



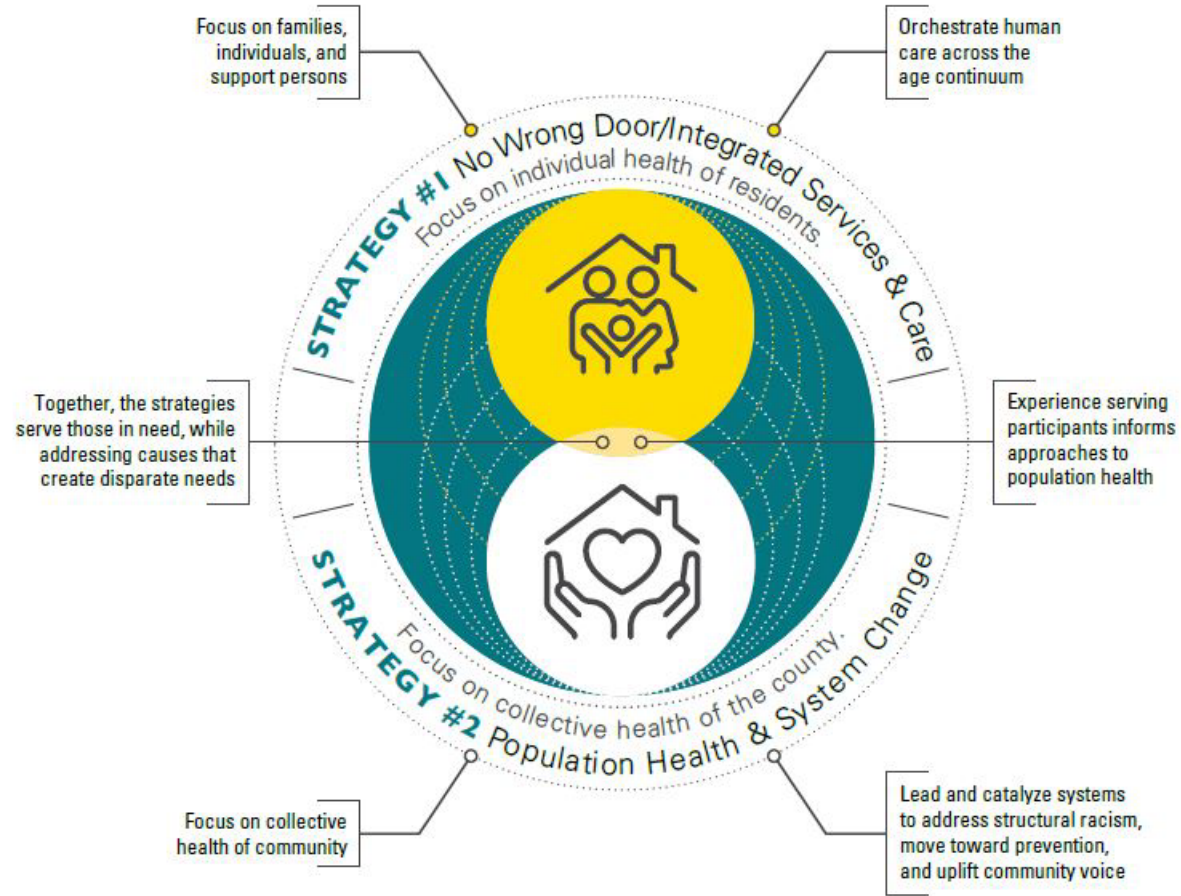
MILWAUKEE COUNTY  
**DEPARTMENT OF  
HEALTH & HUMAN  
SERVICES**

# DHHS ARPA Emergency Request



# TWO STRATEGIES

These strategies will create real change by developing an integrated service model that orchestrates care for its program participants while providing a welcoming, friendly, trusted, trauma-informed environment. The strategies address social determinants of health and improve community health outcomes as we infuse policy and practice with the understanding of racial and health equity.





