



# OUR 2022-2024 COMMUNITY HEALTH IMPROVEMENT PLAN

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# Foreword

In the spring of 2023, we published our [Community Health Assessment](#), providing a comprehensive snapshot of the health of Dane County. The CHA illuminated the fact that while Dane County often earns high marks in various health metrics, a closer examination reveals troubling inequities in key health outcomes and underlying health factors. In partnership with our community Steering Committee, we then identified our Community Health Improvement Plan (CHIP) priorities and key health outcomes of concern to focus on moving forward.

We are now excited to share our CHIP. The CHIP includes information about our prioritization process, priorities, health outcomes of concern, action plans and progress updates. Additional information can be found on our [webpage](#).

Collectively, our CHIP actions focused on community education, building on existing work and partnerships, and investing in community organizations and partners with shared values and priorities. Through this process we are working towards a more equitable, healthier community; a place where we can attain our vision that “Everyone in Dane County has access to the resources and environments they need to thrive.”



Janel Heinrich  
Executive Director / Health Officer  
Public Health Madison & Dane County

# Process & Priorities

## How the Priorities were Selected

- 1 Our Steering Committee, comprised of community partners, attended a session led by an external facilitator to select priorities. The group reviewed our [Community Health Assessment](#) (CHA) data.
- 2 The Steering Committee discussed the results of the CHA and asked clarifying questions to deepen their understanding of the strengths and challenges.
- 3 The Steering Committee voted on the top data themes impacting the health and wellbeing of people in Dane County.
- 4 The Steering Committee identified five CHIP priorities. The data also illuminated two community building blocks (see below).

## The Priorities

The Steering Committee selected the following priorities. The CHA/CHIP team developed goals, objectives, and activities for each priority.



**Access to  
Mental  
Health Care**



**Housing**



**Employment**



**Racial  
Diversity &  
Inclusion**



**Education  
Equity**

## Building Blocks

The data highlighted two building blocks, which are areas with strong local partnerships and initiatives to build on that require ongoing attention and investment.



**Food  
Security**



**Green  
Space**

# Health Outcomes of Concern

## How the Health Outcomes were Selected

We reviewed the secondary data from our [Community Health Status Assessment](#) and looked at health outcomes with concerning morbidity and mortality trends in Dane County. We selected these health outcomes based on if:

- 1 They are impacted by our Community Health Improvement Plan (CHIP) priorities.
- 2 There are stark inequities in race, sexual orientation, gender, and/or other group status factors.
- 3 They impact people across the lifespan, from birth until death.
- 4 They are in our Community Health Needs Assessment, which gives opportunities for partnership with healthcare.
- 5 There is momentum, existing work, and capacity to address the health outcomes within our agency.

## The Health Outcomes

We'll track, monitor, and strive to improve these health outcomes while addressing our Community Health Improvement Plan (CHIP) priorities.



**Birth Outcomes**



**Mental Health**



**Overdoses**



**Heart Disease**

# CHIP Action Plan

## Approach

### **Public Education Efforts**

Our Steering Committee encouraged us to think about creative ways to support public understanding of and engagement with our CHIP priorities. As a result, we partnered with Developing Artists, Murals, & Alliances (DAMA) to create murals depicting our seven CHIP priorities. We actively involved the community in the design and creation of the murals and hosted several events to further discuss the connections between our CHIP priorities and health.

### **Internal Alignment and Coordination**

We also sought to increase awareness and improve internal alignment around our CHIP priorities. Public Health Madison & Dane County serves approximately 600,000 people. With a wide range of diverse programs, multiple offices, and many employees embedded in community, we recognized the need for coordinated efforts. As a result, we conducted an internal inventory across all staff and programs to gather information on initiatives related to CHIP priorities and key health outcomes of concern. We are using the results to create greater alignment and coordination, and to support the work of the department to improve the health of the Dane County community.

### **Explore New Opportunities & External Partnerships**

Finally, we explored, and continue to explore, new opportunities—some within the health department, others with external partners, and some with both—to advance CHIP action work. Where possible, we leveraged the work of the health department and our partners, while also seeking some new partnerships to further support CHIP initiatives. Ultimately, the CHIP priorities and key health outcomes of concern will require ongoing collaboration, internally and externally, to support meaningful impact.

