2016 Annual Snapshot

Our 2016 Annual Snapshot illustrates some of the highlights of an exciting year.

Public Health Madison and Dane County staff works everyday to protect the public from environmental health risks, stop the spread of disease, prepare for disasters, assess people’s health needs, improve health outcomes, and support safe environments that promote health.

In 2016, our initiatives began to intentionally reflect a commitment to further health and racial equity in our community. PHMDC believes that everyone deserves to live in a community that supports healthy living and that health should not be determined by race, gender, income, or any other group status.

Our 2016-2020 Strategic Plan and the creation of an internal Health and Racial Equity Team were substantial steps for our organization to operationalize this commitment.

Many of the features in this Annual Snapshot will give you a peek at the community strategies we are undertaking to ensure everyone has the opportunity to be healthy. We hope they get you excited to learn more about us, and the variety of activities and partnerships we engage in that help make Dane County a great place to live.
2016-2020 Strategic Plan
2016 marked the release of our five year Strategic Plan for 2016-2020. The plan serves as a roadmap to guide the direction of our Department over the coming years. It outlines strategies and objectives for four community impact goals that influence the well being of Dane County residents, and one internal organizational goal:

- Healthy Beginnings
- Healthy Eating and Active Living
- Healthy Minds, Healthy Bodies
- Healthy Places to Live, Learn, Work and Play
- Highly Effective Organization

In 2017, we look forward to continuing the discussions and collaborative work that will result in achieving our vision of: Healthy People. Healthy Places!

Health & Racial Equity
In 2016, PHMDC created a Health & Racial Equity Team (HRE Team). The team's creation aligns with the City and County's Racial Equity & Social Justice Initiatives and is based on best practice to support organizational efforts to embed health and racial equity throughout agency operations.

The HRE Team consists of a diverse group of 18 staff representing different positions within PHMDC. This year, it focused its efforts on conducting an agency assessment of health and racial equity work and workplace culture, and coordinating professional development opportunities for staff. In 2017 a main initiative will be developing health and racial equity related goals for all Department programs.

Community Partnerships
In order to achieve a healthy community, we can’t work alone. In 2016, partnerships participated in ranged from coalitions, to community organizations, healthcare systems, businesses, schools, foundations, and other government agencies. Collaborations occurred to write grants, pilot new initiatives, gather and analyze qualitative and quantitative data, and plan disaster response scenarios.

As we continue to build partnerships in the community, we increase the capacity of all partners to consider how their policies impact community health.
Nurse-Family Partnership Expansion

In 2016, PHMDC received funding from the Maternal Infant and Early Childhood Home Visiting program and the Oscar Rennebohm Foundation to expand our Nurse-Family Partnership (NFP) Program and serve an additional 40 families.

The NFP Program focuses on low-income, first-time mothers. Regular home visits over two years from Public Health Nurses provide guidance to mothers and has an impact on both the mother and child. Over 30 years of research show that moms in the program gain parenting skills, improve economic self-sufficiency, continue their education, and find work. Because of their improved early childhood experiences, babies in the NFP program demonstrate better learning, behavior, and health later in life.

With the additional funding, we have hired new Public Health Nurses and a Maternal Child Health Navigator to promote awareness of our home visiting services and strengthen relationships with families and providers in Dane County. The funds are also allowing us to better support our families and staff by building our capacity to address mental health needs.

Improvements in Prenatal Care Coordination Program

Over the past year, our Prenatal Care Coordination (PNCC) program began implementation of the recommendations from the evaluation that took place in the year prior.

Recommendations included standardizing documentation to better reflect nursing interventions, assuring the services are focused on the clients goals and building staff capacity to utilize motivational interviewing, including 15 hours of skills training. New and improved documentation forms were created to integrate the recommendations and these are being piloted by staff. All of these efforts are with the goal of improving services and ultimately birth outcomes to pregnant women in Dane County.
Community Planning with Health in Mind

In 2016, PHMDC partnered with many City and County departments to use health-related data when planning neighborhood development options so they positively impact community health.

One example is in the redesign of Mendota County Park. PHMDC gathered and utilized data to identify park improvements that reflect the demographics and desires of park users such as intergenerational park features and nature-based play components. Other assistance included stakeholder analysis and creating ways for non-English speakers to provide input.

Expanded Mosquito Monitoring

With the Zika virus emerging as a public health threat in 2016, PHMDC:

- Specifically monitored communities to detect the presence of the mosquito species that transmits the Zika virus, in addition to our standard mosquito larvae monitoring and control activities
- Provided residents with mosquito bite prevention and Zika information
- Provided case follow-up for residents diagnosed with Zika due to travel
- Adapted our mosquito monitoring and control plans to cover Zika

Smoke-Free Environments

Secondhand smoke exposure continues to affect individuals in the home. Over the last few years, PHMDC, through the Tobacco Free Columbia-Dane County Coalition, has assisted 30 property owners in Dane County in establishing of smoke-free policies in their rental units. These policies protect over 8,000 adults and children from smoke in their homes.

