



# 2023 NORTH SHORE HEALTH DEPARTMENT HEALTHY HIGHLIGHTS

Serving the communities of Bayside, Brown Deer, Fox Point, Glendale, River Hills, Shorewood and Whitefish Bay

## March 29, 2023: Distracted Driving Awareness

### April is Distracted Driving Awareness Month.

This upcoming April, we can recognize Distracted Driving Awareness Month through a variety of different ways. The National Safety Council (NSC) has launched their #JustDrive campaign to raise awareness on distracted driving risks. When you are behind the wheel, your only job is to #JustDrive. Learn more about the facts on distracted driving and what you can do to stop distracted driving below.

#### What is a distraction?

A simple definition of distracted driving is: If it is something that requires your hands, eyes, or attention, while you are driving, it is a distraction.

#### Roadway Workers Remain at Risk

A study from the WorkZone Awareness Survey reported that two out of three highway contractors experienced motor vehicles crashing into a work zone that their firm was operating on in the past year. Almost all the contractor respondents (98%) indicated that the risk of highway work zone crashes is much higher this year compared to the previous year. Many respondents cited cellphones (81%) and speeding (71%) as the causes of this increase in risk.

#### Handle Your Distractions Before You Drive

While you are still parked, make sure you program your route, set up your music or podcast, and silence and put your phone away to eliminate distractions for when you start driving. Other distractions include emails, social media, passengers, snacks, and built-in touchscreen.

#### Any Distraction Behind the Wheel is Dangerous for Everyone

Keep pedestrians, cyclists, other drivers, and road workers safe with distraction-free driving

- At least 8 people are killed in crashes from distracted driving each day
- When driving 55 mph, it only takes 4 seconds to travel the length of a football field. When driving while distracted, you are essentially driving that distance blind.

### Take the Pledge to #JustDrive Take the pledge with NSC to #JustDrive

- “I will make our roads safer for everyone by avoiding all forms of distracted driving.”
- “I will speak up when others are distracted to protect myself and all other road users.”



SPRING INTO SAFETY AT THE WHITEFISH BAY

## BIKE RODEO

**JOIN US!** SATURDAY APRIL 22, 2023  
11 AM - 2 PM  
BRING YOUR BIKE AND HELMET  
Helmets are required. Don't have one? Purchase one for \$12 or borrow from WFBPD.

- Bike safety information for parents and children, with bike safe activity stations
- Learn traffic laws, bike signals and bike safety at this family fun event!!
- Meet bike patrol officers and crossing guards
- Helmet fittings by North Shore Health Department
- Bike helmets available for purchase \$12
- Goodie bags! (while they last)

5205 N. LYDELL AVE, WHITEFISH BAY, WI, 53217  
STREET PARKING ON LYDELL AVENUE & ENTER OFF LYDELL

Brought to you in by: North Shore Health Department, Whitefish Bay Police Department and Whitefish Bay Recreation and Community Education Department

# WHAT HAS NSHD BEEN WORKING ON?

NORTH SHORE HEALTH DEPARTMENT

## WELCOME!

**BRI ROSS**

PUBLIC HEALTH INTERN



North Shore Health Department would like to extend a big welcome to Brianna Ross, our new Public Health Intern!

Bri joins us this spring and summer as a public health student. Bri is in the last term of her MPH program at Benedictine University, focusing on epidemiology, with a passion for maternal and child health and infectious disease. In addition to her internship at NSHD, Bri works as a Behavioral Therapist, working with young kids diagnosed with Autism Spectrum Disorder.

In her free time, Bri enjoys running (completing her first marathon in May!), swimming on her Master's team, and spending time with her husband and dog in Milwaukee, as well as with her large family (she has 6 siblings and both parents are one of 12).

The (NSHD), as a steward of public health, aims to provide students with a well-rounded internship that exposes them to the multiple aspects of public health at a local health department. This role provides an in-depth internship into public health programming and Public Health 3.0 strategy planning, with goal to increase interest in Public Health as a career path. During her internship, Bri will be exposed to all things public health, with an emphasis in epidemiology, assisting with a range of community health programs and public health services, data collection and analysis, creating public health messaging and supporting evidence-based research.

We are excited to have her as part of our team!

**WELCOME TO NSHD!**

NORTH SHORE HEALTH DEPARTMENT

## WELCOME!

**AFI KOMI**

PUBLIC HEALTH NURSE INTERN



North Shore Health Department would like to extend a big welcome to Afi Komi, our new Public Health Nurse!

Afi joins us as a Direct Entry Master of Science in Nursing Student at Alverno College, graduating in December 2023. Afi obtained her Bachelors of Science, from Southern New Hampshire University in Health Care Administration. Interning at NSHD has provide Afi with the opportunity to learn about the many different areas of public health. Topics of particular interest for Afi are communicable diseases, quality improvement and health equity.

In her free time, Afi loves spending time with her two children, as well as traveling, cooking and shopping.

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We are excited to have her as part of our team!

**WELCOME TO NSHD!**

## BLOOD PRESSURE CLINICS

**Lydell Community Center:** 5205 N Lydell Ave, Whitefish Bay. First Wednesday of the month from 9:45-10:30am; April 5, May 3

**Lois & Tom Dolan Community Center:** 4355 W. Bradley Rd, Brown Deer. On the first Wednesday of the month from 12:30-1:15pm: April 5, May 3

Please visit our website for up-to-date BP Screening information: [www.nshealthdept.org/Clinics](http://www.nshealthdept.org/Clinics)

## Drug Deactivation & Disposal Bags



**FREE at North Shore Health Department offices:**

**Brown Deer Office**  
4800 W Green Brook Dr

**Shorewood Office**  
2010 E Shorewood Blvd

Open 8am-4:30pm  
Monday-Friday

Deactivates pills,  
patches, liquids,  
creams and films



Unused prescription drugs pose a risk of misuse and accidental poisoning, but improper disposal can harm the environment and contaminate our water supply. Deterra Pouches are a convenient, environmentally sound option for proper drug disposal right at home.

Learn about [Deterra Drug Deactivation & Disposal Bags](#)



**NORTH SHORE HEALTH DEPARTMENT**

[nshealthdept.org](http://nshealthdept.org) • (414) 371-2980

Follow us on social media and visit our website for health information and updates!



## RESOURCES AND REFERENCES

- [Work Zone Awareness Survey: Majority of contractors impacted by crashes in past year | 2022-06-23 | Safety+Health \(safetyandhealthmagazine.com\)](#)
- [1019543- justdrive-signs branded 1080x1080.png \(1080x1080\) \(nsc.org\)](#)
- [DDAM Distracted Driving Awareness Month Pledge - National Safety Council \(nsc.org\)](#)
- [Social Media Kit for DDAM - National Safety Council \(nsc.org\)](#)
- [991474-focus-on-your-drive-poster 1080x1080.png \(1080x1080\) \(nsc.org\)](#)