

**DIVISION OF PUBLIC HEALTH  
DPH CONTRACT 24178  
AMENDMENT 5**

The Department of Health Services, on behalf of the Division of Public Health and City of Madison on behalf of Public Health for Madison and Dane County agree to amend their original agreement for the program(s) titled Prevention 2013-2015 (159220) as follows:

REVISION: SECTION 5. SERVICES

Additional projects to be completed as detailed in attached Exhibit(s).

Adjustment will be made to the Community Aids Reporting System (CARS) based on the information in the table below.

Agency #	Agency Type	Profile #	Current Contract Level	Contract Change Amount	New Contract Level	Contract Period
256099	560	159220	\$0	\$29256	\$29256	10/1/13-9/30/2015

All other terms and conditions of the original agreement remain unchanged.

\_\_\_\_\_  
GRANTEE's Authorized Representative  
Name:  
Title:

\_\_\_\_\_  
Date

\_\_\_\_\_  
GRANTOR's Authorized Representative  
Chuck J. Warzecha  
Administrator / Deputy Administrator, Division of Public Health  
Department of Health Services

\_\_\_\_\_  
Date

## Contract Objective Details - Complete

**Contract #:** 24178

**Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 1 of 4

**Objective Value:** \$4,636

### Objective: Primary Details

#### Objective Statement (Template Objective)

Template Objective 9- National Public Health Standards

By August 31, 2015, Public Health Madison and Dane County will conduct one activity to prepare for voluntary accreditation by developing a written agency strategic plan with additional communications documents to communicate the goals, objectives, strategies and measures of the plan.

**Deliverable Due Date:** 10/31/2015

#### Contract Deliverable (Evidence)

A report entered into an electronic data collection tool that describes:

1a. Strategies implemented

1b. Outcomes measured

-provide a draft version of the strategic plan developed that includes at least one short-term, one intermediate, and one long-term goal and one or more corresponding action steps to achieve each goal.

-describe benefits to staff and the LHD as a result of going through the process of developing the plan and/or benefits to staff and the agency of having an updated strategic plan.

-describe any additional positive impacts that resulted from the process and creation of an updated strategic plan (ie new partnerships that results, greater visibility of PHMDC, increased knowledge of PHMDC by partner or the public...).

-samples of the additional communications documents developed to communicate the goals, objectives, strategies and measures of the plan.

-any comments about the process of hiring a consultant to design and layout the communication pieces or other outcomes of this collaboration.

2. Challenges or barriers to success

3. Actions to address challenges

4. If Prevention funded activities were used to obtain additional funding, donations or in-kind contributions

#### Programs Providing Funds for this Objective

Preventive Health and Health Services Block Grant 2013-2015: \$4,636

(see next page)

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DPH Grants and Contracts

## Contract Objective Details - Complete

**Contract #:** 24178

**Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 1 of 4

**Objective Value:** \$4,636

### Agency Funds for this Objective:

#### Data Source for Measurement

Agency report to be entered into an electronic data collection tool to be provided by the WI Division of Public Health.

#### Baseline for Measurement

This is a new initiative since the two LHD's merged.

#### Context

PHMDC does not have a current strategic plan. In 2009, the department identified four strategic priority areas, but not a comprehensive strategic plan that drives implementation of the priorities throughout the agency. This will be the first time PHMDC (as a merged agency) will undergo this process.

In preparation for accreditation, which PHMDC plans to apply for by the end of 2015, and for overall program planning, PHMDC will develop a departmental strategic plan. The executive leadership team will be engaging management, staff, Board of Health members, and key stake holders in various stages of the planning process. The new strategic plan will reflect the emerging priorities of the department as the new Planning, Policy and Evaluation division is developed and health equity is infused into all our work. The new strategic plan will be made publicly available and used in program planning throughout the department.

PHMDC has no internal creative staff, but relies on a centralized document preparation service for standard word processing. NACCHO recommends specific steps to branding within LHD's: "NACCHO recommends that LHDs adopt the business practice of branding (also known as image management) to differentiate their role and function within the community from other health-related organizations and providers. A strong brand should raise an agency's visibility in the community and increase its perceived value to the public, policymakers, funders, and other key stakeholders. An effective brand has the potential to yield community support and funding." (see <http://www.naccho.org/communications/hdcommunications/upload/BrandProcessGuide.pdf>)

#### Context Continued

#### Input Activities

1. The LHD will develop an agency strategic plan and will be utilizing NACCHO Strategic Guide.
2. PHMDC will use \$4,636 to contract with a creative consultant to provide design and layout of the communications pieces for our strategic plan, including formatting and printing of the strategic plan, short briefs of the executive summary, and design of print materials to share online, through social media and with community partners.

