Wisconsin Public Health & Health Policy Institute

Annual Report 2004

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Translating Research into Policy and Practice

WISCONSIN
Public Health
Health Policy
INSTITUTE

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On January 1, 2005 the Wisconsin Public Health and Health Policy Institute completed its third year in operation. The Institute has continued to undergo organizational changes and growth, with the merger in July, 2004 with the Center for Health Policy and Program Evaluation (CHPPE). The merger brought the addition of D. Paul Moberg as the new Institute Deputy Director as well as CHPPE’s senior level research and administrative staff.

The merger will expand the Institute’s emphasis on translating public health and health policy research into practice to include more program evaluation and evaluation research projects in substance abuse prevention and treatment, maternal and child health, behavioral health services in corrections and geriatric services. The changes will contribute to the Institute’s overall focus on stimulating, creating and communicating useful research and analysis and translating research into practice from our base within the academic environment of a major research university.

The Institute has accomplished the three goals it had established for 2004:

- **Contribute Applied Research and Analysis:** During 2004, Institute staff published nine Issue Briefs addressing public health and health care policy issues, including consumer involvement in health care, Medicaid coverage of immigrant children, school health policies, and approaches to measuring population health. Feedback from the Institute’s readership has been very positive regarding the value of the Briefs to practitioners.

The Institute also published its second annual “County Health Rankings,” which included better measures of environmental health, and a special section on educational health disparities within counties. Local public health officials reported that the publication was helpful to their work and of interest to local policy makers and the media.

The merger with CHPPE added a number of ongoing and new applied research projects in program planning, evaluation and evaluation research. These included interventions aimed at reducing the prevalence of fetal alcohol syndrome (FAS), improving maternal and child health in Wisconsin tribal communities, improving the outcome of substance abuse treatment in correctional settings, improving educational interventions to reduce the incidence of HIV/AIDS and STDs, and reducing tobacco use in Wisconsin.

Applied research projects resulted in journal publications by Institute staff in many substantive areas of public health, health policy and evaluation. Publications were completed in the areas of tobacco control, breast cancer, health care quality and financing, ranking of population health outcomes, diabetes quality of care, and outcomes of behavioral health treatment in correctional institutions.
Strengthen Outreach Initiatives: The Institute sponsored *monthly seminars* on a wide variety of topics, including GIS and health, urban development, the state’s Turning Point initiative, social marketing, the public health workforce, Alzheimer’s disease, and employer-sponsored wellness programs. A “State Policy Forum” on health literacy was supported by a grant from the Robert Wood Johnson Foundation.

In addition, the Institute implemented two new outreach education programs. The *Wisconsin Public Health Leadership Institute*, a joint program with the Medical College of Wisconsin, is intended to build skills and leadership capacity within the state’s public health workforce. The *Population Health Practice Fellowship Program* is a 2-year program placing up to 10 recent master’s level graduates in service and training opportunities in community based, non-profit, governmental or health service organizations. These programs are funded by the *Partnership Fund for a Healthy Future* and are intended to build, attract, and retain the workforce that is dedicated to improving population health in Wisconsin.

Strengthen Community Partnerships: The Institute focus continued on health disparities in its work with Wisconsin’s *American Indian communities* and the *Great Lakes Inter-Tribal Council*. The Institute continued to convene the UW Native American Health Work Group and produced the second UW American Indian Health and Science Symposium. In addition, staff worked closely with tribal communities in community-based research and program evaluations.

The Institute also continued its work with HMO partners to evaluate the quality of diabetes care. Results from the *Wisconsin Diabetes Quality Improvement Project* showed continued improvement in the quality of diabetes care—greater than that observed in the rest of the U.S. The results of this study have been published in the Journal of Managed Care, and the methods will be applied to other chronic disease programs in 2005.

Our progress during 2004 could not have been achieved without the ongoing contributions of the members of our Community Advisory Board and our Executive Committee. We are grateful for their continued commitment and dedication.

