

TITLE: Amending the Public Health Operating Budget to Accept WI Department of Health Services Grant Funding for a 1.0 FTE Bilingual Dietetic Specialist and a 1.0 FTE WIC Program Manager

BODY

WHEREAS, Public Health Madison & Dane County (Public Health) has a long history of administering the WIC program in Dane County through federal funding dispersed by the WI Department of Health Services (DHS). The program provides nutrition education, breastfeeding support, and food benefits to income eligible moms, infants, and babies; and

WHEREAS, the program is now considered one of the most successful federally funded nutrition programs in the United States and has myriad studied beneficial health outcomes for its participants. Among these include improved birth outcomes and savings in health care costs, improved diet and diet-related outcomes, improved feeding practices, improved immunization rates and improved access to medical and social service care; and

WHEREAS, Public Health recognizes the importance of primary prevention and wraparound support for newly pregnant moms and babies. This program works in tandem with Public Health's Perinatal Care Coordination Program, Nurse Family Partnership Program, and other Maternal & Child Health initiatives; and

WHEREAS, during the COVID pandemic, the WIC program shifted to a hybrid work environment, which eased enrollment and participation barriers for many Dane County residents, and specifically for our Spanish speaking families. Because of this, caseload has grown immensely in the past four years; and

WHEREAS, in April 2022, Public Health WIC served 4,709 participants, 31% of whom identified as Hispanic/Latino. In April 2023, Public Health WIC served 5,077 participants, 34% of whom identified as Hispanic/Latino. As of April 2024, Public Health WIC is currently serving 6,036 participants, 36% of whom identify as Hispanic/Latino. Given both the persistent increases in caseload and the growing number of participants requiring Spanish speaking services, it has become imperative that we hire additional staff; and

WHEREAS, the annual funding that Public Health receives from DHS is directly correlated with caseload. Due to the stated increases in caseload, DHS has awarded Public Health an additional \$261,640 for the 2024 project budget; and

WHEREAS, Public Health proposes to use this funding to create and fund two new project positions -- 1.0 FTE Bilingual Dietetic Specialist (JC-720 14) and 1.0 FTE WIC Program Manager (M11). The creation of these positions will allow for the WIC program

to operate effectively, efficiently, and to serve the growing need of our Dane County families; and

BE IT FURTHER RESOLVED that per the Intergovernmental Agreement Between the City of Madison and Dane County, Public Health employees are employees of Dane County and both the Dane County Board and the City Council are required to approve the creation of any new positions; and

BE IT FURTHER RESOLVED Public Health anticipates that the positions will be hired early in the third quarter of 2024 and there will be continued funding while at the current caseload; and

BE IT FURTHER RESOLVED that upon adoption of this resolution and approval from the Dane County Board, a 1.0 FTE Bilingual Dietetic Specialist (JC-720 14) and a 1.0 FTE WIC Program Manager (M11) will be created in the Public Health Madison & Dane County Roster and the positions will be noted to reflect that the continuation of the positions is contingent upon continued WIC Grant funding; and

BE IT FURTHER RESOLVED, that the County Board approves amending the Public Health operating budget to accept the additional funds; and

BE IT FINALLY RESOLVED, that the Director of Public Health-Madison and Dane County is authorized to sign a grant modification agreement with WI Department of Health Services for these funds and is authorized to expend these funds as outlined above.