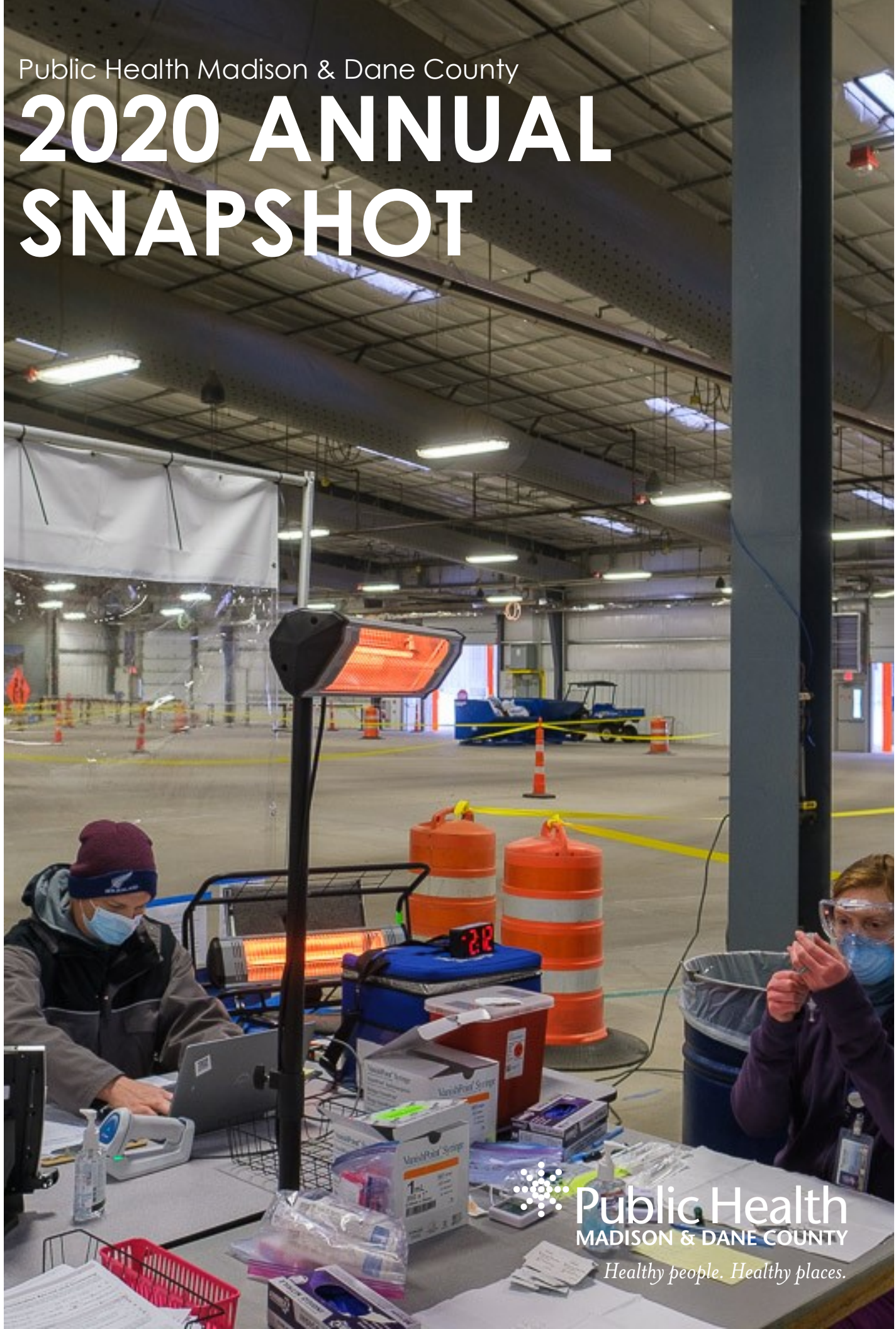


Public Health Madison & Dane County

# 2020 ANNUAL SNAPSHOT



**Public Health**  
MADISON & DANE COUNTY

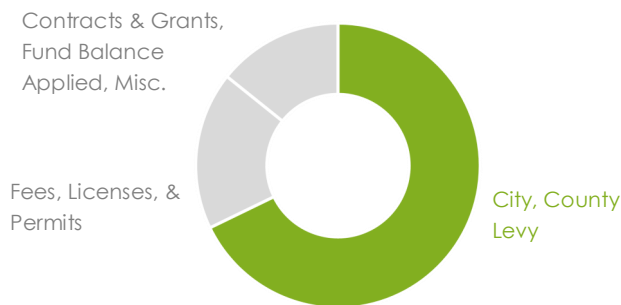
*Healthy people. Healthy places.*

# OUR ORGANIZATION

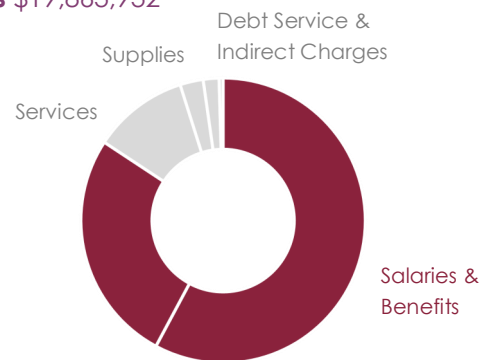
## 2020 BUDGET

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

**Revenue** \$19,863,933



**Expenses** \$19,863,932



## OUR STAFF & BOARD OF HEALTH

**Director/Health Officer:** Janel Heinrich

### Community Health

**Director:** Carl Meyer

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:** Aurielle Smith

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

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

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

## OUR ORGANIZATION DURING THE COVID-19 RESPONSE

During the COVID-19 pandemic, our staff have largely been organized into an Incident Command Structure, or ICS. This structure is used by government agencies and their partners to organize efficiently and effectively during an emergency or event. This means staff have duties specific to the response and may report to someone other than their normal supervisor. In January 2020, we had about 150 permanent and limited term staff. At the peak in late 2020, we had about 370 staff and contractors on board to support the response.

**Board of Health:** Dr. Jerry Halverson, Kim Whitmore, Robin Lankton, Paula Tran Inzeo, Alder Lindsey Lemmer, Supervisor Holly Hatcher, Dr. Debbie Jones, vacant seat

# COVID-19 RESPONSE

## PUBLIC HEALTH EMERGENCY ORDERS

Under Wisconsin Statute Section 252.03, public health officers have the authority to issue and enforce emergency orders to prevent and suppress communicable diseases. We issued [13 emergency orders](#) during 2020.

The purpose of population-focused orders is to protect vulnerable people, preserve hospital capacity, suppress illness, and prevent deaths. [Data](#) show that areas with [public health orders](#) have [reductions in disease](#) spread.

## CONTACT TRACING & SUPPORT

Case investigators contact people who have tested positive for COVID-19 to assess symptoms, support needs, review isolation procedures, and solicit names of their contacts. Contact tracers then follow-up with contacts to review isolation and quarantine procedures.

During 2020, about 34,000 people tested positive and named 59,000 close contacts. This meant our staffing needed to be scaled up rapidly to make calls and provide support, typically within 24 hours of a person testing positive. The team developed systems quickly to adapt to ever-changing case counts and guidance from federal and state authorities.

