



2025

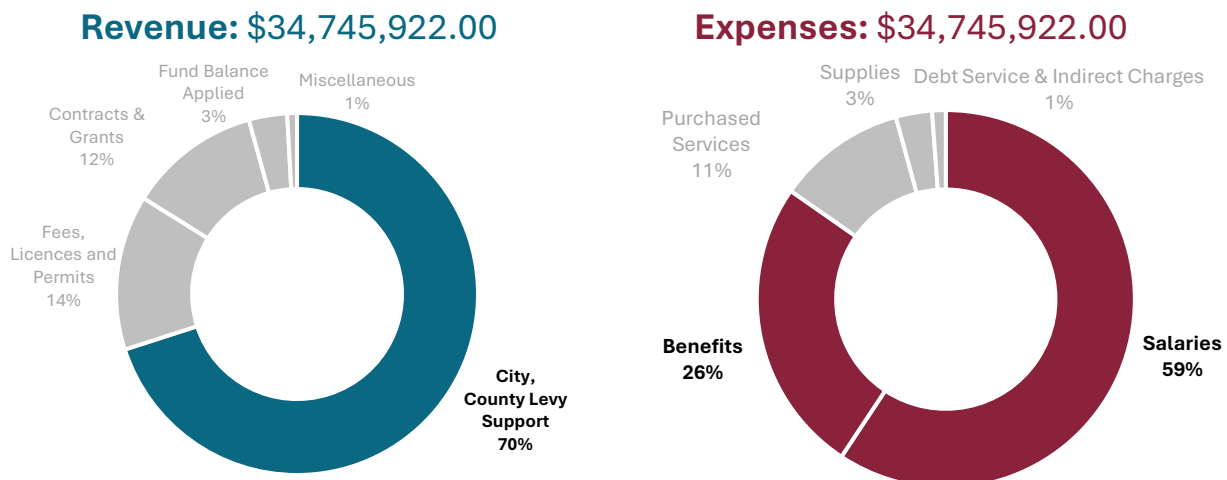
ANNUAL REPORT

Public Health Madison & Dane County

OUR ORGANIZATION

2025 Budget

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



Our Staff & Board

Director/Health Officer: Janel Heinrich

Provides administration, leadership, management, planning, and implementation of public health activities.

Community Health

Director: Carl Meyer
Deputy: Kate Louther

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

Environmental Health Services

Director: Bonnie Armstrong

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

Community Initiatives

Director: Aurielle Smith

Food systems, Community Health Assessment and Community Health Improvement Planning, community engagement, violence prevention, substance use prevention and harm reduction, and tobacco prevention and control

Operations

Director: Sarah Mattes

Administration and program support, epidemiology and data science, finance and budget, evaluation, communications, emergency preparedness, health and racial equity, policy, information and language access, workforce development, and performance management

Board of Health: Dr. Jerry Halverson, Dr. Gene Musser, Leslie Seltzer, Supervisor Lisa Jackson, Alder Dr. Joann Pritchett, Ceri Jenkins, and two vacancies

Community Health Initiatives

We're working with partners to make sure everyone in Dane County has a chance to live a healthy, fulfilling life. Much of our work involves breaking down barriers that stand in the way for some people. Here are some initiatives we're working on:

- Improving healthy birth outcomes
- Preventing violence
- Reducing alcohol, tobacco, and drug harm
- Improving access to healthy foods

Our Expertise & Skills

Community Engagement & Health Equity

- Collaborate with the community to support policy, systems, and environmental change to improve health
- Work to ensure everyone has a fair and just opportunity to be healthy

Epidemiology, Health Policy & Evaluation

- Build dashboards, make maps, and create ways to visualize data to assess and monitor population health
- Track and analyze policies that impact health
- Make evaluation plans to see if projects and initiatives are making a difference
- Coordinate a community health assessment and improvement plan to identify priority issues and drive community action to improve health

Emergency Preparedness & Response

Respond to public health emergencies including bioterrorism, infectious disease outbreaks, and natural disasters.

Administration Support

Provide programmatic support with budget and finance, communications, logistics, workforce development, and performance management.

