

MEMORANDUM

DATE: September 14, 2018
TO: Dane County Board of Supervisors
FROM: Janel Heinrich, Director
SUBJECT: Equity & Sustainability Update

Below please find highlights of Public Health Madison and Dane County's efforts to become a more inclusive, equitable organization as well as an update on our sustainability efforts.

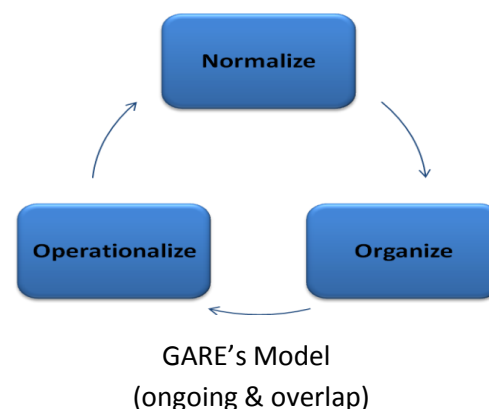
In 2016 we developed a PHMDC Equity Plan to focus on both embedding health and racial equity as a value, a foundational construct, and a way of operating. One of the components of this plan was the creation of a PHMDC Health & Racial Equity (HRE) staff team. Additionally, our agency Strategic Plan has an Internal Goal of "Strengthening PHMDC to improve the health of our community by committing to equity, inclusion, and antiracism in our work."

We organize our work according to the Government Alliance for Racial Equity (GARE) Framework to embed health and racial equity into agency operations through an ongoing process of normalizing, operationalizing, and organizing.

Normalize: Establish health and racial equity as a key value by developing a shared understanding of key concepts and create a sense of urgency to make changes.

Organize: Build staff and organizational capacity, skills, and competencies through training while also building infrastructure to support the work, like a health and racial equity team and external partnerships.

Operationalize: Put theory into action by implementing new tools for decision-making, measurement, and accountability.



EQUITY SUMMARY:

2018 SUCCESS: One of PHMDC's greatest success continues to be the ongoing commitment and action towards embedding equity into agency operations as well as into programs and services described in the following highlights:

Commitment:

- In April of 2018 we kicked off Year 3 (Y3) of our PHMDC HRE staff team. With this year's cohort, over half of PHMDC staff have participated in this effort to normalize, organize, and operationalize our HRE efforts. In addition, to the annual HRE team, PHMDC staff have the opportunity to participate the following HRE workgroups: Communications, Community Connections, Professional Development, Assessment and Evaluation, and Implementation to support continued integration of our HRE commitment into practice.
- The workforce at PHMDC is becoming more diverse racially and ethnically, with 31% of hires in the first three quarters of 2018 being people of color, compared to 22% for the entire 2017 calendar year.
- Based on a Dane County community needs assessment describing harrowing health inequities faced by the LGBTQ+ population, PHMDC held four LGBTQ+ Health Equity trainings in 2017. An advanced training was developed and delivered for people who want to deepen their knowledge and skill in LGBTQ+ health, service provision, and community partnerships. In addition, PHMDC contracted with local experts to provide three specific trainings on Transgender Health for PHMDC staff and partner organizations. Overarching goals of these trainings were to improve access to LGBTQ+ inclusive care, and to encourage participants to work towards creating more welcoming environments for LGBTQ+ clientele. Continuing on the success of the LGBTQ+ trainings held in 2017, and in conjunction with the City of Madison Human Resources and Department of Civil Rights, an additional 1 training has been held to date in 2018, with the second one scheduled for September 26.

Opportunity:

- PHMDC will continue to work at identifying the resources needed to fully integrate and apply principles of health and racial equity throughout all agency operations such as: staffing, community contracts, space, community engagement, etc.

Development:

- Since 2015, well over 75% of PHMDC staff have participated in the City of Madison Racial Equity and Social Justice (RESJ) part 1 training; more than 65% have completed the part 2 training and 40% of staff have completed the Facilitation (part 3) training. For all new hires, participation in the Part 1 training is a mandatory component of their orientation and onboarding to PHMDC.
- Staff representing all areas of the agency attended and/or presented to Local & National Conferences focused on health and racial equity: YWCA Racial Justice Summit, Othering & Belonging Conference, GARE Conferences, the State WIC Conference, and the National Association of City and County Health Officials (NACCHO), amongst others.

Innovation:

- In recognition of PHMDC's organizational commitment and advanced practices to health and racial—invited by the Public Health Accreditation Board (PHAB, www.phaboard.org) to participate in a Health Equity “think tank” in June of 2018. The goal: develop health equity standards and measures to include in PHAB 2.0 for all local health departments nationally to measure their progress.
- The PHMDC HRE Implementation workgroup created a “Program Readiness Assessment” to assist programs across PHMDC in creating program-focused HRE plans.