# Steering Committee

The following individuals served as members of our CHA Steering Committee and selected the CHIP priorities:

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<b>Missy Tracy</b> <a href="#">Ho-Chunk Gaming Madison</a>	<b>Janel Heinrich</b> <a href="#">Public Health Madison &amp; Dane County</a>
<b>Kyla Beard</b> <a href="#">Ho-Chunk Gaming Madison</a>	<b>Jeffrey Lewis</b> <a href="#">Natural Circles of Support</a>
<b>Jason Beloungy</b> <a href="#">Access to Independence</a>	<b>Katie Brietzman</b> <a href="#">New Bridge</a>
<b>William Greer</b> <a href="#">100 Black Men of Madison</a>	<b>Annette Miller</b> <a href="#">EQT by Design</a>
<b>Harry Hawkins</b> <a href="#">Nehemiah</a>	<b>Teressa Pellett</b> <a href="#">Stoughton Wellness Coalition</a>
<b>Julia Stanley</b> <a href="#">Healthy Kids Collaborative</a>	<b>Derrick Smith</b> <a href="#">Urban League of Greater Madison</a>

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# Access to Mental Health Care





## Goal 1: Increase public awareness and understanding of how access to mental health care impacts health

**Objective 1.1:** By March 2023, collaborate with community-based artists to create a mural that communicates links between access to mental health care and health outcomes

<b>Activity 1.1.1:</b> Secure funding to support the development and implementation of health education initiatives	Complete	Secured funds via the Preventive Health & Health Services Grant
<b>Activity 1.1.2:</b> Establish a partnership agreement and scope of work with a community-based artist	Complete	Crafted a scope of work for project parameters and partnered with Developing Artist Murals and Alliances (DAMA) for project delivery

**Objective 1.2:** By August 2023, engage community members in designing and developing a mural that illustrates connections between access to mental health care and health outcomes

<b>Activity 1.2.1:</b> Determine an approach for incorporating community input into the mural's design	Complete	Developed a community engagement plan in partnership with DAMA
<b>Activity 1.2.2:</b> Host a community session to engage members in the mural's design	Complete	Hosted a collaborative painting session at Parks Alive

**Objective 1.3:** By December 2024, host at least five community events to showcase the mural and facilitate discussions on relationships between access to mental health care and health outcomes

<b>Activity 1.3.1:</b> Identify and secure a venue to display the mural	Complete	Public Health entered into an agreement with Garver Feed Mill to host the mural exhibit from December 1st, 2023 to January 17th, 2024
<b>Activity 1.3.2:</b> Plan and organize special events around mural exhibit	Complete	5 events were held at the Garver Feed Mill
<b>Activity 1.3.3:</b> Explore opportunities for continued community engagement	Complete	Mural photo exhibits were held at Verona and Sun Prairie libraries. Postcards further highlighted connections between the priority and health outcomes.

## Goal 2: Enhance access to mental health care in Dane County through community-wide stigma reduction efforts

**Objective 2.1:** By January 2024, develop a culturally relevant mental health stigma-reduction campaign

<b>Activity 2.1.1:</b> Document existing mental health stigma-reduction campaigns	Complete	Compiled and analyzed existing community-based stigma-reduction campaigns. Organized the inventory to identify best practices.
<b>Activity 2.1.2:</b> Hold conversations with local leaders	Complete	Engaged in conversation with several Dane County coalitions and cataloged local mental health initiatives. Identified a local coalition with capacity to pilot a campaign - Sun Prairie Wellness Coalition (SPWC).
<b>Activity 2.1.3:</b> Develop a mental health stigma-reduction campaign	Complete	Consulted with local coalition leaders and community partners to review campaign best practices, determine feasibility of implementation, and ensure cultural accessibility and inclusivity of campaign efforts. Developed a campaign to be piloted by SPWC.

**Objective 2.2:** By May 2024, pilot the proposed mental health stigma-reduction campaign with a local community coalition

<b>Activity 2.2.1:</b> Facilitate a campaign overview training with local coalition	Complete	Attended a SPWC meeting and, with coalition leadership, provided a campaign overview training and proposed next steps for implementation.
<b>Activity 2.2.2:</b> Assist in planning, coordinating, and executing the local campaign	Complete	Collaborated with SPWC to develop a campaign work plan. Leveraged community partnerships to maximize engagement efforts. Maintained contact with coalition leadership to troubleshoot and provide technical assistance.
<b>Activity 2.2.3:</b> Evaluate campaign efforts	Complete	Compiled and assessed data related to campaign initiatives. Facilitated a discussion with SPWC to document campaign implementation successes and areas for improvement.

### Goal 3: Improve key health outcomes in Dane County by bolstering community organizations that work to increase access to mental health

**Objective 3.1:** By December 31, 2024, support local initiatives working to increase access to mental health care and substance use support

<b>Activity 3.1.1:</b> Identify relevant Dane County community organizations	Complete	CHA/CHIP staff identified community-based organizations that work to increase access to mental health services
<b>Activity 3.1.2:</b> Partner with at least one community organization	Complete	Public Health entered into an agreement with Anesis Center for Marriage and Family Therapy
<b>Activity 3.1.3:</b> Expand upon community efforts to increase access to mental health care in Dane County	Complete	Public Health awarded Anesis a one-time \$7,500 stipend to enhance access to mental health services. The funds will support the Salud program, which offers culturally appropriate, multilingual care for Dane County’s Latine community, and also helps to sustain free weekly drop-in clinics.
<b>Activity 3.1.4:</b> Identify and track key data points	On-going	Key data points were identified. Anesis and Public Health staff will hold periodic check-ins in 2025 to discuss project updates.