Cite the evidence based strategies, best practices or promising practices you will be using or use the web links to identify strategies to use.

<http://www.instituteforwihealth.org/wiqi-resources.html> <http://www.naccho.org/topics/infrastructure/accreditation/strategic-plan-how-to.cfm>

<http://www.naccho.org/toolbox/tool.cfm?id=4274> [http://www.dhs.wisconsin.gov/r\\_counties/voluntaryaccreditation/index.htm](http://www.dhs.wisconsin.gov/r_counties/voluntaryaccreditation/index.htm)  
<http://www.healthypeople.gov/2020/topicsobjectives2020/overview.aspx?topicid=35>  
<http://www.dhs.wisconsin.gov/hw2020/evidence.htm> <http://www.phaboard.org/accreditation-process/accreditation-materials/>

<http://www.phaboard.org/wp-content/uploads/National-Public-Health-Department-Readiness-Checklists.pdf>

(see next page)

## Contract Objective Details - Complete

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**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 1 of 4

**Objective Value:** \$4,636

### Objective: Risk Profile

**Percent of Objective Accomplished**

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%
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**Corresponding Percentage Recoupment**

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**Corresponding Potential Recoupment Amounts**

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**Definition of Percent Accomplished**

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**Conditions of Eligibility for an Incentive**

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## Contract Objective Details - Complete

**Contract #:** 24178

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**Program:** Preventive Health and Health Services  
Block Grant 2013-2015

**Objective #:** 1 of 4

**Objective Value:** \$4,636

### Objective: Other Details

#### Objective Based on Local Document, If Any

#### Document Reference

#### Applicable Objective Type

#### Applicable Federal 2010 HSO

#### Applicable MCH Theme

#### Bio Terror Focus

#### Applicable Healthiest Wisconsin Health Priorities

#### Applicable Healthiest Wisconsin Essential Services

#### Applicable Healthiest Wisconsin System Priority

## Contract Objective Details - Complete

**Contract #:** 24178

**Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 2 of 4

**Objective Value:** \$11,620

### Objective: Primary Details

#### Objective Statement (Template Objective)

Template Objective 10 Template Objective 10 - Community Health Improvement Process and Plan

By August 31, 2015 PHMDC will conduct professional development staff trainings that will support effective collaboration toward systems, policy and environmental change. In addition, the PHMDC will convene a cross-sectoral CHIP steering committee to review finding from the CHA and set priorities, reweiw evidence-based strategies and begin to identify resources for community action around the CHIP.

**Deliverable Due Date:** 10/31/2015

#### Contract Deliverable (Evidence)

A report entered into an electronic data collection tool that describes:

1a. Strategies implemented

1b. Outcomes measured

-Pre and post workshop evaluation questionnaire results

-A description of the training and who received the training.

-A description of outcomes of the trainings such as trainee responsiveness, any noted behavior changes among staff and the CHIP team members, unexpected additional outcomes that resulted from this objective and strategies.

-A draft CHIP that includes one or more priority areas, one or more objectives to address each priority area and one or more action steps to address each objective. In addition, note which action steps are evidence based.

2. Challenges or barriers to success

3. Actions to address challenges

(see next page)

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## Contract Objective Details - Complete

**Contract #:** 24178      **Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County      **Contract Year:** 2014  
**Program:** Preventive Health and Health Services      **Objective #:** 2 of 4      **Objective Value:** \$11,620  
Block Grant 2013-2015

4. If Prevention funded activities were used to obtain additional funding, donations or in-kind contributions

### Programs Providing Funds for this Objective

Preventive Health and Health Services Block Grant 2013-2015: \$11,620

### Agency Funds for this Objective:

#### Data Source for Measurement

Agency report to be entered into an electronic data collection tool to be provided by the WI Division of Public Health.

#### Baseline for Measurement

Pre workshop evaluation/questionnaire results.

#### Context

Research suggests that effective approaches to complex determinants of health target systems, policies and environments rather than solely resourcing behavioral change initiatives. Professional development for public health staff will build capacity for facilitation of processes with cross-sectoral community partners that identify systems that most affect health outcomes. PHMDC's CHIP will emphasize these kinds of changes, and we will require that staff build new competencies around collective impact.

