

Public Health Madison & Dane County

2019 ANNUAL SNAPSHOT



Public Health
MADISON & DANE COUNTY

Healthy people. Healthy places.

OUR ORGANIZATION

OUR VISION

Healthy People. Healthy Places.

OUR MISSION

Work with the community to enhance, protect, and promote the health of the environment and the well being of all people.

WHO WE ARE

We are your local health department and serve over 500,000 people in more than 60 cities, villages, and towns in Dane County, Wisconsin.

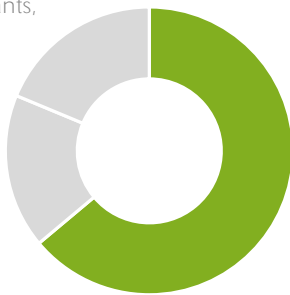
2019 BUDGET

Most of our revenue is from city and county taxes, and most of that funding goes to salaries and benefits.

Revenue \$18,036,251

Contracts & Grants,
Fund Balance
Applied, Misc.

Fees, Licenses, &
Permits

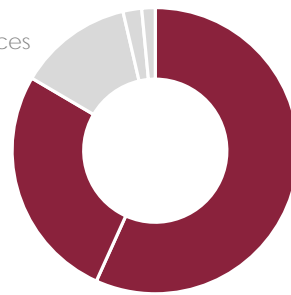


City, County
Levy

Expenses \$17,944,443

Supplies
Debt Service &
Indirect Charges

Services



Salaries &
Benefits

OUR STAFF & BOARD OF HEALTH

Director: Janel Heinrich

Community Health
Director: Carl Meyer
72 staff

Communicable disease monitoring and follow-up, breast and cervical cancer screening, immunizations, needle exchange, pregnancy, and early childhood support, sexual health services, tuberculosis control, and WIC program

Policy, Planning, & Evaluation
Director: Vacant
20 staff

Epidemiology and data analysis, health policy, program development and evaluation, community engagement, violence prevention, and alcohol and other drug abuse prevention

Environmental Health Services
Director: Doug Voegeli
35 staff

Animal services, licensing and inspection, water and lead paint testing, mosquito monitoring and control, well and septic program, environmental protection and monitoring

Operations
Director: Kate Austin
22 staff

Administration and program support, finance and budget, communications, workforce development, performance management, emergency preparedness

Board of Health: Dr. Jerry Halverson, Kim Whitmore, Robin Lankton, Paula Tran Inzeo, Alder Lindsey Lemmer, Supervisor Bob Salov, Dr. Debbie Jones, Vacant Seat



OUR INFRASTRUCTURE

HEALTH & RACIAL EQUITY

We have purposefully committed to increasing equity in our services, as well as health and racial equity for Madison and Dane County residents. New staff in our Health Equity Coordinator positions allowed us to pause so we could evaluate the foundational work previously completed, as well as set future directions. This work included supporting the Board of Health and City of Madison as they declared Racism a Public Health Crisis and committed to action on this resolution.

Staff completed trainings and coursework to increase their knowledge and practice, including 44 attending the YWCA's Racial Justice Summit and seven attending Justified Anger's 11-week African American History course. As an organization, we anchored Health and Racial equity as a core value and continue to build strategic plans and performance measures around this commitment.

STRATEGIC PLANNING

The Strategic Plan is our roadmap to using our values (Health as a Human Right, Science, Health & Racial Equity, Relationships, Stewardship) to achieve our vision of "Healthy People, Healthy Places." Over the past year, we have used the Public Health Accreditation requirements and Systems Practice tools to update and clarify a plan to guide our work across the agency. Through a series of working sessions with staff from across the agency, we collectively identified the following Agency Strategic Objectives: Quality Service, Strong Workforce, Fiscal Stewardship, Optimal Climate, System Alignment, Root Causes, Community Voice, Policies, Data, and Relationships.

In 2020 we will continue to find ways to meaningfully measure our progress using our Performance Management System. We are so excited about the potential for this generative process to support and strengthen racially and socially just practices and outcomes in Dane County.

ACCREDITATION

2019 was a year of building! Staff from across the agency have been working to create, implement, and maintain the various systems, processes, and structures we need in place to effectively serve our community and meet Public Health Accreditation Board (PHAB) Standards. Our Accreditation Core Team has been reviewing progress within the 12 PHAB Domains and pushing us to create sustainable, transformative processes so we achieve the highest standards of public health practice. We are excited about changes we already see from this commitment:

- New opportunities for cross-divisional collaboration and partnership
- A complete Community Health Assessment and identified priorities
- An updated Strategic Plan that is integrated with our Workforce Development and Performance Management/Quality Improvement processes

Given the length and rigor of the process, we are working toward being accredited in 2021. There is still a lot of work ahead, but we're committed to the journey!