# Housing



## Goal 1: Increase public awareness and understanding of how housing impacts health

**Objective 1.1:** By March 2023, collaborate with community-based artists to create a mural that communicates links between housing and health outcomes

<b>Activity 1.1.1:</b> Secure funding to support the development and implementation of health education initiatives	Complete	Secured funds via the Preventive Health & Health Services Grant
<b>Activity 1.1.2:</b> Establish a partnership agreement and scope of work with a community-based artist	Complete	Crafted a scope of work for project parameters and partnered with Developing Artist Murals and Alliances (DAMA) for project delivery

**Objective 1.2:** By August 2023, engage community members in designing and developing a mural that illustrates connections between housing and health outcomes

<b>Activity 1.2.1:</b> Determine an approach for incorporating community input into the mural's design	Complete	Developed a community engagement plan in partnership with DAMA
<b>Activity 1.2.2:</b> Host a community session to engage members in the mural's design	Complete	Hosted a collaborative painting session at Parks Alive

**Objective 1.3:** By December 2024, host at least five community events to showcase the mural and facilitate discussions on relationships between housing and health outcomes

<b>Activity 1.3.1:</b> Identify and secure a venue to display the mural	Complete	Public Health entered into an agreement with Garver Feed Mill to host the mural exhibit from December 1st, 2023 to January 17th, 2024
<b>Activity 1.3.2:</b> Plan and organize special events around mural exhibit	Complete	5 events were held at the Garver Feed Mill
<b>Activity 1.3.3:</b> Explore opportunities for continued community engagement	Complete	Mural photo exhibits were held at Verona and Sun Prairie libraries. Postcards further highlighted connections between the priority and health outcomes.

## Goal 2: Improve birth outcomes and the mental health of Public Health clients by improving their ability to access housing resources and services

**Objective 2.1:** By December 31, 2024, build strategic external partnerships to bring a public health perspective to existing Dane County housing initiatives, including sharing the impacts that housing can have on mental health and birth outcomes

<b>Activity 2.1.1:</b> Attend housing trainings or conferences to build knowledge and connections	Complete	Staff attended housing trainings hosted by organizations such as ChangeLab, UW Population Health, PolicyLink, AARP, Wisconsin Public Health Association, Homelessness Services Consortium, United Way, Human Impact Partners, and US Department of Housing & Urban Development
<b>Activity 2.1.2:</b> Engage housing stakeholders to understand the local system and document results	Complete	Staff from Public Health and the City's Dept. of Civil Rights conducted over 45 interviews with over 80 stakeholders
<b>Activity 2.1.3:</b> Continue to attend local housing related workgroups and coalitions	On-going	A Public Health staff member attends & actively participates in many local workgroups and coalitions relating to safe and stable housing

**Objective 2.2:** By December 31, 2024, begin to develop a systematic way to refer Public Health clients to local housing-related services and resources

<b>Activity 2.2.1:</b> Document existing housing and related referral systems	Complete	Staff researched and compiled resources related to housing referral systems
<b>Activity 2.2.2:</b> Survey the Health Department to assess efforts related to housing and health outcomes of concern	Complete	A survey was conducted in the summer of 2024
<b>Activity 2.2.3:</b> Analyze survey results to identify gaps and opportunities for housing initiatives to improve health outcomes	Complete	Results were analyzed in the Fall of 2024