## Examples of Upstream Investment and Prevention in 2021

- 11,000 At-Risk Families Avoided Eviction
- New Mental Health Emergency Center (MHEC) Underway & Located Near 70% of Current Patients
- COVID-19 Community Response including Partnership with OEM and Community Resilience Imperative
- Continued Expansion of Comprehensive Community Services & Children's Long-Term Support; # of kids in CLTS increased 36% over 2020
- 98 Youth Transformative Mentor Connections Created via Credible Messengers
- 143 Young People Enrolled in Collaborative Employment Program
- 2022-24 Area Agency on Aging (AAA) Plan Developed & Lauded for Exceptional Community Engagement

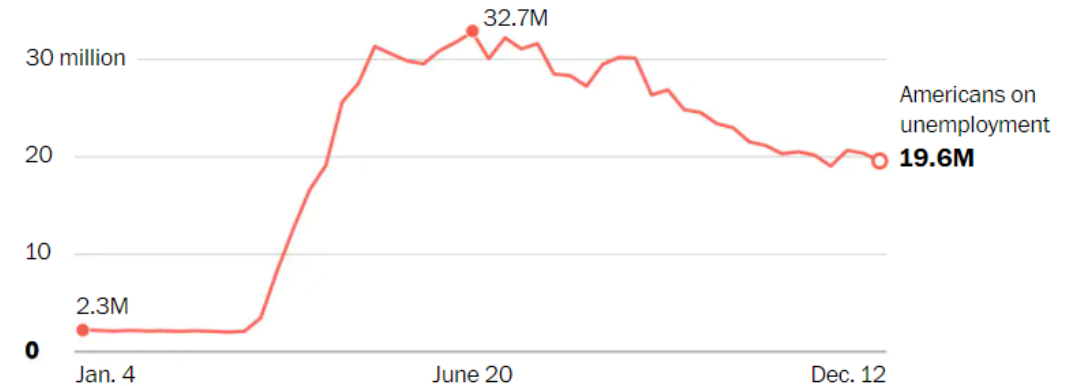
# 2020: Emergence of a Pandemic

- Existing disparities compounded with economic stressors, social isolation, health challenges, strain on systems that support individuals and families, etc. have had significant impacts on children, youth, families and individuals who live in MKE County.

The **S&P 500** rallied in the second half of 2020 and finished over 16% higher for the year



The number of Americans on **unemployment** skyrocketed with the onset of the coronavirus pandemic and stayed high