- Presented at more than 5 conferences nationally and regionally to highlight our HRE efforts— both with regard to normalizing and organizing HRE as a central construct of our work as well as how we have operationalized HRE into practice.
- Established a Community Advisory Board (CAB) for the Nurse Family Partnership program that is the first in the country comprised entirely of former program participants. This unique board make-up provides strong community voice leading to improved program and participant outcomes.

Collaboration:

- With a focus on increase Breastfeeding Rates to address barriers women face in their decision, ability, and desire to breastfeed in order to provide equal opportunities for everyone to live the healthiest life possible, in 2018 we:
 - Developed a ‘micro-funding’ opportunity to support community partners, agencies or businesses in their effort to become more lactation-friendly. The goal: 1) create lactation/nursing space for employees and visitors; 2) enhance a current lactation/nursing space; and/or 3) provide breastfeeding supplies for nursing employees and visitors that may not otherwise have access. Examples of supplies that we can provide: comfortable chair for nursing, nursing pads, breastfeeding poster, and other related supplies.
 - Identified cross departmental opportunities to collaboration between the PHMDC Breastfeeding team and the Environmental Health Division Licensed Establishment program identify ways to engage restaurants in supporting their staff in breastfeeding; which led to:
 - Engagement with City and County Planning Departments, developers, and architects to discern opportunities to advocate for lactation rooms to be included in plans for new buildings.
- Continued working with the Dane County Health Council and the Foundation for Black Women’s Wellness on a collaborative community engagement campaign intended to address and identify solutions to lower the incidence of low birth weight babies born to Black women in Dane County.
- Chaired the African American Opioid Coalition to address the disparate impact of opioids on the African American community.

2019 OPPORTUNITIES

Commitment:

- Continue staff and agency development to support our commitment to Health and Racial Equity as guiding principles, core values, and organizational practice.
- Assess current approach to the Normalize, Organize, Operationalize framework and make changes as appropriate to achieve HRE goals; including incorporating HRE competencies into the PHMDC Performance Evaluation Framework to identify opportunities for additional professional development.

Opportunity:

- Sexual and Reproductive Health (SRH): Rooted in health equity efforts and in order to ensure that everyone has the ability to choose if and when to get pregnant, the SHR team will be expanding services beyond that of STI testing and partners services follow up to include additional family planning services.

Development:

- Development of HRE core competencies to identify and support professional development opportunities for all PHMDC staff.

Innovation:

- CHA/CHIP Steering Committee: To ensure that the CHA/CHIP process is as community-driven as possible, the Steering Committee members have been recruited from organizations that serve Dane County residents who are most affected by inequities. The Steering Committee will provide oversight for the implementation of the CHA/CHIP and will recruit individuals from other sectors to participate on sub committees, outreach and engagement opportunities, and provide technical assistance as needed.

Collaboration:

- The Licensed Establishment Program, in collaboration with the Safe Food Advisory Committee, will be working to: identify different interventions with food establishment owners and employees to identify areas where PHMDC can be more effective with establishments that are owned by people of color.

Moving forward, I ask for the County Board's continued support and engagement in efforts that support promoting diversity, equity and inclusion in the County's recruitment, hiring, and retention practices.

SUSTAINABILITY SUMMARY:

2018 SUCCESS:

- In 2018 we completed the conversion of lighting in all PHMDC office spaces to LED fixtures.

2019 OPPORTUNITIES:

- PHMDC will continue to move forward in our efforts to become 'Paper-free' by: 1) continuing to convert as many paper files to electronic format as possible and 2) explore utilization of Electronic Health Records which have the real and potential benefits of a) supporting paper-free charting and filing, b) increasing PHMDC's ability to communicate with health care providers and c) increasing revenue streams.
- The long planned for CCB office space remodel will be complete in June of 2019, with sustainability a key focus of design and via upgrading of mechanicals. Specifically this remodel:
 - Includes dimmable LED lighting with vacancy sensors.
 - Has Zone temperature control for more efficient heating and cooling.
 - Will use low VOC paint and carpet.
 - Will result in more equitable access to daylight and views for all staff.
 - Will result in Sit/stand desks.
 - Focuses on donating the majority of unwanted furniture (City and County agencies, local non-profits and community partners as recipients).
 - Recycles unwanted metal furniture and outdated electronics.

Continued support of our budget initiatives to meet these goals will allow us to move from exploration to implementation in pursuit of sustainability initiatives that align with the County's Sustainability Plan.