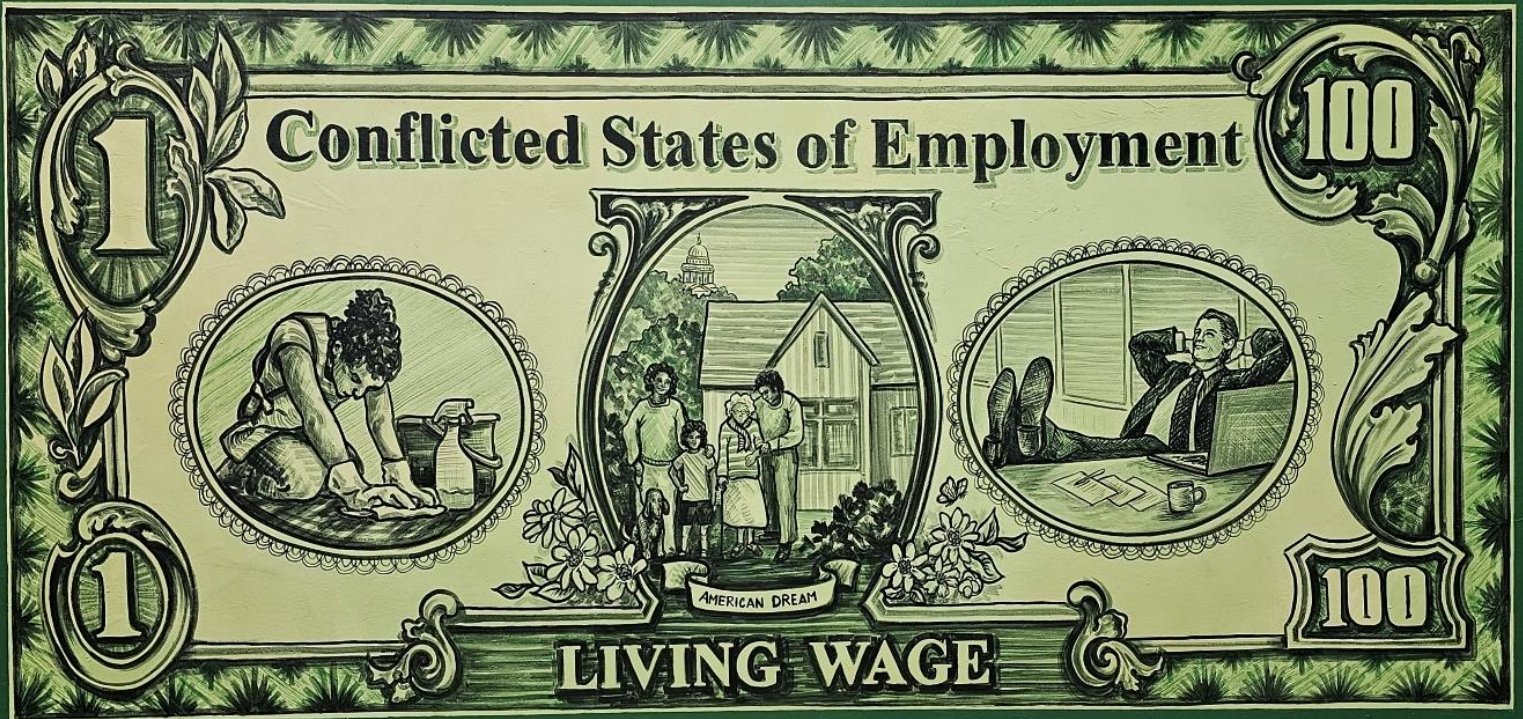
### Goal 3: Improve key health outcomes in Dane County by bolstering community organizations that work to address housing as social determinant of health

**Objective 3.1:** By December 2024, improve mental health and birth outcomes by building community capacity to increase access to affordable and health housing

<b>Activity 3.1.1:</b> Identify relevant Dane County community organizations	Complete	CHA/CHIP staff identified community based organizations working on increasing access to affordable and healthy housing
<b>Activity 3.1.2:</b> Partner with at least one community organization	Complete	Public Health entered into an agreement with Allied Wellness Center
<b>Activity 3.1.3:</b> Expand upon a community efforts to increase access to affordable and healthy housing in Dane County	Complete	Public Health awarded Allied Wellness Center a one-time \$7,500 stipend to enhance access to affordable, healthy housing. The funds support community health workers connecting Allied Drive residents to resources, including housing programs, and promote physical and mental well-being, with a focus on pregnant individuals and those needing mental health services.
<b>Activity 3.1.4:</b> Identify and track key data points	On-going	Key data points were identified. Allied Wellness Center and Public Health staff will hold periodic check-ins in 2025 to discuss project updates.



# Employment





## Goal 1: Increase public awareness and understanding of how employment impacts health

**Objective 1.1:** By March 2023, collaborate with community-based artists to create a mural that communicates links between employment and health outcomes

<b>Activity 1.1.1:</b> Secure funding to support the development and implementation of health education initiatives	Complete	Secured funds via the Preventive Health & Health Services Grant
<b>Activity 1.1.2:</b> Establish a partnership agreement and scope of work with a community-based artist	Complete	Crafted a scope of work for project parameters and partnered with Developing Artist Murals and Alliances (DAMA) for project delivery

**Objective 1.2:** By August 2023, engage community members in designing and developing a mural that illustrates connections between employment and health outcomes

<b>Activity 1.2.1:</b> Determine an approach for incorporating community input into the mural's design	Complete	Developed a community engagement plan in partnership with DAMA
<b>Activity 1.2.2:</b> Host a community session to engage members in the mural's design	Complete	Hosted a collaborative painting session with members of the CHA Steering Committee

**Objective 1.3:** By December 2024, host at least five community events to showcase the mural and facilitate discussions on the relationship between employment and health outcomes

<b>Activity 1.3.1:</b> Identify and secure a venue to display the mural	Complete	Public Health entered into an agreement with Garver Feed Mill to host the mural exhibit from December 1st, 2023 to January 17th, 2024
<b>Activity 1.3.2:</b> Plan and organize special events around mural exhibit	Complete	5 events were held at the Garver Feed Mill
<b>Activity 1.3.3:</b> Explore opportunities for continued community engagement	Complete	Mural photo exhibits were held at Verona and Sun Prairie libraries. Postcards further highlighted connections between the priority and health outcomes.