Many of the prevention priority areas that PHMDC is addressing require community-engaged collaborative efforts. Sustainable change in these prevention priority areas depends on several critical elements, including having a single broker or entity that holds the vision of the change effort; clearly defined roles; alignment among interventions, resources, and geography; meaningful community engagement; competent leadership and staff; and strategic, cross-level relationships. (See <http://www.communityscience.com/pdfs/TFRIssue1-ScopeScaleandSustainabilit1.pdf>). Foster-Fishman's training addresses these competencies; (completed by Mary Michaud, PHMDC division director, policy, planning and evaluation).

To determine the need for this particular training, PHMDC staff have over the last year engaged in a self-assessment process to clarify roles and "results statements," leading to discussions of the need for professional development that cut across many of the areas staff currently work. Because Foster-Fishman is an evaluator by discipline, her approach includes evaluation and monitoring strategies to determine impact.

#### Context Continued

#### Input Activities

CDC strongly encourages Preventive Health and Health Services Block Grant funds be used only on evidence based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available.

1. A two day professional development by Penny Foster-Fishman, PhD, a faculty member at Michigan State University, on facilitation skills and approaches necessary to implement AbLEChange model for collaborative systems change will be provided to staff and community partners charged with leading CHIP implementation. LHD staff to receive the training include two PHN's, a policy analyst, a food security specialist, four H Supervisors, four epidemiologists, HO, communications manager, and two communications staff.

2. Engage the assistance of a facilitator for the CHIP process to assist with communications and facilitation of Steering Committee convenings, a community forum to review data from the CHA and compilation of written results from these processes.

Potential links to strategies for this objective include but are not limited to:

## Contract Objective Details - Complete

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**Objective #:** 2 of 4

**Objective Value:** \$11,620

<http://dhs.wisconsin.gov/CHIP/> <http://www.naccho.org/topics/infrastructure/MAPP/index.cfm>  
<http://www.walhdab.org/CHIPPIInfrastructure.htm> [www.countyhealthrankings.org/roadmaps](http://www.countyhealthrankings.org/roadmaps)

additionally we will use the Michigan State framework:

<http://systemexchange.msu.edu/services/community-and-systems-change>

## Contract Objective Details - Complete

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**Contract Year:** 2014

**Program:** Preventive Health and Health Services  
Block Grant 2013-2015

**Objective #:** 2 of 4

**Objective Value:** \$11,620

### Objective: Risk Profile

**Percent of Objective Accomplished**

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%
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**Corresponding Percentage Recoupment**

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**Corresponding Potential Recoupment Amounts**

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**Definition of Percent Accomplished**

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**Conditions of Eligibility for an Incentive**

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## Contract Objective Details - Complete

**Contract #:** 24178

**Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 2 of 4

**Objective Value:** \$11,620

### Objective: Other Details

#### Objective Based on Local Document, If Any

#### Document Reference

#### Applicable Objective Type

#### Applicable Federal 2010 HSO

#### Applicable MCH Theme

#### Bio Terror Focus

#### Applicable Healthiest Wisconsin Health Priorities

#### Applicable Healthiest Wisconsin Essential Services

#### Applicable Healthiest Wisconsin System Priority

## Contract Objective Details - Complete

**Contract #:** 24178

**Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 3 of 4

**Objective Value:** \$7,000

### Objective: Primary Details

#### Objective Statement (Template Objective)

Template Objective 2- Healthy Weight in Adults

By August 31, 2015, PHMDC, in collaboration with the City of Madison Planning Department, will use geospatial analysis to help identify three priority projects or neighborhoods with significant potential to increase opportunities for active living.

**Deliverable Due Date:** 10/31/2015

#### Contract Deliverable (Evidence)

A report entered into an electronic data collection tool that describes:

1a. Strategies implemented

1b. Outcomes measured

-A description of who was PHMDC contracted with for GIS services, what factors were mapped, what were the findings from mapping out the health and related factors of the community.

-A list of the three priority areas with significant potential to increase opportunities for active living.

-A description of the impact and outcomes from the collaborative development of the City's plan and the CHIP.

-Examples from the City's plan and the CHIP that demonstrate collaboration between the goals of each plan.

2. Challenges or barriers to success

3. Actions to address challenges

4. If Prevention funded activities were used to obtain additional funding, donations or in-kind contributions

(see next page)

## Contract Objective Details - Complete

**Contract #:** 24178

**Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 3 of 4

**Objective Value:** \$7,000

### Programs Providing Funds for this Objective

Preventive Health and Health Services Block Grant 2013-2015: \$7,000

### Agency Funds for this Objective:

#### Data Source for Measurement

Agency report to be entered into an electronic data collection tool to be provided by the WI Division of Public Health.