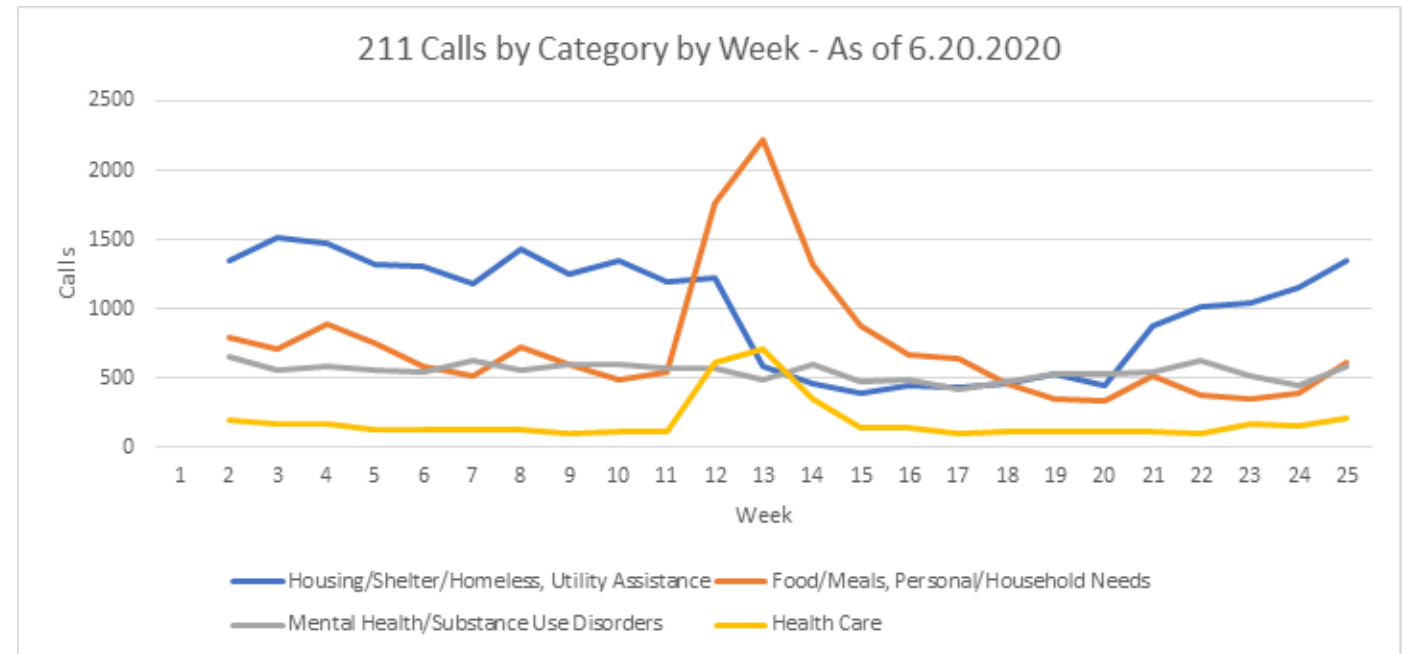
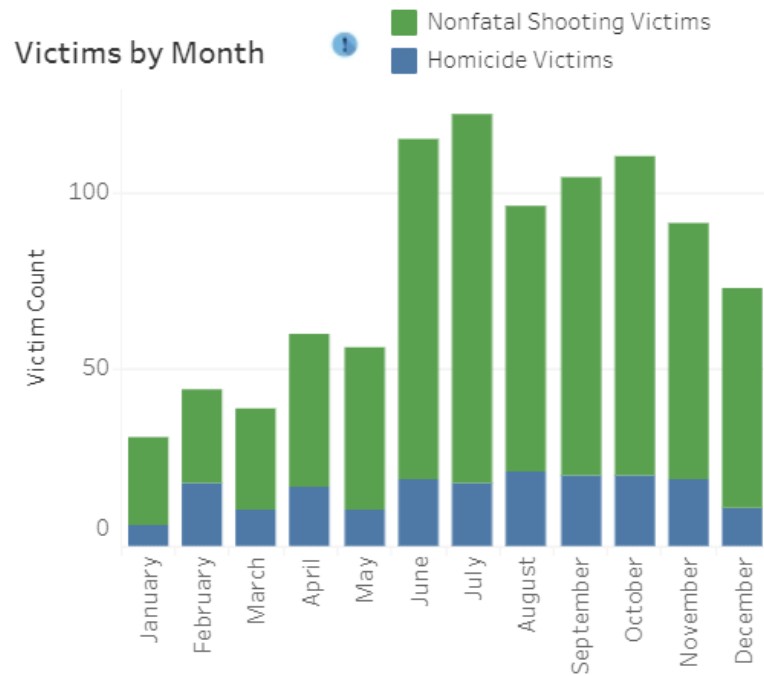


Americans on unemployment are those with weekly continuing unemployment claims.