In late 2016, with support from the coalition, Madison’s Community Development Authority voted to adopt smoke-free policies, including e-cigarettes, on all CDA owned grounds. This will protect an additional 1,300 renters and marks a huge win for health in Dane County.

NUMBERS AT A GLANCE

Water Testing
- Performed 4,198 public water system and private well tests
- Performed 13,979 tests of groundwater, lakes, and storm water to monitor overall water quality conditions
- Tested 717 beach and pool samples for bacteria/toxins

Permits/Inspections
- Conducted over 3,000 inspections for: food establishments, lodging, swimming pools, and tattoo/body piercing businesses
- Issued more than 650 sanitary and well permits

Health Concerns
- Responded to 445 complaints involving lead poisoning, household hygiene, licensed establishments, water quality, and other environmental health concerns
- Investigated 144 foodborne illness complaints and 5 outbreaks

Animal Service Calls
- Responded to 3,765 calls involving bites, dangerous animals, animal welfare, and other situations
Improving Systems for Mental Health
Recognizing the growing need for mental health services and promotion in schools, PHMDC assisted the Madison Metropolitan School District in securing a $1 million grant from the Wisconsin Partnership Fund to expand integrated mental health services in schools. The model will create a comprehensive, integrated, culturally competent, trauma-informed program to direct services and support for MMSD students and families.

PHMDC also hosted a systems change training for those that work on mental health. Coalitions that participated in the training are shifting their perspectives to identify upstream factors and system changes that can improve students mental and emotional well-being. Ongoing coaching has all been available to sustain progress.

Collaborating to Reduce Opioid Abuse
PHMDC is proud to partner with the Madison Police Department, and a number of other organizations, in the innovative Madison Addiction Recovery Initiative. It is one strategy to address the increasing trend of opioid overdoses and deaths.

The Initiative will facilitate getting 160 eligible drug-related minor crime offenders into treatment annually, rather than jail cells. In addition to improving community health by reducing drug overdoses and deaths, the effort is predicted to produce a significant reduction in property crimes as a result in helping more addicts heal.

PHMDC will be coordinating the hire of a program coordinator who will build and maintain the linkages between law enforcement, service providers, and researchers who will be evaluating the initiative.

NUMBERS AT A GLANCE

Clinic Services
- Provided 3,116 doses of vaccine to over 1,260 children and adults
- Provided services to 818 people at our sexually transmitted infections clinic

Community Health
- Served 629 clients in Dane and Rock counties seeking breast and cervical screenings
- Served 85 clients through Komen Treatment Access Fund in an eight county service delivery area seeking breast diagnostic, treatment and support services
- Provided over 4000 people with clean needles through the needle exchange program

Disease Monitoring
- Monitored 10 active tuberculosis cases and 172 latent tuberculosis infection cases
- Investigated 1196 reports of communicable disease
2016 Snapshot

HEALTHY EATING & ACTIVE LIVING

So the people in our community are more physically able to enjoy long, fulfilling lives

Increasing Time Children Spend in Nature

In February, the City of Madison was awarded a grant to develop a plan to connect children to nature. Time spent in nature has many benefits for youth, including increased social connectedness and less violence.

PHMDC, in partnership with City of Madison Parks, six Wanda Fullmore Interns, and other community partners, led a community-engaged planning process to identify ideas and priorities for the plan. Planning focused on increasing equitable access to nature and engaging youth leaders, emphasizing work with organizations serving youth and families of color. A main planning component included conducting Interviews with community members to explore what a nature-rich city looks like. The interviews provided insights about barriers and opportunities to boost the time children and families spend outdoors.

To begin implementing the plan, Madison will receive a $50,000 grant from the National League of Cities and the Children and Nature Network for year-one activities. Next steps include hiring a coordinator for implementation and working with partners to build on existing efforts.

Reducing Hunger in the Community

Improving the health/nutritional status of low-income women, infants and children in our community improves birth outcomes, saves health care costs, and improves children’s cognitive development. Our WIC clinics serve thousands of clients each month, providing nutrition education, breastfeeding education and support, supplemental nutritious foods, and referrals to other health and nutrition services.

In addition to direct client services, we also work with partners around Dane County to decrease hunger and increase access to healthy foods. In 2016:

- The Willy Street Co-op North became the first co-op in the state to accept WIC benefits
- The Double Dollars program was expanded so customers who redeem their FoodShare benefits at participating farmers markets have their benefit doubled up to a certain amount
- Screening questions for food insecurity were added to many area hospital’s admission intake forms

NUMBERS AT A GLANCE

WIC Clients

Served approximately 5,000 WIC clients each month, with an unduplicated count of over 9,000 clients in the year

Increased Access to Fresh Groceries

700 people used Double Dollars at Dane County farmers markets, redeeming $35,000 in benefits

Assessment of Outdoor Play Opportunities

Inventoried and mapped 48 outdoor school playgrounds to assess outdoor educational infrastructure

2016 PHMDC Annual Snapshot
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