#### Baseline for Measurement

PHMDC currently does not have any GIS staff or software to map out the health and health related factors of the community. The Community CHIP and the City's plan have never been collaboratively developed before.

#### Context

The City of Madison Planning Division is preparing for its 10-year review of the City's comprehensive plan. The plan is designed to capture the city's planning and community development goals for the next decade. It sets a vision for public policy in terms of transportation, utilities, land use, recreation, and housing. PHMDC is partnering with the City's Planning Division to integrate the CHIP and the Comprehensive Plan Review. The partnership will allow data sharing, interdisciplinary health impact assessment, policy analysis, and cost-benefit analysis of the health effects of distinct planning options. National planning organizations are receiving funding from the CDC to encourage this type of partnership between public health and planning entities. (See <https://www.planning.org/nationalcenters/health/toolsforhealth/>).

#### Context Continued

#### Input Activities

CDC strongly encourages Preventive Health and Health Services Block Grant funds be used only on evidence based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available.

1. Contract services from a GIS trained planner or social scientist.
2. Create a map of the city's health, economic, community development and planning data.
3. From the map, identify three priority projects or neighborhoods with significant potential to increase opportunities for active living.
4. Incorporate health into each chapter of the City's comprehensive plan, as well as focusing specific sections of the CHIP on goals particularly salient to planning and community development, including active community environments; equitable, accessible food systems; mental and emotional well-being, open space preservation; sustainable, human services-oriented transit planning; design for intergenerational living; and ecological corridors.

Potential links to strategies for this objective include but are not limited to:

<http://whatworksforhealth.wisc.edu/> <http://www.fruitsandveggiesmatter.gov/downloads/NationalActionGuide2009.pdf>  
<http://www.healthypeople.gov/2020/topicsobjectives2020/obr.aspx?topicId=29>  
<http://www.dhs.wisconsin.gov/hw2020/evidence.htm> <http://www.dhs.wisconsin.gov/physical-activity/>

(see next page)

## Contract Objective Details - Complete

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Block Grant 2013-2015

**Objective #:** 3 of 4

**Objective Value:** \$7,000

<http://www.healthypeople.gov/2020/topicsobjectives2020/obr.aspx?topicId=33>

In addition, we will use this framework from APA to guide priorities and analysis:

<https://www.planning.org/nationalcenters/health/toolsforhealth/pdf/healthyplanmaking.pdf>

### Contract Objective Details - Complete

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Contract Year: 2014

Program: Preventive Health and Health Services Block Grant 2013-2015

Objective #: 3 of 4

Objective Value: \$7,000

#### Objective: Risk Profile

##### Percent of Objective Accomplished

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%
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##### Corresponding Percentage Recoupment

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##### Corresponding Potential Recoupment Amounts

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##### Definition of Percent Accomplished

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##### Conditions of Eligibility for an Incentive

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## Contract Objective Details - Complete

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**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 3 of 4

**Objective Value:** \$7,000

### Objective: Other Details

#### Objective Based on Local Document, If Any

#### Document Reference

#### Applicable Objective Type

#### Applicable Federal 2010 HSO

#### Applicable MCH Theme

#### Bio Terror Focus

#### Applicable Healthiest Wisconsin Health Priorities

#### Applicable Healthiest Wisconsin Essential Services

#### Applicable Healthiest Wisconsin System Priority

## Contract Objective Details - Complete

**Contract #:** 24178

**Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 4 of 4

**Objective Value:** \$6,000

### Objective: Primary Details

#### Objective Statement (Template Objective)

Template Objective 5- Physical Activity in Children and Adolescents

By August 31, 2015, PHMDC will increase awareness among key public officials, educators and local nonprofit staff about the public health impact of shaping community environments for outdoor play.

**Deliverable Due Date:** 10/31/2015

#### Contract Deliverable (Evidence)

A report entered into an electronic data collection tool that describes:

1a. Strategies implemented

1b. Outcomes measured

-A description of the outcomes/results and impact of Sharon Gamson Danks workshops, not only who participated and how well it was received but what this training stimulated next.

-Results of the pre and post workshop questionnaires.

-A description of the hired evaluator's evaluation report and recommendations and any further impact/outcomes that resulted during the contract period as a result of this intervention.