During interviews, our team assesses if someone has the things they need to isolate safely. We provided about \$750,000 worth of gift cards to 4,000 people to cover basic expenses like groceries while people were isolated. Our staff also opened and staffed a medical respite center in partnership with Dane County Human Services to provide isolated space for unhoused people exposed to COVID-19. Nearly 500 people were served in 2020.

## TESTING & VACCINATION PLANNING

In collaboration with the Wisconsin National Guard and support from the Wisconsin Department of Health Services, our team set up and staffed a testing site at Alliant Energy Center with the goal of making COVID-19 testing easy, efficient, and accessible. In 2020, we administered more than 280,000 tests to 160,000 people. Our team also set up testing at our South Madison Office,

which administered nearly 8,000 tests. To extend reach, we also implemented pop-up testing sites for 27 test days at 15 different community sites, serving nearly 4,000 people. We also coordinated with homeless shelters to administer nearly 1,600 tests.

Building on lessons learned from testing, our team began planning for vaccine distribution. In the absence of a national strategy, our team had to build processes on our own. We administered our first dose on December 29.

## LIAISONS & PARTNERSHIPS

Liaisons serve as points of contact for nearly 15 different sectors, including businesses, childcare and education, health systems, faith organizations, emergency management, and community organizations. Liaisons clarify data, orders, and guidance through meetings, conversations, and other outreach channels. Liaisons are tasked with listening and responding to concerns from the partners they work with, as well as communicating their needs back to other teams within the response.

## DATA

It became clear early in the response that there was a need for a specific data team to answer questions about cases, trends, and other points of interest. The data team was charged with collecting, analyzing, and utilizing data to drive decision making. This included establishing metrics for reopening, developing and maintaining a [data dashboard](#), creating communication products such as the weekly [Data Snapshots](#), and providing data support to answer key questions from staff and partners.

## COMMUNICATIONS

The communications team is tasked with creating materials, writing blog posts and news releases, managing web content, answering media questions and arranging interviews, managing our social media presence, coordinating the translation of materials, and responding directly to phone calls and emails from the public. The breadth and rapidly changing nature of the pandemic were key communication challenges to overcome.

