



October 2017 | A quarterly newsletter from Public Health Madison & Dane County

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## Public Health and Community Partners Come Together to Tackle Violence and Injuries

As a result of increasing violence in our community, PHMDC is elevating violence and injury prevention as a departmental priority and we are working with local elected officials, including the Madison Mayor and Dane County Executive, government agencies, and community-based organizations to develop a public health strategy for violence and injury prevention in our community. A Public Health strategy recognizes that episodes of violence and injury are preventable and to have the most impact, requires a primary prevention approach, working to stop violence before it starts by providing support and education before problems occur. This “upstream” approach includes promoting safe, stable, nurturing, healthy relationships and environments, addressing risk and protective factors, and building individual and community resilience.



Planning is currently in the early stages, but one of the first things to happen will be to engage community partners through the creation of a Violence Prevention Coalition. Its

purpose will be to identify strategies that will work best in our community to decrease violence and prevent injury. Additionally, to better understand the nature and scope of the problem, data will be collected to monitor and track violence trends, community engagement efforts will be completed to assure that residents have input and ownership of the prevention efforts and research will be done to explore evidence-based interventions appropriate for our community.

The Coalition will be instrumental in determining an effective approach to prevent violence and injury and will involve multi-sector partners from criminal justice, land use planning, education, housing, social services, transportation, and community based organizations. Stay tuned for more as we work together to decrease violence, injury and the impact these issues have on our community's health and well-being.

## New PHMDC Healthy Communities Innovation Fund: Applications Due October 27

Madison-based community groups or individuals are invited to submit grant proposals to fund projects that advance opportunities for healthy living for communities of color and low income populations.

With funding provided by the City of the Madison, Public Health Madison & Dane County has released a request for proposals for the "Healthy Communities Innovation (HCIF) Fund." The purpose of the HCIF is to support local organizations and programs that are working to address health and racial equity in Madison.



A total of \$7,000 will be made available. Up to 5 awardees will be chosen with anticipated award amounts ranging from \$1,000 - \$3,000. Awards will be determined by a panel of PHMDC staff and community partners.

Selected projects must begin between November 24, 2017 and December 31, 2017 and be completed by June 30, 2018. Public Health Madison & Dane County will follow up with awardees during 2018 to highlight impact stories and discuss project progress.

Application information is available [here](#) and on our [website](#). The application deadline is Friday, October 27th, 2017 at 4:30 pm. Applications can be submitted via email to [astevenson@publichealthmdc.com](mailto:astevenson@publichealthmdc.com)

or mailed to

Attn: Alia Stevenson

City-County Building, Room 507

210 Martin Luther King, Jr. Boulevard Madison, WI 53703

All applicants will be notified by November 10, 2017.

Please forward this information on to groups/individuals you think might be interested.

## PHMDC Helping to Promote Enrollment in Health Insurance Marketplace

The open enrollment period for getting health insurance through the Health Insurance Marketplace (Affordable Care Act) is shorter this year and will have less federally paid for advertising and outreach.

To ensure that all Dane County residents needing health insurance have access, PHMDC is building on our partnership with Covering Wisconsin, an organization that provides in-person and phone enrollment assistance for people needing help with enrollment. PHMDC is providing funding to Covering Wisconsin, helping with outreach, and raising awareness for the shortened 6-week enrollment period. Our efforts include promoting enrollment at our clinics and making enrollment or re-enrollment appointments for our clients.



Please share the following information in your networks to help us spread the word about open enrollment!

Covering Wisconsin provides enrollment assistance at a number of sites in Dane County, by appointment. Appointments can be made on line by going to <http://www.coveringwi.org/enroll> or over the phone by calling 608-261-1455. They will also help with enrollment in BadgerCare and Medicaid. Interpreters are available.

Open enrollment begins on November 1 and ends December 15. During the 6-week enrollment period:

- People needing new insurance will need to enroll in an insurance plan to have insurance starting on January 1, 2018.
- People currently enrolled in a Marketplace Plan, will need to re-enroll in a health plan so there is not a break in coverage.

