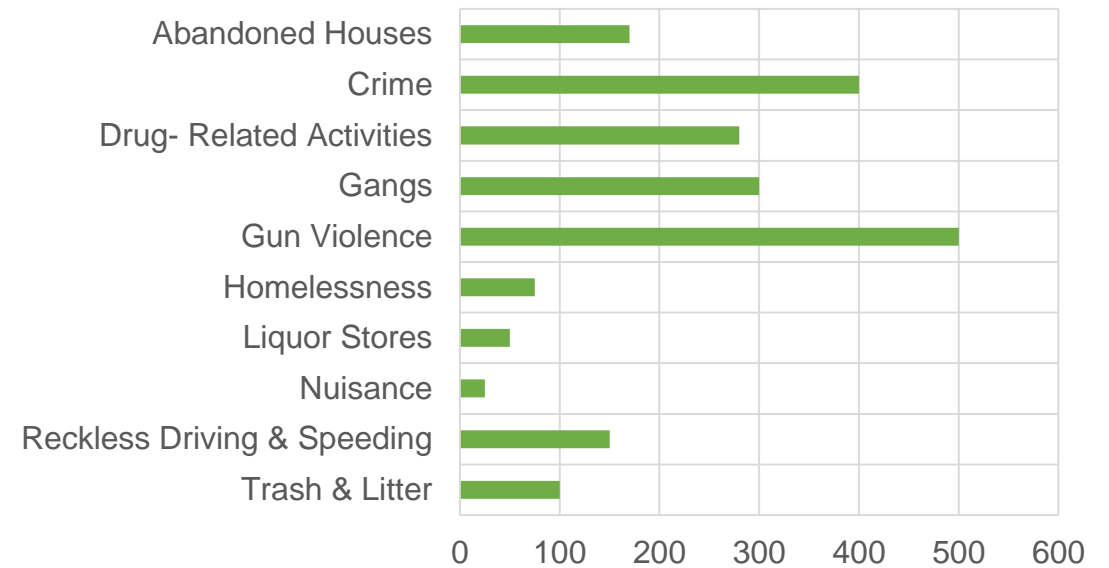
# Community Engagements KPI:

## Community Needs Assessment

### What Would you Prefer to See **MORE** of in your Neighborhood?



### What Would you Prefer to See **LESS** of in your Neighborhood?

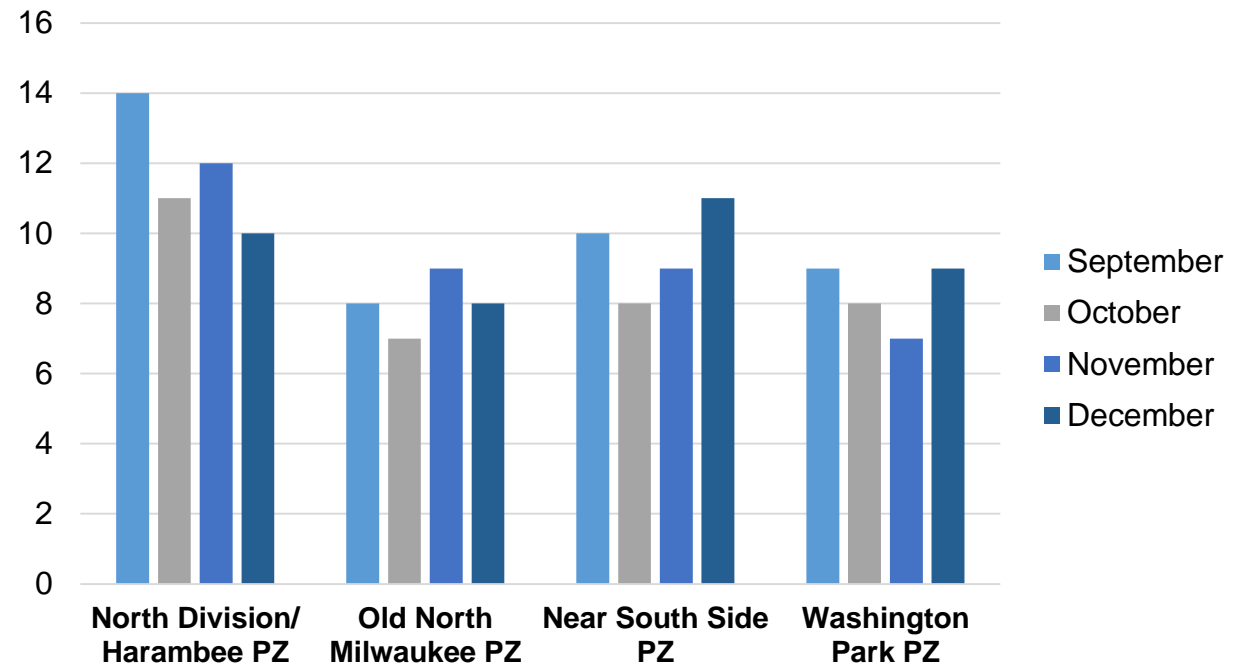


# Community Engagements KPI:

## *Volunteer Engagement*

- Currently, OCWS has established several partnerships with faith-based organizations since September 2023, involving over 200 volunteers.
- These volunteers are active in all four Promise Zones, focusing on priority areas such:
  1. **Empowering Single Mothers**
  2. **Mental Health Awareness**
  3. **Reintegrating Formerly Incarcerated Individuals**
  4. **Engaging Youth**
  5. **Assisting Homeless**

### Monthly Volunteer Interventions by Promise Zones



# Community Engagements KPI:

## Social Media and Online Engagements

- In the Community Needs Assessment, one question asked how residents learn about neighborhood events. The majority responded with "word of mouth" (35% of total answers) as their top source, followed by "social media" (30% of total answers). These were more frequently cited than traditional media sources like television, radio, and community journals.

### Reach

Export

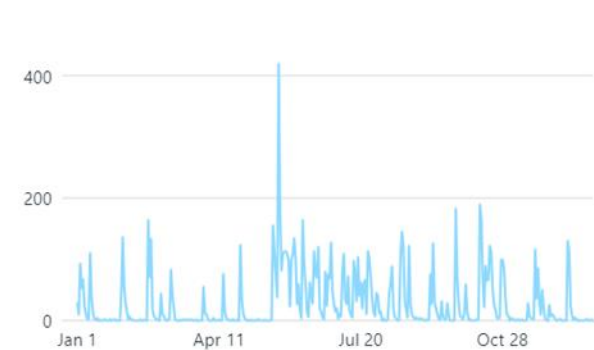
#### Facebook reach

50K ↑ 38.9%



#### Instagram reach

1.4K ↑ 48.8%

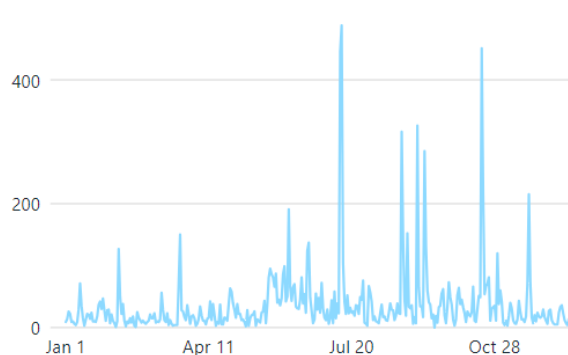


### Visits

Export

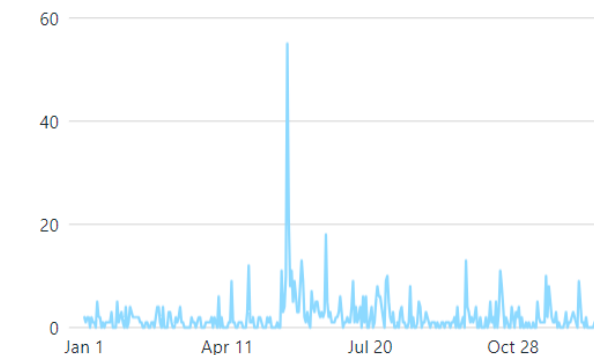
#### Facebook visits

13K ↑ 51.5%



#### Instagram profile visits

791 ↑ 111.5%





# Division Effectiveness and Impact KPI:

## ➤ **OCWS KPI Goal:**

- To measure the direct impact and effectiveness of the programs and initiatives implemented by the Office of Community Wellness and Safety