**Goal 2: Enhance birth outcomes and support mental health through workplace policies and strengthening public health knowledge around how employment can inform and improve health**

**Objective 2.1:** By December, 2024 advocate for and implement workplace based policies and practices that support birthing people and families, promoting health and well-being

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<b>Activity 2.1.1:</b> Survey the Health Department to assess efforts related to employment and health outcomes of concern	Complete	A survey was conducted in the summer of 2024
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<b>Activity 2.1.2:</b> Develop a plan to enhance workplace policies and practices to improve health outcomes	Complete	Supported the awareness and implementation of Mamava and mother's lounges to support breastfeeding in workplaces
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**Objective 2.2:** By March, 2024 provide training to Public Health staff that highlights how employment and income impact health outcomes.

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<b>Activity 2.2.1:</b> Identify internal learning opportunities	Complete	Staff identified Public Health Equity Cafe's as a strategic learning opportunity
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<b>Activity 2.2.2:</b> Partner with experts to share insights on employment and income based strategies for better health outcomes	Complete	Collaborated with University of Wisconsin to host an Equity Café focused on the Madison Forward Fund-Guaranteed Income pilot program and its effects on health outcomes
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<b>Activity 2.2.3:</b> Facilitate Public Health learning opportunity	Complete	CHA/CHIP team members helped facilitate Equity café attended by 55 Public Health staff
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### Goal 3: Improve key health outcomes in Dane County by bolstering community organizations that address employment as a social determinant of health

**Objective 3.1:** Improve birth outcomes by supporting agencies that provide employment training and other services for pregnant or recently pregnant people

<b>Activity 3.1.1:</b> Identify relevant community organizations in Dane County	Complete	CHA/CHIP staff identified community based organizations working on improving birth outcomes through increased access to employment opportunities
<b>Activity 3.1.2:</b> Partner with at least one community organization	Complete	Public Health entered into an agreement with Just Dane
<b>Activity 3.1.3:</b> Expand upon a community efforts to improve birth outcomes through increased access to employment opportunities	Complete	Public Health provided \$7,500 to support, in part, Just Dane’s Healing House program. Healing House offers pregnant individuals a safe space, meals, and post-partum care. They also support people impacted by the justice system, homelessness, and substance use with job training, placement, and case management.
<b>Activity 3.1.4:</b> Identify and track key data points	On-going	Key data points were identified. Periodic check-ins will be held to review data and discuss program experiences

**Objective 3.2:** Improve mental health outcomes by supporting agencies that provide employment services and job training for those most impacted by health inequities

<b>Activity 3.2.1:</b> Identify relevant community organizations in Dane County	Complete	CHA/CHIP staff identified community based organizations working to improve mental health outcomes through increased access to employment opportunities
<b>Activity 3.2.2:</b> Partner with at least one community organization	Complete	Public Health entered into an agreement with Just Dane
<b>Activity 3.2.3:</b> Expand upon community efforts to improve mental health outcomes through increased access to employment opportunities	Complete	Public Health provided \$7,500 to support, in part, Just Dane’s mental health efforts. Just Dane’s Just Bakery and Journey Home programs offer education, job training & placement, and wrap-around services to support successful reentry.
<b>Activity 3.2.4:</b> Identify and track key data points	On-going	Key data points were identified. Periodic check-ins will be held to review data and discuss program experiences.



# Racial Diversity & Inclusion



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DESIGNED BY MAYELA FINDL  
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## Goal 1: Increase public awareness and understanding of how racial diversity and inclusion impacts health

**Objective 1.1:** By March 2023, collaborate with community-based artists to create a mural that communicates links between racial diversity and inclusion and health outcomes

<b>Activity 1.1.1:</b> Secure funding to support the development and implementation of health education initiatives	Complete	Secured funds via the Preventive Health & Health Services Grant
<b>Activity 1.1.2:</b> Establish a partnership agreement and scope of work with a community-based artist	Complete	Crafted a scope of work for project parameters and partnered with Developing Artist Murals and Alliances (DAMA) for project delivery

**Objective 1.2:** By August 2023, engage community members in designing and developing a mural that illustrates connections between racial diversity and inclusion and health outcomes

<b>Activity 1.2.1:</b> Determine an approach for incorporating community input into the mural's design	Complete	Developed a community engagement plan in partnership with DAMA
<b>Activity 1.2.2:</b> Host a community session to engage members in the mural's design	Complete	Hosted collaborative painting sessions with youth and staff from the juvenile reception center and juvenile shelter