Environmental Health Services

Animal Control Services

Respond to animal safety calls and provide education to ensure a safe relationship between humans and animals.

Environmental Licensing & Inspection

Inspect food, lodging, pool, and body art facilities. Work includes routine and re-inspections, complaint follow-up, and foodborne and waterborne illness investigations.

Well & Septic System Permitting and Monitoring

Permit and inspect private septic systems and well locations to protect groundwater from contamination.

Health Services

Visit [our website](#) to check eligibility for these services.

Immunizations

Provide free immunizations for children who don't have insurance, have Medical Assistance or BadgerCare, or are Native American or Alaska Native. We provide free immunizations for adults who don't have insurance or qualify based on risk, age, or income.

Sexual & Reproductive Health

Provide birth control and emergency contraception, sexual health supplies, pregnancy testing and all options counseling, testing for HIV/sexually transmitted infections/hepatitis C, STI treatment, and confidential partner notification. Inclusive, confidential, and stigma-free environment for all.

Syringe Services & Condoms

Provide free safer injection supplies, sharps disposal boxes, condoms, fentanyl test strips, Narcan, risk-reduction information, and disposal of used needles.

Communicable Disease Monitoring & Follow-Up

Track, investigate, and work to prevent and control the spread of infectious diseases and conditions.

Tuberculosis (TB) Control

Control and prevent the spread of TB through treatment, case management, and contact investigations.

Breast & Cervical Cancer Screening

Coordinate the Wisconsin Well Woman Program, offering free breast and cervical cancer screenings for people with limited income and little or no health insurance.

Pregnancy & Early Childhood Support Services

Support pregnant people to set and reach goals, connect them with community services and healthcare, and answer questions about nutrition, preparing for childbirth and parenting, child development, and much more.

WIC

Provide nutrition counseling, breastfeeding support, nutritious foods, and referrals for pregnant women, new moms, infants, and children up to age 5.

Lab Services

Perform water quality tests on more than 20 public beaches in Dane County every weekday between Memorial Day and Labor Day to protect health.

Environmental Health Protection & Monitoring

Investigate and follow-up on spills, lead poisoning, and complaints that may affect our environment. Monitor and control breeding areas for mosquitoes that carry disease. Monitor water and air quality.

BUILDING & MAINTAINING STRONG RELATIONSHIPS

Improving Vaccine Access for Families with Healthcare, Pharmacy Partners

What could be more convenient than a free vaccine clinic, right at your child's school? For a few years, we've partnered with SSM Health, GHC, UW-Health, and [area school districts](#) to offer free vaccines at schools in the fall. This year, our partnership resulted in 2,378 total vaccines provided to hundreds of kids. Offering vaccines in convenient locations is a proven way to strengthen community immunity and support families in getting needed-for-school vaccines.

We also collaborated with [O'Connell Pharmacy](#) to vaccinate school-aged kids at various Madison elementary schools over the summer and early fall. O'Connell Pharmacy provided vaccination for insured kids (whom we're unable to serve) and provided backup to our staff when things got busy. At these clinics, we gave 371 vaccinations and O'Connell Pharmacy gave 83.

Ensuring the Safety of Donated Food with the Madison Food Policy Council

Our Licensed Establishment program protects against foodborne illnesses, using the Wisconsin Food Code to guide inspections at restaurants, food carts, and other places where food is prepared. The [Madison Food Policy Council \(MFPC\)](#) invited Licensed Establishment staff to share more about our important work at a Council meeting that was attended by alders, business and nonprofit leaders, representatives from emergency feeding organizations, and Madison residents.

The Council was interested in learning how organizations that handle donated food can ensure its safety. This connection helped community partners bridge policy and practice to advance food safety and equity across Madison's food system.



Working with Ho-Chunk Nation to Improve Communicable Disease Follow-Up

Our Communicable Disease team interviews people who are diagnosed with certain communicable diseases, such as whooping cough, and provides guidance and follow-up to prevent the spread of the disease.

Beginning in 2023, we partnered more closely with the Ho-Chunk Nation Public Health Program to share goals and identify ways to better support one another. Over the following months, this led to jointly creating an improved way to refer tribal members to the Ho-Chunk Nation for follow-up.