## ➤ **Metrics:**

1. Outcome Achievement Rate
2. Success Stories and Case Studies

# Division Effectiveness and Impact KPI:

## Outcome Achievement Rate

➤ In 2023, OCWS employed several key evidence-based strategic approaches to reduce homicides. Moving forward, OCWS will continue to enhance various initiatives to address the rising incidents of non-fatal shootings:

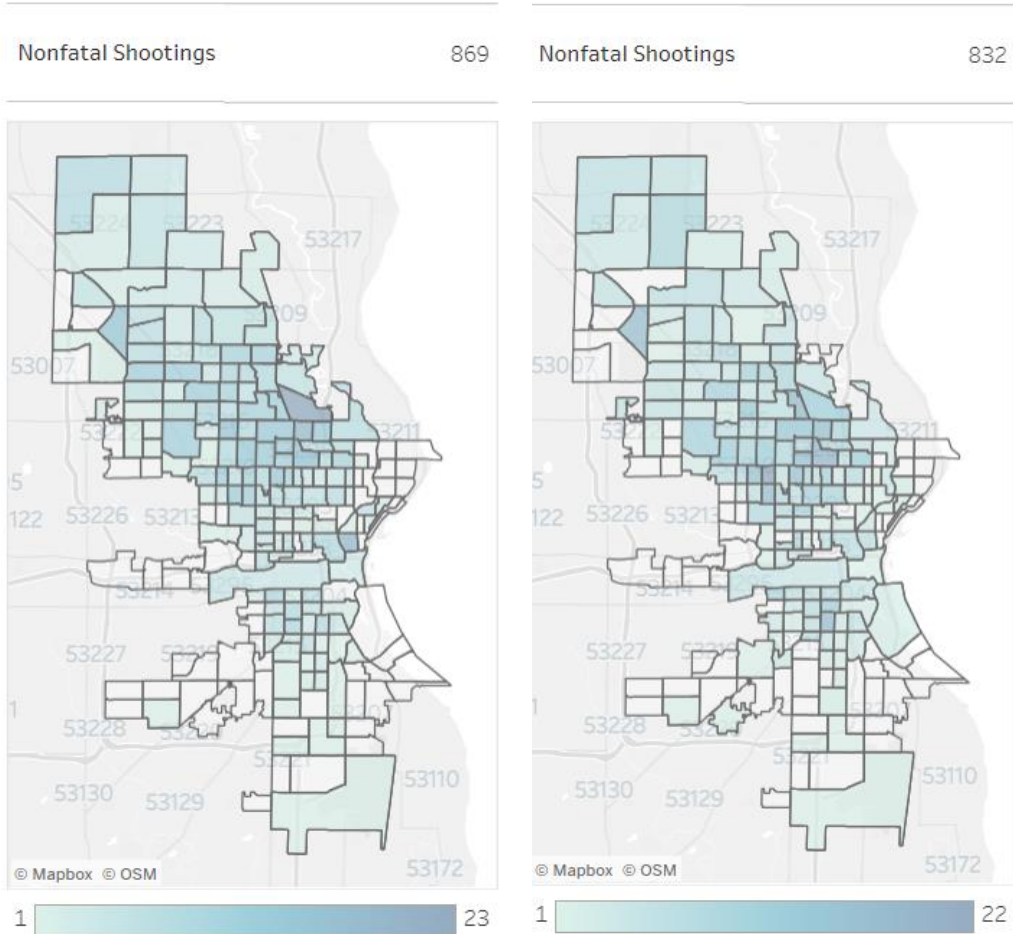
- Data Driven Approaches
- Conflict Resolution Programs
- Gun Violence Interruption Programs
- Youth Outreach and Mentorship
- Public Awareness Campaigns
- Community Based Programs
- Mental Health and Substance Misuse Services
- Economic Opportunities and Education
- Partnerships with Nonprofits and Faith-Based Organizations

Greater Old North Milwaukee Promise Zone			
Offense	2022	2023	% Change
Homicide	14	20	43%
Non-Fatal Shootings	73	78	7%
Near South Side Promise Zone			
Offense	2022	2023	% Change
Homicide	18	11	-39%
Non-Fatal Shootings	64	75	17%
North Division/Harambee Promise Zone			
Offense	2022	2023	% Change
Homicide	23	23	0%
Non-Fatal Shootings	93	104	12%
Washington Park Promise Zone			
Offense	2022	2023	% Change
Homicide	35	20	-43%
Non-Fatal Shootings	120	142	18%