**Objective 1.3:** By December 2024, host at least five community events to showcase the mural and facilitate discussions on relationships between racial diversity and inclusion and health outcomes

<b>Activity 1.3.1:</b> Identify and secure a venue to display the mural	Complete	Public Health entered into an agreement with Garver Feed Mill to host the mural exhibit from December 1st, 2023 to January 17th, 2024
<b>Activity 1.3.2:</b> Plan and organize special events around mural exhibit	Complete	5 events were held at the Garver Feed Mill
<b>Activity 1.3.3:</b> Explore opportunities for continued community engagement	Complete	Mural photo exhibits were held at Verona and Sun Prairie libraries. Postcards further highlighted connections between the priority and health outcomes.

**Goal 2: Identify internal opportunities to improve health and racial equity knowledge and practices among Public Health staff**

**Objective 2.1:** By December 2024, promote an agency workplace that fosters inclusivity

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<b>Activity 2.1.1:</b> Offer Health and Racial Equity trainings to build staff skills	On-going	Equity Cafes began in 2022 and are hosted every month for Public Health staff. Additional trainings have been held by the YWCA to improve health and racial equity knowledge and practice.
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**Objective 2.2:** By December 2024, promote an agency workplace that supports the mental well-being of Black Indigenous People of Color (BIPOC) staff.

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<b>Activity 2.2.1:</b> Sustain a BIPOC affinity group with dedicated time and space for Public Health BIPOC staff to connect	Complete	Monthly BIPOC Affinity Group meetings are held
<b>Activity 2.2.2:</b> Support the optimal climate team 2024 agency priorities, including addressing microaggressions and subtle acts of exclusion	On-going	Health and Racial Equity is infused in our workplace culture and climate efforts

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### Goal 3: Support community organizations that work to improve key health outcomes of concern through racial diversity and inclusion efforts

**Objective 3.1:** By December 2024, Improve inequities in birth and mental health outcomes by supporting community based organizations working to improve racial diversity and inclusion

<b>Activity 3.1.1:</b> Identify relevant community organizations in Dane County	Complete	CHA/CHIP staff identified community based organizations working on improving inequities in birth and mental health outcomes in Dane County
<b>Activity 3.1.2:</b> Partner with at least one community organization	Complete	Public Health entered into an agreement with Roots4Change Cooperative. Additional partnerships were formed with Black Girl Magic and Nips and Babes LLC through the Healthy Communities Fund.
<b>Activity 3.1.3:</b> Expand upon community efforts to increase racial diversity and inclusion in Dane County	Complete	<p>Public Health provided \$7,500 to Roots4Change to support efforts addressing perinatal inequities, childbirth, and motherhood experiences, while integrating Latino and Indigenous knowledge into doula and community health services.</p> <p>Through the Healthy Communities Fund in 2023 &amp; 2024, Public Health also funded:</p> <ul style="list-style-type: none"> <li>• <b>Black Girl Magic</b>, which promotes mental and physical well-being with yoga sessions for self-care and healthy meal preparation</li> <li>• <b>Nips and Babes LLC</b>, which offers prenatal, birth, lactation, and postpartum services, amplifying POC voices to reduce maternal and infant health disparities</li> </ul>
<b>Activity 3.1.4:</b> Identify and track key data points	On-going	Key data points were identified. Roots4Change and Public Health staff will hold periodic check-ins in 2025 to discuss project updates.



# Education Equity





## Goal 1: Increase public awareness and understanding of how education equity impacts health

**Objective 1.1:** By March 2023, collaborate with community-based artists to create a mural that communicates links between education equity and health outcomes

<b>Activity 1.1.1:</b> Secure funding to support the development and implementation of health education initiatives	Complete	Secured funds via the Preventive Health & Health Services Grant
<b>Activity 1.1.2:</b> Establish a partnership agreement and scope of work with a community-based artist	Complete	Crafted a scope of work for project parameters and partnered with Developing Artist Murals and Alliances (DAMA) for project delivery

**Objective 1.2:** By August 2023, engage community members in designing and developing a mural that illustrates connections between education equity and health outcomes

<b>Activity 1.2.1:</b> Determine an approach for incorporating community input into the mural's design	Complete	Developed a community engagement plan in partnership with DAMA
<b>Activity 1.2.2:</b> Host a community session to engage members in the mural's design	Complete	Hosted design and painting sessions with youth from the Madison Metropolitan School Districts' Student Senate

**Objective 1.3:** By December 2024, host at least five community events to showcase the mural and facilitate discussions on relationships between education equity and health outcomes.