MENTORSHIP

We are committed to helping train the next generation of public health workers. We work closely with students so they can develop cross-cutting skills that will last them through their careers. In turn, these students provided us much needed support on projects and even helped drive policy change (see page 7). In 2019, we mentored 24 interns and fellows across our agency.

COMMUNICATIONS

In addition to creating and implementing communications plans, developing materials, maintaining the website, and managing social media channels, our communications team also coordinates all media requests (103 in 2019), tracks media hits (243 in 2019), and puts out news releases and health alerts (24 in 2019).

Healthy People

BY THE NUMBERS



3,977

WIC clients served



1,897

WIC families who used farmers market dollars



1,949

People screened and 662 treated for STIs

+156% since 2017



211,093

Needles exchanged

+155% since 2018



312

TB cases monitored

+171% since 2016



2,701

Immunizations given to 1,181 clients



5,454

Communicable disease reports

+456% since 2016



8

Foodborne illness outbreaks investigated

Requiring at least 40 hours of labor per outbreak



489

Community partners trained to respond to overdoses



498

Narcan kits distributed to community sites



254

Families visited at home for prenatal care coordination

+379% since 2016



117

Uninsured people referred for no-cost dental treatment

Healthy Places

BY THE NUMBERS



2,542

Routine inspections for food, lodging, pool, and body art



1,414

Beach and pools tests
+197% since 2016



5,384

Animal Services calls
+363 more calls than last year



3

Breastfeeding microgrants issued and map of 100+ lactation spaces created



233

Tobacco sales compliance checks
86% of retailers did not sell to minors



30

Events to gather Community Health Assessment input
317 surveys, 19 focus groups



251

Short term rental (e.g., Airbnb) licenses issued
More than double from last year



2,681

Public water system and private well tests



141

Complaints for health-related housing issues



10

Focus groups held to gather input on violence prevention



24

School district tobacco policy assessments conducted



\$45,900

Allocated from city budget as a result of youth photovoice projects



2019 was a busy year! On the next few pages you'll read highlights of our work to:

CREATE EQUITY IN SERVICES

We recognize our power as a government entity to change systems and structures that exacerbate health inequities. We work to dismantle those barriers at a systems level.

IMPROVE CLIENT EXPERIENCE

To improve the experiences of our clients and customers, we enhanced our processes and office environments.

STRENGTHEN PARTNERSHIPS & GATHER COMMUNITY INPUT

We support community health initiatives by convening stakeholders, collecting community input, and serving as a partner to improve well-being, particularly among groups most affected by inequities and poorer health outcomes.



EQUITY IN SERVICES



EQUITABLE TRANSPORTATION

Two youth interns completed a photovoice project on biking, pedestrian safety, and bus transit. Photovoice is a qualitative data collection method in which residents document community needs and resources. Using their data, the interns worked with our staff to develop transportation recommendations and presented them to elected officials.

As a result, elected officials allocated money in the 2020 City of Madison budget to provide eligible low-income youth with free summer bus passes to get to work and camps.



EQUITABLE FOOD ESTABLISHMENTS

Our Food Safety Team partnered with our Breastfeeding Community Connections Team to educate restaurant operators about providing gender inclusive bathroom spaces to create a safe and stable work environment.

This project built on previous years' work where the teams provided guidance for restaurant operators on creating lactation rooms so employees and patrons of all genders have places to nurse and pump. We also provided information to food operators on how they can support food insecure neighborhoods and reduce food waste.

The Food Safety Team also helped pass ordinances that support equitable, sliding scale licensing and re-inspection fees for food operators. The sliding scale system helps prevent operators with lower gross sales from financial hardship or possible closure following correctable code violations.



EQUITABLE FOOD ACCESS

In an area with low access to food outlets, the Madison Pick 'n Save grocery on Park Street suddenly and unexpectedly seemed destined to close due to long-term development plans in the area.

We worked with partners and stakeholders from the grocery chain and development project to facilitate discussions about the best course of action while the neighborhood mobilized to show support for retaining the grocery store.

Amid this attention, the development project announced they will seek another site for their project. We continue to work with the City's Food Policy program to develop short-term grocery gap solutions in case pressure to close the grocery store resumes.



IMPROVING CLIENT EXPERIENCE

IMPROVING PROCESSES

In the past, we offered walk-in appointments in our WIC and Sexual and Reproductive Health clinics to increase flexibility for clients, but the walk-in system unintentionally created longer wait times. We moved to appointment-based scheduling so clients could depend on service at their chosen time. WIC also implemented an electronic self-check-in system and added updated screening equipment.

The Sexual and Reproductive Health program improved services by updating language on clinic forms to be more inclusive of our transgender patients. We hired an additional bilingual Disease Intervention Specialist to expand our ability to follow-up with clients and better serve our clients who speak Spanish.