In 2025, we referred dozens of people using this process. This partnership has been a great way to connect to indigenous people with resources in an efficient, meaningful way, at a time when they are already seeking medical care.

IMPROVING & EXPANDING PROGRAMS AND SERVICES

Nurse Home Visiting Program Now Able to Support Families Longer

Our [Nurse-Family Partnership Program](#) is an evidence-based home-visiting program for pregnant and postpartum women. We provide support for getting health care, personalized support to set and reach goals, information about pregnancy, breastfeeding, and parenting, and connections to other services. In fall 2024, our Nurse-Family Partnership Program expanded how long we can support pregnant and postpartum moms. Previously, some families were seen until two months postpartum. Now, all families are eligible to meet with a nurse at their home until their child is two years old.

In 2025, our program's six nurses served 286 families, up from 271 in 2024. We continue to have a large waitlist, averaging about 30 referrals to the program every month. We also supported a Community Advisory Board, which includes alumni from the program. The board created a Doula Standard Operating Procedure for area doulas to provide services to Nurse-Family Partnership clients. We also hosted several meet-ups for clients and families to foster ongoing connection and support, including bilingual yoga with the Madison Library, summer fun at the Elver splash park, and a winter potluck.

Offering Pain Management for IUD Insertions

We have worked to expand our [sexual and reproductive health services](#) to support reproductive justice in our community, including adding easy access to intrauterine devices, or IUDs. While they're long-acting, reversible, safe, and among the most effective birth control methods available, they can be painful to have inserted. In 2025, we added pain management (cervical anesthesia) to all patients getting an IUD. We're one of the only clinics in the area offering pain management to everyone. In 2025, we had 235 appointments for this service!

Expanding Intervention and Outreach to Better Support Communities Experiencing Violence

The Community Safety Intervention Team (CSIT) is a multi-agency, collaborative group that meets weekly to discuss violent incidents across Dane County with the goal of preventing more violence from happening. The level of response depends on the situation but may include support at the hospital, intervention before retaliation, crisis management, and connecting victims to support services.

This year, the team reviewed 79 incidents, with more than half leading to additional outreach and follow-up in the community, compared to about a third of incidents in 2024. The team focused on ensuring people involved in violent incidents received needed support. To support this goal, cases were discussed multiple times, with more documentation and tracking of follow-up actions by CSIT team members. On average, cases were discussed over the course of three CSIT meetings. 68% of our participants having no new justice involvement after working with us.

286 Families served in nurse home visiting program

235 IUD insertions with pain management offered

79 Violence-related incidents reviewed, with 41 leading to outreach and follow-up

USING DATA TO DRIVE ACTION



New Mosquito Dashboard Launched

We launched a new dashboard on our website, showcasing the work of our mosquito technicians. Updated weekly in the summer, the dashboard shows mosquito testing and treatment data for various public land sites. Use this dashboard to see how sites near you change as the summer progresses. Read [how this process works](#) in our blog post.

Updated Overdose Data Report Shows Hope

We updated our [report about drug overdoses in Dane County](#), which includes trends in overdose-related deaths, the drugs involved in overdoses, demographics of people affected, and more. One key piece of good news: The number of people who died due to a drug overdose in Dane County has been decreasing since 2021. Early data from 2024 shows that the number of overdoses are the lowest they've been since 2018. There are layered reasons for this decrease, including increased access to Narcan and changes in the drug supply.

Three Reports Help Guide Future Work

We published three reports to help us understand health measures and guide us in directing future resources.