<b>Activity 1.3.1:</b> Identify and secure a venue to display the mural	Complete	Public Health entered into an agreement with Garver Feed Mill to host the mural exhibit from December 1st, 2023 to January 17th, 2024
<b>Activity 1.3.2:</b> Plan and organize special events around mural exhibit	Complete	5 events were held at the Garver Feed Mill
<b>Activity 1.3.3:</b> Explore opportunities for continued community engagement	Complete	Mural photo exhibits were held at Verona and Sun Prairie libraries. Postcards further highlighted connections between the priority and health outcomes.

**Goal 2: By August 2024, Foster opportunities for youth leadership, decision making, and civic engagement to support youth empowerment and mental health**

**Objective 2.1:** Develop opportunities for youth to co-create projects, supporting student leadership development and well-being

<b>Activity 2.1.1:</b> Create youth internship opportunities at Public Health	Complete	Public Health hosted two Wanda Fullmore interns to support CHIP education equity work in the summers of 2022 and 2024
<b>Activity 2.1.2:</b> Create a youth partnership to co-design and carry out CHIP education equity work	Complete	Public Health supported a youth education equity committee within the Madison Metropolitan School District's Student Senate

**Objective 2.2:** Provide opportunities for youth to engage with school decision makers

<b>Activity 2.2.1:</b> Engage youth in discussions around school district challenges	Complete	Student Senate hosted panels of MMSD educators and personnel to discuss district challenges and opportunities for improvement
<b>Activity 2.2.2:</b> Engage youth in discussions around school district decisions	On-going	Consult Student Senate on Superintendent candidates and engage them in discussions about what they're looking for in a district leader

**Objective 2.3:** Grow youth participation and leadership in civic engagement

<b>Activity 2.3.1</b> Provide hands on youth civic engagement opportunities to build skills and confidence	Complete	<p>Student Senate:</p> <ul style="list-style-type: none"> <li>-Held youth-based mock elections</li> <li>-Held youth-facilitated voter registration drives for graduating seniors</li> <li>-Co-created civics course materials for incorporation into MMSD curriculum</li> <li>- Participated in MMSD's Project Soapbox to provide district youth with opportunities to deliver data-driven speeches on community issues to local leaders</li> <li>-Public Health provided a policy 101 training and supported youth in developing public comment on policies that impact education equity and health (e.g. advocating for eligibility expansion for free school meals)</li> </ul>
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# Food Security



Sponsored by: Public Health MD  
Designed by: Alice Rhea  
DIAMOND.ORG

## Goal 1: Increase public awareness and understanding of how food security impacts health

**Objective 1.1:** By March 2023, collaborate with community-based artists to create a mural that communicates links between food security and health outcomes

<b>Activity 1.1.1:</b> Secure funding to support the development and implementation of health education initiatives	Complete	Secured funds via the Preventive Health & Health Services Grant
<b>Activity 1.1.2:</b> Establish a partnership agreement and scope of work with a community-based artist	Complete	Crafted a scope of work for project parameters and partnered with Developing Artist Murals and Alliances (DAMA) for project delivery

**Objective 1.2:** By August 2023, engage community members in designing and developing a mural that illustrates connections between food security and health outcomes

<b>Activity 1.2.1:</b> Determine an approach for incorporating community input into the mural's design	Complete	Developed a community engagement plan in partnership with DAMA
<b>Activity 1.2.2:</b> Host a community session to engage members in the mural's design	Complete	Hosted a collaborative painting session at Parks Alive

**Objective 1.3:** By December 2024, host at least five community events to showcase the mural and facilitate discussions on relationships between food security and health outcomes.

<b>Activity 1.3.1:</b> Identify and secure a venue to display the mural	Complete	Public Health entered into an agreement with Garver Feed Mill to host the mural exhibit from December 1st, 2023 to January 17th, 2024
<b>Activity 1.3.2:</b> Plan and organize special events around mural exhibit	Complete	5 events were held at the Garver Feed Mill
<b>Activity 1.3.3:</b> Explore opportunities for sustained community engagement	Complete	Mural photo exhibits were held at Verona and Sun Prairie libraries. Postcards further highlighted connections between the priority and health outcomes.

## Goal 2: Strengthen food system partnerships and programs to improve key health outcomes in Dane County

**Objective 2.1:** By October of 2025, convene Dane County leaders of food access organizations to develop strategies to address an immediate rise in food pantry use and food shortages

<b>Activity 2.1.1:</b> Identify relevant community organizations in Dane County	Complete	Partners have been identified and agency communication has been coordinated through Dane Food Access Network
<b>Activity 2.1.2:</b> Identify opportunities to increase efficiencies in logistics and distribution	Ongoing	Conversations were held and partners continue to discuss how agencies can improve alignment and coordination
<b>Activity 2.1.3:</b> Develop coordinated messaging to increase awareness of rising food insecurity	In Progress	Messaging has been coordinated for discrete events and will be coordinated around release of revised Dane County Food Insecurity Report

**Objective 2.2:** By December 2025, begin to develop a regional food system plan to increase food access and develop the infrastructure needed for long-term resilience and preparedness

<b>Activity 2.2.1:</b> Identify financial and technical assistance resources	Complete	USDA Regional Food System Partnership grant received in November 2023 to support community engagement and partnerships. Additional Dane County funds secured in November 2023 for the development of a food system plan
<b>Activity 2.2.2:</b> Develop strategies for engaging community members and key food system stakeholders	In Progress	Engagement process has been developed and will engage food system stakeholders from multiple sectors, including food production, consumption, retail/entrepreneurs, and infrastructure
<b>Activity 2.2.3:</b> Create a food system plan	In Progress	Plan outline, SWOT analysis, and literature review complete. Development of recommendations and activities will continue through 2025.



