

### Potential Criteria for Selecting 2020 Priorities

- a. Based on an underlying risk factor that contributes to the development of a disease, condition, or injury,  
*Examples: certain behaviors such as lack of exercise or smoking or underlying social determinants of health such as education or income*
- b. Based on factors that are protective of the development of a disease, condition, or injury  
*Examples: sleep, stress*
- c. For a 2010 priority, the amount of progress that had been made  
*Considerations: It has been suggested that lack of progress toward a criterion should not be a reason for dropping. Conversely, if sufficient progress has already been made, a priority might be dropped.*
- d. Based on a 2010 priority that has been widely adopted by local health departments
- e. Based on a 2010 priority with significant community interest based on applications *submitted* to the MCW and UWSMPH Blue Cross conversion funds
- f. Based on a 2010 priority with *high* investment by the UWSMPH Blue Cross conversion funds
- g. Based on a 2010 priority with *low* investment by the UWSMPH Blue Cross conversion funds
- h. Data are available or a plan could be developed to acquire data to measure progress
- i. Tied to an existing DHFS strategic plan or needs assessment  
*Examples: Physical Activity and Nutrition Strategic Plan, Maternal & Child Health Needs Assessment*
- j. Results from new information about risks factors or conditions that has emerged since the preparation of the 2010 plan
- k. Based on an underlying risk factor that was just beneath the cutoff line that was used for selecting the risk factors that formed the basis of the 2010 priorities
- l. Based on a risk factor with a significant impact (population affected or magnitude of effect)
- m. Existing or new priority rated as important by different audiences  
*Considerations: Which audiences would be consulted? How would their ratings of importance be elicited?*
- n. The priority is one that would seem relevant to the average Wisconsin resident
- o. Addresses an area where this is significant mortality or impact on quality of life  
*Examples: almost 40% of deaths in Wisconsin are related to tobacco, obesity and alcohol use.*
- p. The priority links to one or more the topics where evidence on effective programs and policies is being collected by the UWPHI Healthiest State project