## COVID-19 Response

# BY THE NUMBERS



**370**

Staff and contractors as of  
December 2020  
**+220 since January 2020**



**\$10 million**

In new funds to staff and  
supply the response



**34,000**

Positive cases of COVID-19  
in Dane County



**59,000**

Close contacts identified  
from cases



**280,000**

COVID-19 tests completed at  
Alliant Energy Center  
**+8,000 tests at South Madison Office**  
**+5,600 tests at community sites & shelters**



**80%**

Cases reached &  
completed contact  
tracing interview



**1.2 million**

Hits to the data dashboard



**13**

Public health emergency  
orders issued



**11,000**

Responses to emails &  
phone calls from public



**7**

Lawsuits filed against  
Public Health for  
implementing orders



**1,022**

Responses to media  
inquiries  
**Compared to about 100 per year in  
prior years**



**150**

Open records requests  
**Compared to about 4 per year in  
prior years**

The pandemic interrupted operations, but we still managed

# CONTINUITY OF SERVICES

## SEXUAL & REPRODUCTIVE HEALTH

Services were largely disrupted from March through early summer 2020. In-person visits were resumed in the summer to offer screenings and treatment for sexually transmitted infections and birth control visits that include both telehealth and face-to-face components. The demand for sexual health and family planning services has increased during the COVID-19 pandemic.

## WIC PROGRAM

The WIC (Women, Infant, Children Program) provides nutrition and breastfeeding education and support while also offering healthy foods. When our offices closed to the public in March, WIC quickly pivoted to providing all services over the phone. Program participation has increased 12.8% since February 2020. In October, WIC was able to respond to 77% of voicemails within four hours. WIC is also using IntakeQ, which is a document submission and signing software that is intended to make the process of documenting program eligibility easier. WIC also implemented a Breastfeeding Peer Counseling Program in May and was selected as a pilot site for USDA's new Buddy Program to help strengthen peer breastfeeding support.

## NURSE FAMILY PARTNERSHIP & PRENATAL CARE COORDINATION

These programs provide personal support for parents to set and reach goals, connect participants with healthcare and community services, and answer questions about nutrition, preparing for childbirth and parenting, safe sleep, child development, and more. Like WIC, these programs pivoted from in-home to virtual visits in 2020. Staff in these programs have been especially busy, sometimes conducting 6-8 visits per day and continuously getting creative to keep clients confident and engaged.

During 2020, the Prenatal Care Coordination team began a pilot project working with doulas and people at high risk of an adverse birth outcome. This project is in partnership with doula services from Harambee Village Doulas.

## TUBERCULOSIS (TB)

Our tuberculosis team is responsible for triaging referrals of latent TB infection, sputum collection for people with active and suspect TB disease, Directly Observed Therapy (DOT) and Video Directly Observed Therapy (VDOT), contact investigations, and phlebotomies for TB screening. Adapting and integrating safety precautions, infection control, and providing holistic treatment during COVID-19 has been an added challenge while continuing to meet with patients throughout the pandemic.

## SYRINGE SERVICES PROGRAM

The Syringe Services Program (formerly Needle Exchange Program) provides needles and other supplies to help reduce spread of certain infections, safe disposal of used needles, and condoms. These supplies are available at all three public health sites, and the opiate overdose reversal drug Narcan is available at our East Washington (EWO) office. During COVID-19, these services were quickly adapted to a touchless, curbside model of service.

It seems that pandemic conditions, such as added stress, isolation, and lack of access to support services, have caused an increase in the use of all drugs. The disruption in supply lines caused the overdose rate to increase. In 2020, we were awarded \$146,477 from the Wisconsin Department of Health Services to further our harm reduction efforts for people who inject drugs.

## VIOLENCE PREVENTION

In March 2021, we launched the [Madison Dane County Violence Prevention Roadmap](#), a comprehensive violence prevention plan. The plan will use science and data to better understand the problems, and will leverage the expertise and experiences of partners across numerous sectors to execute the plan. Collectively, we will address the many risk factors of violence and to build on protective factors. We also will incorporate continuous community engagement, and as such, this document will remain a living document that can be amended to accommodate evolving issues, trends, and priorities.

Healthy People & Healthy Places

# BY THE NUMBERS



**6,755**

WIC clients served



**1,156**

Immunizations given to 614 clients



**1,008**

Narcan kits distributed to community sites  
**+2.7 times more kits than last year**



**412,535**

Syringes returned  
**Nearly double last year's number**



**289**

TB cases monitored  
**+100 more cases being monitored each year compared to 2016**



**192**

Families visited at home for prenatal care coordination



**39,937**

Communicable disease reports  
**5,311 non-COVID related**  
**34,626 COVID related**



**3**

Foodborne illness outbreaks investigated  
**Requiring at least 40 hours of labor per outbreak**



**715**

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



**541**

Beach and pools tests



**5,530**

Animal Services calls  
**+146 more calls than last year**



**4**

School district tobacco policy assessments conducted



# 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](https://bit.ly/phmdcpulse).

## FOLLOW US ON SOCIAL MEDIA

We are @publichealthmdc on every channel.



## OUR OFFICES

### 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

## 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.