

<p style="text-align: center;">LRB-RESEARCH AND ANALYSIS SECTION</p> <p>PUBLIC SAFETY COMMITTEE JANUARY 27, 2011 ITEM 5, FILE # 101177</p> <p style="text-align: center;">SUPPLEMENTAL INFORMATION</p>

File #101177 is a resolution relative to application, funding and expenditure of the Community Health Improvement in Metcalfe Park and Concordia (CHIMC): Save Lives-Immunize Grant from the Medical College of Wisconsin (MCW).

The following bullet points are highlights of information received from the Milwaukee Health Department (MHD) after submission of the LRB analysis on January 24, 2011. The information was reported in an annual progress report and evaluation for the period January 2010 through December 2010. This period was the 6th year of the project and the 3rd year of MHD participation. In 2010:

- Participation in the project tripled from 115 to 350 families based upon completion of surveys by parents and guardians; the number of children in project families increased to 915.
- The 7-10 years old age cohort was found to have the largest proportion of up-to-date immunizations (87%), and the 19 to 35 months old cohort was found to have the lowest proportion of up-to-date immunizations; the types and frequency of immunizations deemed to be up-to-date vary with each age grouping.
- Compared to census figures for the target zip code areas, 90% of participants were African American compared to census figures of 73%; 90% of parent/guardian participants were female compared to census figures of 54%; and 73% of participants were single heads of households compared to census figures of 48%.
- A social marketing campaign was implemented with Children's Hospital of Wisconsin entitled, "Take Control! Protect your Child with Immunizations;" resulting in an estimated 32,000 messages in the target areas including flyers, bus and other posters, magnets, book bags, stickers and billboards (largely funded outside the sub-grant to MHD).
- The Steering Committee of 40 academic and community members was expanded by 5 additional community members.
- The MHD role was expanded to provide increased access to immunizations, training of project staff and sponsorship and participation in local health events.
- Future activities were planned that provide a focus on parents of children under 4 years of age and will include training of parent peer mentors.

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