



MEMORANDUM

TO: City of West Allis Common Council

FROM: Bob Leischow, Health Commissioner

DATE: July 14, 2023

SUBJECT: Communication from Health Department and Planning & Zoning regarding mental health awareness signage

The Health Department is working with City Planning and Zoning on a Health in All Policies and Programs (HiAPP) initiative, **West Allis Hope Walk**, to promote mental and behavioral health in our community. This effort is in alignment with the City of West Allis Strategic Plan and the West Allis Health Department Community Health Improvement Plan (CHIP). Incorporating HiAPP principles serves to remind and reinforce the message that health (physical and mental) pertains to everyone and that it takes a variety of sectors to have a positive impact. The goal of this initiative is to boost mental health within our community by providing an uplifting path to connect with nature, practice mindfulness, and promote positive mental and behavioral health practices. **West Allis Hope Walk** plans to utilize existing short walking loops within city parks and elsewhere where positive and artistic imagery or messaging offering mental health tips would be displayed. By partnering with Planning and Zoning, this HiAPP initiative aims to improve mental and physical health in an innovative way.