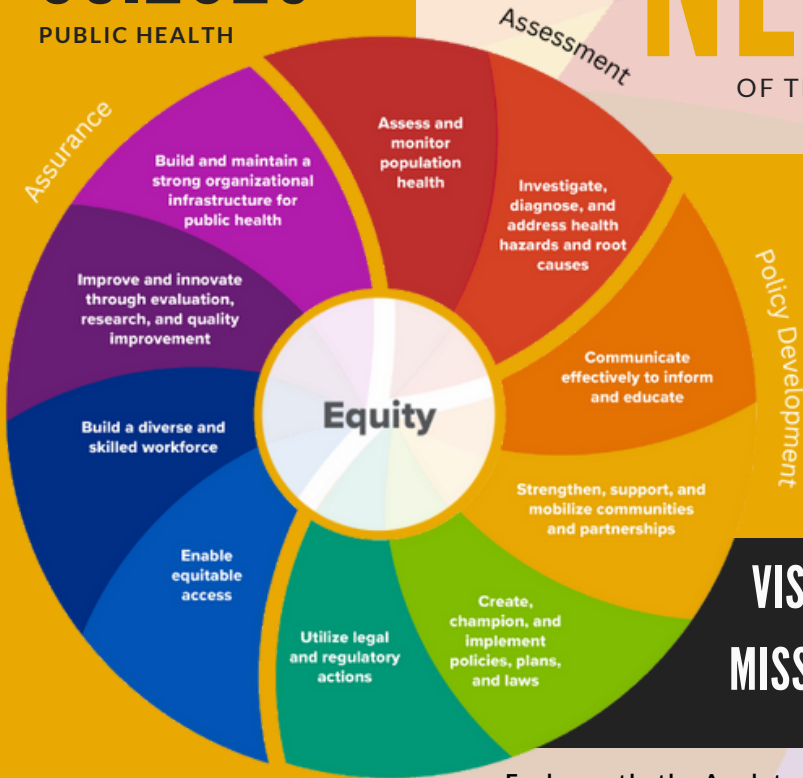


09.2023

PUBLIC HEALTH

NEWSLETTER

OF THE APPLETON PUBLIC HEALTH DEPARTMENT



IN THIS ISSUE:

Strengthen, support, and mobilize communities and partnerships

Community Partner:
Appleton Residents

Meet Cassidy

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 #4: Strengthen, support, and mobilize communities and partnerships to improve health.

WHAT WE ARE DOING

Every year in the United States the month of September is National Preparedness Month. National Preparedness Month is the time to raise awareness about the importance of emergency preparedness and to encourage our community to take simple steps to be better prepared for any emergency and disaster that might affect the City of Appleton.

National Preparedness Month is sponsored by the Federal Emergency Management Agency (FEMA) within the U.S. Department of Homeland Security. During this month, the Appleton Health Department, with guidance from FEMA, provides information, resources, and guidance on how to create emergency communication plans, receive alerts for potential hazards, and assemble emergency kits. Utilizing the department's social media platforms, resources are shared with the whole community.

Each year a theme is chosen for National Preparedness Month focusing; the theme for 2023 is Preparing Older Adults for Disasters. Preparedness includes family communication plans, community involvement, disaster supply kits, and more. The goal is to encourage our communities and residents to take simple steps to improve their readiness for disasters such as natural disasters, power outages, or medical crises.

Preparedness through education is less costly than learning through tragedy.
 - Max Mayfield, meteorologist
 (and Stranger Things)

COMMUNITY PARTNERS



MEET CASSIDY



Cassidy Walsh (she/her) has served in the role of Emergency Management Coordinator for the City of Appleton since August 2019. Cassidy coordinates and supports the City of Appleton and partnering organizations in planning, preparing, and training for potential natural and human-made disasters.

"You can't manage an emergency... but I manage how we [Appleton] respond. I'd rather disasters didn't happen but I love training and exercises and finding ways to get better [at responding in and recovering from emergencies]. There is never an end to improving."

The emergency training exercises coordinated by Cassidy often include participants with less emergency experience who may respond during a disaster. Training exercises are designed to address a variety of events and Cassidy uses exercise outcomes to make recommendations for effective preparedness. "I always knew I wanted to do something that helped other people. I don't like to see hard times hit on people and if there's something I can do to help someone, that's what I want to do."

Cassidy enjoys spending time with her family, camping, fishing, hiking, volleyball, darts, reading, and painting.

CONNECTIONS CREATE COMMUNITY RESILIENCE

During an emergency, businesses, non-profits, and residents become important and effective community partners. National Preparedness Month serves as a reminder that being prepared is a shared responsibility within our community and that every step taken greatly improves our ability to respond effectively to emergencies and protect lives. Small steps any resident can take to become more prepared and effective in disasters include creating a communication plan with your family, building an emergency kit, getting involved as a volunteer in your community, or simply making sure you have a way to receive emergency alerts. Encouraging and educating residents to take preparedness steps creates a more resilient community.

Health departments facilitate partnerships between public and private stakeholders. These partnerships ensure a variety of experts and resources that can be mobilized during emergencies. Collaboration efforts with local organizations, community leaders, and stakeholders also help build resilience within communities. Building that resilience includes identifying vulnerabilities and assist in the development of plans that address specific needs and challenges. By fostering a culture of continued partnership development and resilience, the Appleton Health Department is ready to respond and recover more successfully from any disaster.



Use the five "P"s of evacuation: People, Pills, Papers, Purse, Pets, to evacuate quickly.



RESOURCES

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

[Plan Ahead for Disasters at Ready.gov](#)



BOARD OF HEALTH

CALENDAR