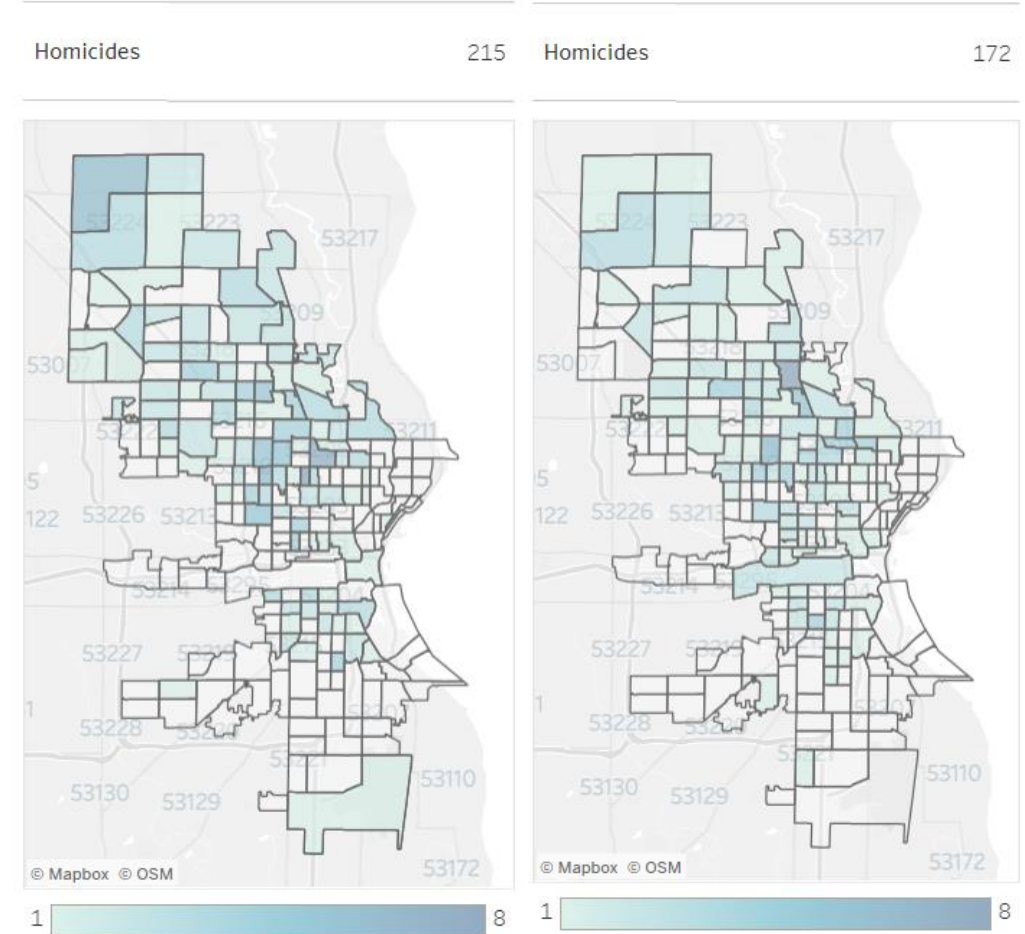
# Division Effectiveness and Impact KPI:

## Outcome Achievement Rate

2022 (Left Image) & 2023 (Right Image) **Non Fatal** Shootings in the City of Milwaukee



2022 (Left Image) & 2023 (Right Image) **Fatal** Shootings in the City of Milwaukee



# Division Effectiveness and Impact KPI:

## *Success Story*

- **Success Story: MKE Heroes Training –** After attending a training in August, one of the participants witnessed a shooting and responded by performing CPR and applying a tourniquet to the victim until the police arrived. In part because of her work, the gunshot victim survived this incident.