- **[The Pandemic's Impact on Food Insecurity in Dane County](#)**: Our report, written in collaboration with Second Harvest Foodbank of Southern Wisconsin, reveals the lasting impacts of the pandemic on food insecurity. In 2022, 9.2% of all people and 12.6% of children were food insecure in Dane County. Both [the report](#) and [our blog post](#) offer insights on building a more food-secure community.
- **[Infant Health Data Snapshot](#)**: This annual surveillance report covers three infant birth outcomes: low birthweight, preterm birth, and infant mortality. Mortality remains unacceptably high among Indigenous, Black, and Hispanic/Latino babies, far exceeding our national goal of 5 infant deaths or less per 1,000 live births.
- **[Dane County Maternal and Infant Health Data Book](#)**: The Data Book is a comprehensive data resource on the health of mothers, birthing people, and babies in Dane County. It was informed and guided by community input and is a continually evolving document. It presents key takeaways, trends, and context. The book will be used to inform policy, help with grant writing, and empower communities represented in the data.

ENGAGING WITH COMMUNITIES TO BETTER MEET NEEDS

Combining Stories with Data to Support Healthier Moms and Babies

The [Fetal and Infant Mortality Review](#) (FIMR) Team—which works to find ways to prevent fetal and infant deaths—hosted StoryCamp 2025 and subsequent follow-up camps, focused on strategic storytelling for healthier moms and babies in Dane County. When combined with traditional quantitative data, individual and collective stories have greater power to improve the lives of Dane County families. Over 20 maternal and child health leaders gathered to learn from expert Dr. Magda Peck (and each other) about the art and science of strategic storytelling.

We have heard from StoryCamp attendees that they are excited to bring strategic storytelling into their work as doulas, peer-counselors, reproductive justice advocates, and community leaders. Our FIMR team is incorporating strategic storytelling into our work, including “Conversations About Loss” and case narratives.

Building Bridges at 175 Community Events

As your local health department, we are here for you, whether it’s providing free or low-cost health services, sharing life-saving information, or simply showing up to listen and support your community. You’ll find us at food pantries, farmers’ markets, neighborhood centers, Madison Parks events, health and resource fairs, festivals, and a lot more. We bring free testing, immunizations, and health education right into community spaces.

In 2025, we participated in 175 community events, more than 20% of which were intended to reach people of color, Latine people, and immigrant communities. 50 of these events included direct service delivery, meaning STI testing or vaccinations. By partnering with other organizations, we’re able to provide a broader support network to the community. We don’t just show up - we listen, learn, and work to build bridges that will last far beyond the event. Have an event? Contact our [Community Engagement Team](#)—we’d love to hear from you.



CENTERING EQUITY IN OUR WORK



Elevating the Voices of Moms to Inform State Health Department's Plan

Our [Nurse-Family Partnership Program](#) is an evidence-based home-visiting program for pregnant and postpartum women. In 2025, we received a grant from the Wisconsin Department of Health Services to host a community conversation with program moms and graduates about access to care during pregnancy and postpartum. We provided a meal, transportation, a stipend, and onsite childcare (in partnership with the Odyssey Project, who let us use their childcare space in the lower level of The Atrium on South Park Street).

Community Advisory Board contractors facilitated the conversation where 12 moms talked about the positive impact their home-visiting nurse had in their life, along with challenging experiences. Several Spanish-speaking moms attended and we were grateful to have two of our medical interpreters attend to support the conversation. Following the event, one mom shared that she felt at ease and felt a sense of community.

This opportunity helped elevate the voices of some of those most impacted by inequities to inform the state's 2026-2030 Action Plan to support maternal child health.

Making Sure Everyone Can Access, Use, and Benefit from our Website

The communications team completed a months-long accessibility project for our website, which involved reviewing every page (200+) on the website for certain criteria to make sure it is accessible for people with disabilities. When we make things more accessible for certain groups, [we all win](#) with better content that's easier to digest.

This process was part of a larger City of Madison and Dane County project to meet federal accessibility guidelines by April 2026: All web content must be accessible to people with disabilities, including those who use screen readers. A screen reader reads the computer screen, interpreting the text, buttons, and other elements on the screen and converting them to spoken words or Braille characters. They're primarily used by people who are blind or have low vision but can also be helpful for those with other disabilities or difficulties with visual processing.

Collaboration Helps New Food Business Owners Succeed

With a lack of shared kitchens in Dane County, the [Black Business HUB](#) reached out to us to organize a training in their new commercial kitchen. Working with staff from [FEED Kitchen](#) and the [City of Madison Street Vending program](#), we helped over 30 new food business owners understand topics like seller's permits, licensing, insurance, and food safety requirements, all of which will help them successfully launch and sustain their businesses.