-A description of any increase in the number of plans to incorporate green (sustainable) nature-based play spaces into planning for public spaces and grounds.

2. Challenges or barriers to success

3. Actions to address challenges

4. If Prevention funded activities were used to obtain additional funding, donations or in-kind contributions

## Contract Objective Details - Complete

**Contract #:** 24178

**Agency:** Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

**Contract Year:** 2014

**Program:** Preventive Health and Health Services Block Grant 2013-2015

**Objective #:** 4 of 4

**Objective Value:** \$6,000

### Programs Providing Funds for this Objective

Preventive Health and Health Services Block Grant 2013-2015: \$6,000

### Agency Funds for this Objective:

#### Data Source for Measurement

Agency report to be entered into an electronic data collection tool to be provided by the WI Division of Public Health.

#### Baseline for Measurement

PHMDC and the Parks Department have not previously developed a collaborative relationship around the goals of promoting active living. In addition, an inventory of current nature-based play spaces in Dane County is currently underway.

#### Context

The City of Madison Parks Department has embarked on a ten-year plan to redesign and replace playgrounds across many of its 264 city parks. At the same time, PHMDC is undertaking its CHIP process. A joint staff team of Parks and PHMDC staff has been named to identify opportunities to leverage both of these processes.

#### Context Continued

#### Input Activities

CDC strongly encourages Preventive Health and Health Services Block Grant funds be used only on evidence based strategies, best practices or promising practices. Describe the strategies/practices to be used and identify the associated web links as available.

1. PHMDC will host an internationally-renowned expert in green playscapes, Sharon Gamson Danks, author of Asphalt to Ecosystems: Ideas for Schoolyard Redesign, who will conduct workshops with educators through the GROW Coalition for outdoor learning (Grassroots Outdoor Wonder; [//growmadison.net](http://growmadison.net)) and with the City and County Parks Planning and Water Engineering Departments and Divisions.

2. An evaluator will be hired to evaluate the Parks/Health planning partnership, identifying opportunities to strengthen the partnership and for the most significant leverage of effort so that they can be specifically incorporated into the implementation and resourcing of the CHIP.

(See: <http://asphalt2ecosystems.org/home/about> the author and [://blog.childrenandnature.org/2014/02/06/green-schoolyardsnearby-nature-access-for-all/](http://blog.childrenandnature.org/2014/02/06/green-schoolyardsnearby-nature-access-for-all/)).

Potential links to strategies for this objective include but are not limited to:

<http://whatworksforhealth.wisc.edu/>

<http://www.dhs.wisconsin.gov/physical-/activity>

From the Survey of the Health of Wisconsin:

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Block Grant 2013-2015

discordance between perceived and objective neighborhood data. Ann Epidemiol 2014;24:214;221. PMID: 24467991.

Kristen C Malecki, Corinne D Engelman, Paul E Peppard, F Javier Nieto, Maggie L Grabow, Milena Bernardinello, Erin Bailey, Andrew J Bersch, Matthew C Walsh, Justin Y Lo and Ana Martinez-Donate. The Wisconsin Assessment of the Social and Built Environment (WASABE): a multi-dimensional objective audit instrument for examining neighborhood effects on health, BMC Public Health 2014, 14:1165. PMID: 25391283

<http://www.ncbi.nlm.nih.gov/pubmed/24885611>

### Contract Objective Details - Complete

Contract #: 24178

Agency: Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County

Contract Year: 2014

Program: Preventive Health and Health Services Block Grant 2013-2015

Objective #: 4 of 4

Objective Value: \$6,000

#### Objective: Risk Profile

##### Percent of Objective Accomplished

0%	10%	20%	30%	40%	50%	60%	70%	80%	85%	90%	95%	100%
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##### Corresponding Percentage Recoupment

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##### Corresponding Potential Recoupment Amounts

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##### Definition of Percent Accomplished

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##### Conditions of Eligibility for an Incentive

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## Contract Objective Details - Complete

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**Objective #:** 4 of 4

**Objective Value:** \$6,000

### Objective: Other Details

#### Objective Based on Local Document, If Any

#### Document Reference

#### Applicable Objective Type

#### Applicable Federal 2010 HSO

#### Applicable MCH Theme

#### Bio Terror Focus

#### Applicable Healthiest Wisconsin Health Priorities

#### Applicable Healthiest Wisconsin Essential Services

#### Applicable Healthiest Wisconsin System Priority