



Proposed 2009 Initiatives

PHMDC Annual Initiatives are new activities accomplished through realignment of existing resources in order to strategically advance public health in Madison and Dane County into areas of urgent need and/or great long-term benefit. Initiatives are kept in high profile for the entire year to inform and energize the department, board and community and to hold us accountable for meeting the stated goals. An added benefit is individual professional growth and development of team solidarity within the multidisciplinary, staff/management teams assembled to confront the selected challenges. For 2009, the department proposes two new initiatives. They are:

1. Addressing the Oral Health Deficit

- a. Tooth decay and poor oral health are very prevalent problems in Dane County and the entire state, especially among children. A study in one Madison school concluded that 46% of 2nd grade children had acute dental needs (multiple cavities, abscesses or tooth aches). During 2009, a PHMDC team, led by Patricia Frazak, will complete a comprehensive Dane County oral health needs assessment, and identify and engage key community partners to consider the problem and construct a strategy for its resolution. In addition to a strategic plan being completed by the end of the year, there will also be developed, in conjunction with local dental care providers, an emergency dental needs protocol.

2. Mapping Community Health

- a. As more and more quality data becomes available to PHMDC, it is essential that we develop more powerful and sophisticated methods of analysis in order to most effectively drive public health policy and programs. During 2009, a PHMDC team led by Janel Heinrich will implement an on-line, interactive method of combining health, census and other large data-bases and mapping them neighborhood-by-neighborhood in order to perform small area resource and needs analysis, examine for trends and correlations and test hypotheses. A first test of the community health mapping system during 2009 will be to identify pockets of WIC underutilization. Also, a method for organizing and prioritizing mapping operations will be established.

Other areas in which PHMDC will work to develop vision and practical plans during 2009 are public water utility outreach, strategic collaboration with sexually transmitted infection (STI) stakeholders, engaging fathers in prenatal care coordination and alcohol abuse prevention.

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