Bringing our staff and staff from the City and Feed Kitchen together in one place helped new business owners know who to reach out to, in addition to providing them with kitchen space required for licensing their businesses.



PREPARING FOR OUTBREAKS & EMERGENCIES

Practicing Our Response to Future Flooding Incidents

Flooding continues to be an ongoing issue throughout Dane County. In 2025, our entire environmental health division took part in tabletop exercise to practice our response to flooding. During flooding events, we provide support to places we license, like restaurants, so they can reopen safely. We also provide health education on topics like food safety and well water testing so people are eating and drinking safe foods and water. Tabletop exercises are discussion-based sessions designed to familiarize groups with emergency response plans and their roles during a response, as well as identify planning, procedure, and resource gaps.

We planned this exercise using an improvement plan from our 2018 flood response. Throughout the exercise, there was rich discussion that will be integrated into our response plans. We will conduct tabletop exercises annually to continue building knowledge, skills, and confidence in responding to [public health emergencies](#).

Preparing for Possible Measles Cases

Following the outbreaks of measles cases elsewhere in the country, we activated our Incident Command System, which allows us to quickly respond to any possible local measles cases in a coordinated, strategic way. Our staff made sure we were ready. This included bolstering staff training, particularly cross-training staff who might be needed to conduct contact tracing. We expanded documentation and resources to make sure teams could pick up instructions and be able to follow them. We practiced response scenarios in tabletop exercises with partners, like University of Wisconsin-Madison's University Health Services. We also increased communication to the public, including responding to media requests, creating a measles messaging toolkit for partners, and publishing a [blog post](#) and many social media posts.



Supporting Community Members in a Manufactured Home Park to Plan for a Storm Shelter

One of our public health nurses worked collaboratively with Joining Forces for Families, City of Madison Emergency Management, and community members of a local manufactured home park in planning for a storm shelter. Manufactured homes are unsafe during tornadoes, but many manufactured home neighborhoods lack storm shelters due to a variety of complex factors, including structural inequities and funding barriers.

A 2024 survey of the neighborhood group showed 73% of people who completed the survey felt “very unsafe” during severe weather, with many sheltering at home (43%) or in nearby stores (25%). The group coordinated an Emergency Preparedness workshop, covering a range of emergencies including thunderstorms and tornadoes, fires, flooding, power outages, and extreme heat.

FAST FACTS



In WIC, we saw ~5,800 families *every month* to ensure [access to healthy food](#).



We conducted 262 checks to make sure retailers [aren't selling tobacco](#) to people under 21.



We enrolled 954 clients in [Well Woman](#), a breast and cervical cancer screening and treatment program.



We responded to and resolved 24 [illegal dumping](#) complaints to protect local waterways.



We interacted with and inspected [licensed establishments](#) like restaurants and hotels 6,784 times.



We gave 4,059 [immunizations](#), not including the 2,378 vaccines given during our clinics with healthcare ([page 4](#)).



Our Epi & Data Science team fielded 133 [data requests](#) to answer critical public health questions.



To reduce infections and [prevent overdoses](#), we had 15,333 encounters in Syringe Services and distributed 12,271 Naloxone doses.



We screened 1,663 people for [sexually transmitted infections](#), helping prevent the spread of illness.



We issued 613 permits related to wells and [septic systems](#) and made 407 trips to test area shared wells.



We helped control the spread of tuberculosis by working with 9 clients with [active TB](#) and 163 with [latent TB](#).



We sold 1,330 test kits to alert people about [cancer-causing radon](#) gas. More than a third revealed elevated radon levels.



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Get the latest Public Health Madison & Dane County scoop directly to your inbox. Subscribe to our blog, news releases, and over a dozen topic-specific newsletters: publichealthmdc.com/email-lists.

FOLLOW US ON SOCIAL MEDIA

We are @publichealthmdc on Facebook and Instagram.

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 590,000 people in more than 60 cities, villages, and towns in Dane County, Wisconsin.