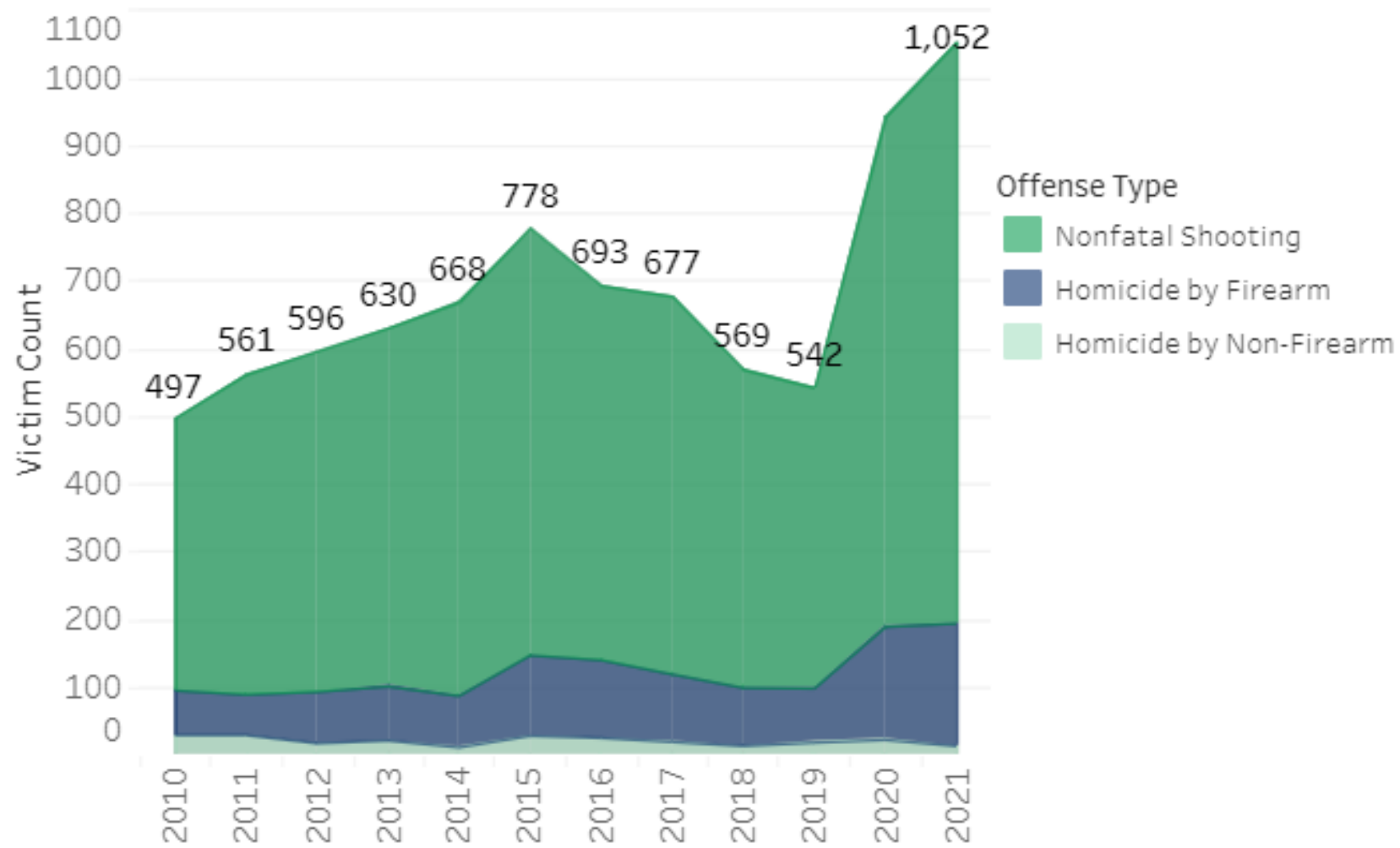
Sources: Yahoo Finance, Dept. of Labor

# 2020: Emergence of a Pandemic

- As a County, we have seen increases in need for food, housing, healthcare and mental health resources as early as March 2020. This was a result of the pandemic and policy (i.e., social distancing ordinances) that were put in place.
- Another uptick followed in June/ July 2020 as unemployment rates continued to rise as well as reductions in unemployment payments that were made to people.
- Trends in non- fatal shootings and homicides followed. MKE County experienced record numbers after several years of decline.



## Total Victim Counts by Year and Type of Offense



# DHHS AMERICAN RECOVERY ACT REQUEST

CYFS Credible Messenger Fellowship

# 2021 Incidents Involving Youth and Young Adults

(Milwaukee Homicide  
Review Commission/VR-  
PHAST)

- 42% (442 of 1065) of all homicide and nonfatal shooting (NFS) victims were under the age of 25.
- **Incident Type**
  - 80 homicides
  - 362 NFS
- **Demographics**
  - 81% were male
  - 87% were black
  - 90% were non-Hispanic
- **Age groups**
  - 69% were 18-24
  - 21% were 15-17
  - 6% were 10-14
  - 2% were 5-9
  - 1% were 0-4



# Youth Justice, Gun Violence and Milwaukee Youth

- Black youth in Milwaukee are 15 times more likely to be incarcerated than their white counterparts and on average, make up over 70% of youth committed to juvenile corrections in Wisconsin.
- 66% of youth who enter the youth justice “door” in Milwaukee County have been identified as having mental health needs and 59% have been identified as a formal special education student or who have an Individualized Education Plan (IEP).
- Homicides are the third leading cause of death among individuals age 15-24 in Wisconsin. The year 2020 was the most historically violent year in Milwaukee’s history.
- 2021 saw a substantial increase in the number of firearm victims of homicides and nonfatal shootings under age 25
- While the total firearm victims under age 25 between 2015 and 2021 has remained consistent, there was a higher fatality rate for victims under 21.
- **According to the Homicide Review Commission October, November, and December 2021 had fewer total victims compared to the same months in 2020. MPD credited the collaborative efforts of CYFS Credible Messenger program focusing on group-based youth violence with this reduction.**