*Learning to Apply a Tourniquet*



# Division Effectiveness and Impact KPI:

## *Case Study*

- Smith Family Event – SAMHSA recently highlighted the Milwaukee ReCAST Team on their website for the services provided for the Smith family.
- The impact of the work done by OCWS is best displayed in the words of the community members who have received care.
- During the 2022-2023 grant year, OCWS used ReCAST funds to sponsor therapy for people who were traumatized by violence in Milwaukee.
- After their young daughter was shot and killed in the summer of 2023, the Smith family took advantage of these services and spoke about them publicly earlier this month: “Our 4-year-old daughter now has PTSD. Our 10-year-old daughter never knew you could be so depressed as a child. Never knew you could have so much anxiety as a child. But thanks to OVP [now CWS] I have resources for [free] therapy.”



# Division Effectiveness and Impact KPI:

## *Case Study*

- The murder of the Smith family's young daughter was especially significant to the community because her birthday was a week after her death.
- To support the community's healing after this incident, OCWS utilized ReCAST funds to host a birthday party for the Smith's daughter in a community park and invited the entire neighborhood to join.
- OCWS used the party as an opportunity to disseminate educational resources about trauma and resilience, and hosted a space for community members to share how violence has impacted their lives.
- To support their healing, OCWS introduced community members to equine therapy and the value that mental health services have to support resilience-building.
- The Smith family's mother spoke about this event publicly: "Thanks to OVP [now OCWS], I was able to throw my daughter a birthday party considering she got killed a week before her birthday. I was so sad and depressed, I didn't want to do anything... It was so beautiful, they had a horse, a bouncy house. My 4-year-old daughter enjoyed herself. My 10-year-old daughter. Everybody enjoyed it."
- OCWS supported communities across Milwaukee who were impacted by violence.
- If victims and their families are not supported, then the risk of suicide rises significantly, as the Smith family shared: "There were multiple times I wanted to give up. There were multiple times I didn't care anymore." OCWS supported families and the community to develop resilience and utilize evidence-based mental health services. This, in the end, saves lives.



# Interagency Collaboration and Partnerships KPI:

## ➤ **OCWS KPI Goal:**

- To evaluate the effectiveness of collaboration and partnerships with other organizations, agencies and stakeholders to enhance the Office of Community Wellness and Safety

## ➤ **Metrics:**

1. Number of Active Partnerships
2. Joint Initiatives and Programs
3. Resource Sharing and Leveraging

# Interagency Collaboration and Partnerships KPI:

## *Resource Sharing and Leveraging with UNCOM*

UNCOM Organizations	Number of staff added directly related to OCWS funding	Number of unduplicated youth served as a result of this funding	Number of these youth that are new to the UNCOM Center
City on a Hill	16	378	172
COA Youth & Family Centers	1.5	1221	366
Journey House	62	655	94
Milwaukee Christian Center	1	1336	248
Neighborhood House of Milwaukee	5	374	13
Neu Life Community Development	5	769	470
Northcott Neighborhood House	0	0	0
Silver Spring Neighborhood Center	1	648	126
<b>TOTAL</b>	<b>91.5</b>	<b>5381</b>	<b>1489</b>

# Looking Ahead to 2024 and Beyond

## *OCWS Future Plans*

- OCWS will establish a new office on the South Side, enhancing our presence in the area
- Creating student internship opportunities for UWM and Marquette students
- Upgrading and developing a comprehensive volunteer and community contact information hub to easily share volunteer opportunities and community news

# Looking Ahead to 2024 and Beyond

## *Tracking Satisfaction*

- **Equity Focus Initiatives KPI:**
  - Community Equity Satisfaction
  
- **Community Engagements KPI:**
  - Community Feedback and Satisfaction
  
- **Division Effectiveness and Impact KPI:**
  - Participant Feedback and Satisfaction
  
- **Interagency Collaboration and Partnerships KPI:**
  - Partnership Satisfaction

# Looking Ahead to 2024 and Beyond

## *ReCAST Division Future Plans*

- Creation of ReCAST Advisory Panel
- Initiation of Youth Leadership, Resilience and Healing Curriculum
- Creation of Credible Clinicians and Healers Network
- Three year contracts for Summer of Healing awardees

# THANK YOU

- Mayor Cavalier Johnson
- City Council Members
- Department of Employee Relations (DER)
- Director of Department of Administration Preston D. Cole
- Health Commissioner Mike Totoraitis