We also expanded availability of naloxone to prevent overdose deaths and installed a large sharps disposal kiosk in one of our offices. Needle exchange prevents the spread of disease and is a venue for safe, anonymous disposal of used syringes.



IMPROVING ACCESS

An estimated 25,000 Dane County households rely on private wells for their drinking water. During 2019, staff at all three locations were cross-trained on how to offer and educate customers about well water testing kits. Each location now offers well water testing kits.

On the website, we improved clarity of the types of tests we offer so customers can decide which tests make the most sense for their home.



IMPROVING ENVIRONMENTS

We created more welcoming, calming, and functional environments in our clinic spaces and offices. We installed new flooring, painted, hung new artwork and acoustic sound panels, installed artistic light diffusers, bought new toys, decluttered, and added comfortable chairs for breastfeeding in our clinic rooms. All clinics and office spaces have new bilingual signage.

Other improvements to our clients' experience at our East Washington location include the installation of a Mamava location pod and a new, easily accessible room for needle exchange and naloxone services. This environmental transformation builds on improvements we made in 2018 to create more gender inclusive spaces.





PARTNERSHIPS & COMMUNITY INPUT

UNDERSTANDING OVERDOSE FATALITIES

As drug-involved overdose deaths continued to grow, we applied for a grant to create a Dane County Overdose Fatality Review. The Review Team includes representatives from law enforcement, corrections, medical examiner's office, EMS, hospitals, treatment providers, mental health professionals, and more.

These fatality reviews help us better understand the nature of overdose deaths so we can focus prevention and intervention activities on identifiable risks. The Review Team uses an equity lens to review cases, to understand the disparities within our community, as well as identify trends. Through this review, the team can make recommendations to address systemic gaps and help prevent future deaths.

ADDRESSING & PREVENTING VIOLENCE

Our Violence Prevention team worked on 13 different projects to address a spectrum of violence-related issues. Projects included:

- Several youth-focused initiatives in neighborhoods and schools
- Cross-sector collaborations like the Community Safety Intervention Team, which responds to violence incidents and works to prevent violence and retaliation
- The development of five work groups that will develop and present recommendations to address disproportionate minority contact in the criminal justice system

The teams also arranged community-led police/resident listening circles in two Madison neighborhoods, with the hope of expanding to other areas of Dane County in the future. The goals of these circles include building trust and relationships, humanizing across boundaries, and co-creating resident-based solutions between law enforcement and communities of color.

IDENTIFYING OUR COMMUNITY'S HEALTH NEEDS & ISSUES

We continued work from 2018 on our Community Health Assessment. We formed a steering committee with membership from Dane County organizations representing individuals impacted by health and racial inequities. Staff gathered a substantial amount of community input through over 300 surveys, 19 focus groups, five key informant interviews, and two photovoice projects.

The Steering Committee and our staff are reviewing and assessing the data and will complete a prioritization process in early 2020 to identify five strategic issues. The committee will work with partners to develop action plans for each strategic issue. These action plans will form our Community Health Improvement Plan.

A DAY IN THE LIFE OF PUBLIC HEALTH



Here's a peek at just some of the many activities our staff could be doing on any given day!



Checking in with a landlord who is implementing a smoke-free housing policy to keep residents healthy



Installing a new breastfeeding pod in an area with little access to private lactation space



Hosting a housing collaborative meeting to ensure community voice is included in housing plans



Inspecting a new food cart that's opening for business to make sure it's safe for customers



Facilitating an Opioid Mortality Review with community partners to help prevent future opioid-related deaths



Meeting at a client's home for prenatal care coordination to help babies be born healthy



Responding to a call about a dead bat that was found on a bike path to protect the community from rabies



Hosting a listening circle with community members and police officers to build trust and relationships



Conducting an interview with someone who was exposed to a person with an STI to prevent spread of disease



Collecting surveys for community feedback on our community health assessment process



STAY IN TOUCH

SUBSCRIBE TO OUR QUARTERLY NEWSLETTER

Get the latest Public Health Madison & Dane County scoop directly to your inbox. This newsletter is for partners, stakeholders and the community: bit.ly/phmdcpulse.

FOLLOW US ON SOCIAL MEDIA

We are @publichealthmdc on every channel.



VISIT US IN PERSON

The Atrium
The Village on Park
2300 S. Park Street
Suite 2010
Madison, WI 53713

Downtown
City-County Building
Room 507
210 MLK Jr. Blvd.
Madison, WI 53703

South Clinic
2230 S. Park Street
Madison, WI 53713
WIC: 267-1111

East Washington
2705 E. Washington Ave.
Madison, WI 53704
WIC: 267-1111