# Green Space



## Goal 1: Increase public awareness and understanding of how green space impacts health

**Objective 1.1:** By March 2023, collaborate with community-based artists to create a mural that communicates links between green space and health outcomes

<b>Activity 1.1.1:</b> Secure funding to support the development and implementation of health education initiatives	Complete	Secured funds via the Preventive Health & Health Services Grant
<b>Activity 1.1.2:</b> Establish a partnership agreement and scope of work with a community-based artist	Complete	Crafted a scope of work for project parameters and partnered with Developing Artist Murals and Alliances (DAMA) for project delivery

**Objective 1.2:** By August 2023, engage community members in designing and developing a mural that illustrates connections between green space and health outcomes

<b>Activity 1.2.1:</b> Determine an approach for incorporating community input into the mural's design	Complete	Developed a community engagement plan in partnership with DAMA
<b>Activity 1.2.2:</b> Host a community session to engage members in the mural's design	Complete	Hosted a collaborative painting session with community members at Parks Alive

**Objective 1.3:** By December 2024, host at least five community events to showcase the mural and facilitate discussions on relationships between green space and health outcomes

<b>Activity 1.3.1:</b> Identify and secure a venue to display the mural	Complete	Public Health entered into an agreement with Garver Feed Mill to host the mural exhibit from December 1st, 2023 to January 17th, 2024
<b>Activity 1.3.2:</b> Plan and organize special events around mural exhibit	Complete	5 events were held at the Garver Feed Mill
<b>Activity 1.3.3:</b> Explore opportunities for continued community engagement following the events	Complete	Mural photo exhibits were held at Verona and Sun Prairie libraries. Postcards further highlighted connections between the priority area and health outcomes.

**Goal 2: Develop a collaborative approach to increase equitable access to nature in Dane County to help prevent heart disease and improve mental health outcomes**

**Objective 2.1:** By December 2023, increase available resources to collaboratively promote physical activity to prevent heart disease and promote mental health through equitable access to greenspace

<b>Activity 2.1.1:</b> Identify & apply for grant and technical assistance opportunities	Complete	Public Health led the application to join the Nature Everywhere initiative, gaining seed funding and planning support
<b>Activity 2.1.2:</b> Identify and convene relevant community organizations	On-going	Public Health is a key member of the Madison Region Nature Everywhere initiative and assists in convening a cross-sector collaborative
<b>Activity 2.1.3:</b> Connect local organizations with experts in the field	On-going	Public Health participated on the Nature Everywhere Conference steering committee, helping to bring the 2024 conference to Madison. Public Health provided no/low-cost registration for several local participants.

**Objective 2.2:** By June 2024, work in partnership with local organizations to identify and implement strategies to highlight local greenspace opportunities.

<b>Activity 2.2.1:</b> Develop a system to analyze policies, programs, and stakeholders	In Progress	Public Health supported the initiation of three assessments (program, policy, & stakeholder).
<b>Activity 2.2.2:</b> Develop a community event that encourages physical activity in nature	Complete	Public Health supported the development of the inaugural Nature Everywhere Day in Dane County. Local organizations hosted numerous free outdoor and nature-based activities.

**Objective 2.3:** By December 2024, increase opportunities for physical activity to prevent heart disease and promote mental health through expansion or improvement of existing greenspace.

<b>Activity 2.3.1:</b> Develop a strategic partnership with at least one community organization	Complete	Public Health provided \$20,000 to the Aldo Leopold Nature Center (ALNC) to improve greenspace access through site upgrades and communication strategies.
<b>Activity 2.3.2:</b> Develop and implement a pilot to increase equitable access to greenspace on publicly available land	In Progress	ALNC will pilot an approach to increase equitable access to greenspace by increasing nature-based play opportunities for youth & families and creating inclusive communication strategies to ensure all feel welcome



# Conclusion

This Community Health Improvement Plan outlined action plans taken to address seven CHIP priorities and relevant health outcomes of concern. While progress has been made in addressing the CHIP priorities and health outcomes, it is evident that significant work remains. We are grateful to the many partners that supported our CHIP work and action plans and look forward to continued collaboration as we work to improve the health of our community.