# DHHS American Recovery Act Request:

## CYFS Credible Messenger Fellowship

- **CYFS under the leadership of the DHHS is requesting an investment of \$1.2 million to expand the Credible Messenger program in 2023 and 2024.**
- This investment would go to expand service to youth with the deepest involvement in the justice system and boost the capacity to provide preventative services for youth who come to the program via community-based referrals.
- Currently there is a waitlist of 50 youth for program, which has had 98 youth participate since May of 2021.
- This would serve youth from 15-20 years of age through transformative mentoring.
- **\$600,000 annually will serve 50 youth in addition to existing state youth aids surplus and \$900,000 in OJJDP grant funds to support the Credible Messenger program through the 2023 and 2024**
- This support is vital as CYFS continues to face budget challenges related to the state's youth aids allocation.

# CYFS Credible Messenger Fellowship: Trackable Outcomes

- **Desistance:** Youth will not receive any new charges (of same or higher severity), while receiving the service.
- **Pro-Social Engagement:** Youth will be engaged in a positive pro-social activity, e.g. viable or temporary employment, community service participation, school assignment, etc. while in the program and upon completion (Per Case Plan).
- **Youth Engagement:** Youth will be engaged with a positive pro-social person, e.g. the Credible Messenger with lived experience or other supportive person, while in the program and upon completion.
- **Youth Service:** Youth will receive a minimum of 26 weeks or 78 hours of time with the Credible Messenger, which is research-based to be the minimum required amount of service to make impact.
- **Youth Safety:** Group based-violence injury or re-injury of youth will not occur while on Credible Messenger caseload.

# CYFS Credible Messenger Fellowship: Trackable Outcomes

... SINCE THE CREDIBLE MESSENGER PROGRAM LAUNCHED ...

142

TOTAL  
REFERRALS

66

COMMUNITY  
REFERRALS

74

INTERNAL STAFF  
REFERRALS

70

ACTIVE YOUTH  
IN THE PROGRAM

31

YOUTH ON  
THE WAITLIST

3,246

COLLECTIVE COMMUNITY  
ENGAGEMENT HOURS

# CYFS Credible Messenger Fellowship: Evidenced Based Strategy

- In 2020, CYFS established national Partnerships with Credible Messenger Justice Center (CMJC) and Professional Community Interventionists Training Institute (PCITI) with Dr. Aquil Basheer.
- The proposed project is based on the highly successful “Arches” model that was launched in 2012 and is operated by the NYC Department of Probation (DOP) which demonstrated over 50% reductions in recidivism.
- This approach strengthens protective factors for youth who are at risk to participate in group or community-based violence whether involved with the youth justice system or not.
- **Milwaukee County’s Credible Messenger pilot is currently in the final stages of its evaluation phase and will be complete for release in early April. Preliminary results demonstrate effectiveness with youth served.**

# DHHS AMERICAN RECOVERY ACT REQUEST

Community Trauma Response Support

# DHHS American Recovery Act Request – Community Trauma Response Support

- Milwaukee County's Trauma Response Team receives referrals from MPD, MFD, OVP, and community partners after youth are exposed to traumatic events, such as an accident, battery, child abuse, domestic violence, fire, shooting, sudden death, etc.
- The support and services can include providing information on the possible array of mental health services in the community, psychoeducational information on trauma and possible trauma-related symptoms, and recommendations and/or referrals to community providers.
- In 2021, The Trauma Response Team received 270 referrals. 251 referrals came from the City partners and 19 referrals from the broader community.
- During the 4th quarter of 2021, 55 total referrals received (48 came from the Milwaukee Police Department and 7 from the community). Of those referrals, 67% resulted in successful initial contact with the families.
- **DHHS is requesting \$500,000 to support the program, specifically for staff recruitment and support in addition to contracting with clinicians to support community need.**
- \$250,000 annually from 2023, 2024 are comparable current cost of the Trauma Response Team and would add additional support and aid DHHS efforts to recruit staff and diversify our provider network. This would allow us to take a blended approach with Peer Support, Clinicians doing response to community level trauma incidents, and community and partner trainings to increase referrals.