## Partnership with Madison Schools Connects Students to Public Health

PHMDC staff participated in the launch of Madison East and LaFollette High School's Personalized Pathways programs on September 14<sup>th</sup>. Personalized Pathways is an innovative approach that the Madison Metropolitan School District (MMSD) has adopted at four Madison high schools for 9<sup>th</sup> grade students. The program is designed to link classroom learning to real life career and post-high school opportunities. At East High School, 120 9<sup>th</sup> grade students

have chosen health sciences as their pathway, with an intentional focus on public health and health equity. Their first semester will include an in-depth exploration of healthy food access, nutrition and food security. All courses, from Algebra to English will center on this common theme.

PHMDC staff joined Madison East students, staff, teachers and other community partners for the launch at HyVee, where they participated in community and team building activities. Nick Heckman, PHMDC's Food Policy Analyst, kicked off the day with a presentation on food access, nutrition assistance programs and the prevalence of food insecurity in areas of the city and county. The presentation was insightful to students. "I learned that they are taking trans fats out of food and learned actually how many people were suffering from food insecurity in Madison and the difference between food insecurity and poverty," said one student. Another added "during the field trip I learned how there are areas in Madison where poverty is concentrated, and there seems to be a pattern of health problems in those areas, and that is likely a result of lack of access to healthier food. "



At the LaFollette High School launch, Pathways students engaged in conversations with city staff and community leaders to discuss a real time project happening in their neighborhood. Just up the road from La Follette High School and after a long delay due to environmental challenges, the [Royster Corners Project](#) is poised to move forward with the planned construction of a library branch, commercial space, and housing developments. After learning about the project, students were presented with challenging questions regarding city planning, resource allocation, housing equity, and environmental hazards as they relate to this site.

A wide range of officials and staff were part of the conversation (Alders, Planning, Traffic Engineering, Public Health, etc.), allowing students to ask pointed questions about project specifics. It was a fun, dynamic, and lively day, perhaps best captured by a freshman student's remark reflecting on the role of public health. "So Public Health makes sure that everyone has equal access to things like healthy food and exercise that other people just get without thinking twice about it? That seems like really good work."

Over the next few weeks, we will be visiting various classrooms to discuss public health careers, explore policy issues, and support students in their continued learning of what creates a healthy school, neighborhood, community and city. Our goal is to foster public health interest and education with groups that are underrepresented in public health, in particular, students of color. It works toward our strategic planning objective of building, recruiting and retaining an ethnically and racially diverse workforce.

## News of Note



## Tobacco and Nicotine Sales Compliance Checks Show Improvement

Every year, our Tobacco Free Living team conducts tobacco and nicotine compliance checks in Dane and Columbia counties. The program, named Wisconsin Wins, is a state level initiative designed to decrease youth access to tobacco and nicotine products by using an effective mix of retailer training, media outreach, and community education. The team recruits and hires local teens, ages 16-17, to conduct the inspections.

Nina Gregerson, the PHMDC Wisconsin Wins coordinator, said they have completed over 214 checks in Dane County as of late September. Of those 214 inspections, only 13 have resulted in sales to a minor. This is exciting news, considering last year Dane County experienced their highest sales to minors rate since 2006. Communities that have a 100% tobacco/nicotine compliance rate, so far, are Waunakee, Windsor, Stoughton, Mount Horeb, Mazomanie, Cottage Grove, Blue Mounds, Dane, Cambridge, Deerfield, Oregon, Cross Plains, Belleville, Black Earth, and Brooklyn. We hope to see the same trend in other communities as we continue our checks!



## Transgender Inclusion Training

Throughout the summer, our Sexual & Reproductive Health team hosted a 3-part Transgender Inclusion Training, facilitated by Jay Botsford, shor salkas, and Katherine Charek Briggs of the Wisconsin Transgender Health Coalition.

Approximately 40 staff from Planned Parenthood, A Woman's Touch, and our Community Health and Policy, Planning and Evaluation Divisions met over a period of 3 months to develop a better understanding of the complexities of transgender lives and how to inform and enhance clinical practice.

Each organization left the training with concrete steps to improve access to health services and the experience of receiving healthcare in their clinics and programs.

Concrete steps taken at PHMDC include: changing intake forms to more accurately reflect all client's sexual orientation & gender identification information and to more inclusively assess client's health status intentionally "un-gendering" language describing sexual health practices; and organizing an additional instructive session addressing clinical care of

transgender clients.



*Healthy people. Healthy places.*