# Community Trauma Response Support:

## Trackable Outcomes

- Increase referrals to the Trauma Response Team by expanding and diversifying the number and types of referral sources
- Quicker response by team and access to service for youth and families
- Number of community and sector partners trained
- Number of community response and public engagement events
- Number of sessions and Medicaid reimbursable service connections made
- Participant surveys of outcome improvements and satisfaction
- Acceptance rate of services
- Collaborative partnerships for community referrals and trainings



# Community Trauma Response Support:

## Evidenced Based Strategy

- Trauma response that is delivered in neighborhoods through culturally competent services and providers orchestrates services and aids in navigating people who have experienced trauma.
- Responds to calls for proactive prevention efforts and immediate response to individual and community needs post-incident, promoting healing, behavioral health, and trauma reduction.
- Research has proven that exposures to community level trauma and traumatic experiences in early childhood have a significant impact on brain development. Early exposure to community level violence increases the likelihood of using violence as a social norm

# DHHS AMERICAN RECOVERY ACT REQUEST

Milwaukee County Community Emergency Mental  
Health and Healing Campaign

# DHHS American Recovery Act Request – Mental Health and Healing Campaign

- **Expand number and mobilize Community First Responders**
  - Identify, convene/connect/educate/organize grassroots community first responders
  - Resource Crisis Intervention Training for grassroots community first responders (training models: CIT, CIP, Mental Health First Aid, etc.)
  - Develop countywide Community First Responders Emergency Response Plan
  - Partner with [MKE Black Grassroots Network for Black Health Equity](#) to coordinate community first responders
- **Expand the County's mental health workforce**
  - Recruitment campaign with HR, media, and community outreach partners
  - DHHS-BHD open positions with sign on bonus - target outreach to black and brown communities to fill vacancies
  - Radio recruitment campaigns on WNOV, The Truth 101.7, 98.3, adds in community newspapers
  - Work with CRI/other community partners to connect position opportunities
  - County workforce fairs
  - Work with MPS/area school districts/MATC, etc. on workforce pipeline campaign

# DHHS American Recovery Act Request – Mental Health and Healing Campaign

- **Expand community grantmaking for emergency mental health crisis prevention, intervention, and supports with a focus on BIPOC communities**
  - Expand County CARES grantmaking model specific to mental/behavioral health and prevention services
  - Suggest a grantmaking fund that is at-least \$1M a year, 2022-2024 to build community capacity. We can leverage ARPA investment into the fund to get others partners to grow the fund
  - Expand philanthropic partnerships to do direct community grantmaking
- **Community crisis/mental health emergency planning and infrastructure development**
  - Engage key community and systems partners to build trust and plan countywide community crisis response plan
  - Align existing plans with innovations - include community in defining/critiquing plan
  - Build community infrastructure and capacity of community partners, and align resource investments for rapid response community mobilization

# Mental Health and Healing Campaign:

## Trackable Performance Indicators

- Number of participants accessing behavioral health care (before and after transition)
- Proportion of participants accessing behavioral health care from vulnerable zip codes (before and after transition)
- Measure of awareness and accessibility of service locations
- New grassroots providers/partners established
- Diverse candidate recruitment numbers
- Participant and Community Survey Information

# Mental Health and Healing Campaign:

## Budget Request

- **This effort would cost \$250,000 annually from 2022 to 2023 for a total request \$500,000.** This amount is comparable to current outreach effort and media campaigns with the Behavioral Health Service Area. The goal is to resource this effort, similar to the Community Resilience Initiative for smaller contracting and media related public health outreach, staff recruitment efforts, and contracting of grassroots organizations.

# Current Campaign Example:

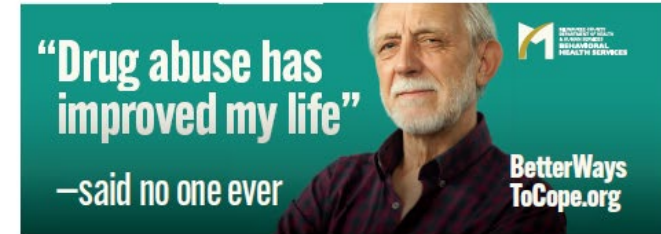
# Better Ways to Cope

- Milwaukee County Department of Health & Human Services Behavioral Health Services (BHS) is launching a robust campaign to increase awareness of support for people suffering from addiction.
- The campaign, “Better Ways To Cope,” launched on February 14th and features billboards, transit ads, radio and video.
- BHS has also funded nine (9) community- based organizations to launch similar campaigns which target specific populations in MKE County.
- For more information go to [BetterWaysToCope.org](http://BetterWaysToCope.org)

FAMILY - ALCOHOL



LIFE



CHASING



FAMILY



QUESTIONS?