Patrick Remington, MD, MPH, Director
D. Paul Moberg, PhD, Deputy Director
David Kindig, MD, PhD, Senior Advisor
The mission of the Institute is to stimulate, create, and communicate useful research and analysis and to translate research into practice.

The Institute is a focal point for University faculty, staff, and students interested in using their skills and experience to answer “real world” questions. We undertake applied research and serve as a bridge between the University and practitioners and policymakers through extensive outreach and education and through affiliated programs.

We strive to:

- Address a broad range of real world problems of topical importance to government, business, providers and the public.
- Promote partnerships of inquiry between researchers and users of research, breaking down barriers between the academic community and public and private sector policy makers.
- Lead the development of interdisciplinary public health and health policy research at the UW-Madison and other academic settings in the state.
- Provide outreach and continuing education for practitioners and opportunities for applied learning for graduate, professional and medical students.
- Make useful contributions to public health and health policy decisions that improve the health of the public in the state.
- Maintain the highest level of relevance, rigor, and objectivity.
Goals for 2005

In order to fulfill the Institute's mission in 2005, Institute staff and its Advisory Board have established the following goals:

- Complete the strategic planning process and integrate the results into Institute programs and operations.
- Continue to integrate the staff, expertise, and activities of the Center for Health Policy and Program Evaluation.
- Further develop and implement the Public Health Leadership Institute and the Public Health Fellows programs.
- Contribute applied research, analysis, and program evaluations in important areas of public health and health policy.
- Strengthen outreach initiatives and community partnerships throughout Wisconsin.
Advisory Board — 2004

**Stephen Braunginn**
President/CEO
Urban League of Greater Madison

**Steve Brenton**
President
Wisconsin Hospital Association

**Tim Cullen**
Vice President
Cobalt, Inc.

**Seth Foldy**
Principal
Health Evolution Consulting and
Associate Clinical Professor
Family and Community Medicine
and Health Policy Institute
Medical College of Wisconsin

**Carol Graham**
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**Nancy Kaufman**
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**MaryAnn Lippert**
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Healthy Lifestyles Initiative
Marshfield Clinic
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**Douglas Mormann**
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**Helene Nelson**
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WI Department of Health and
Family Services

**Gregory Nycz**
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The Employers Health Care Alliance
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**Tim Size**
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**Eric Stanchfield**
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Department of Employee Trust Funds

**Susan Turney**
Chief Executive Officer
Wisconsin Medical Society

**Gregg Underheim**
Representative
Wisconsin State Legislature
UW Executive Committee — 2004

Ron Cisler
Director
Center for Urban Population Health

Susan Goelzer
Chair and Professor (CHS)
Department of Anesthesiology

David A. Kindig
Professor Emeritus
Population Health Sciences
Emeritus Vice-Chancellor for Health Sciences

Katharyn May
Dean and Professor
School of Nursing

D. Paul Moberg
Deputy Director
Wisconsin Public Health and Health Policy Institute

Donald Nichols
Director
Lafollette School Of Public Affairs
Professor
Economics and Public Affairs

Javier Nieto
Chair
Department of Population Health Sciences
Professor of Population Health Sciences and Family Medicine

Patrick Remington
Director
Wisconsin Public Health and Health Policy Institute
Professor
Dept. of Population Health Sciences

Arthur Reynolds
Professor
School of Social Work

Gordon Ridley
Sr. Associate Dean for Administration and Finance
Medical School
The Institute continued to act on the advice of its Community Advisory Board for setting priorities and direction for its applied research efforts. From these recommendations, the Institute pursued initiatives in the following areas:

- Public health assessment
- Access to health care
- Health care quality and outcomes
- Cost and financing of health care
- Program evaluation
- Health disparities

Initiatives in these focal areas during 2004 are described below under the categories of Core Research Activities, Outreach and Education, Service and Consulting, Applied Research and Program Evaluation, and American Indian Partnership Program.

### Core Research Activities

- **Wisconsin County Health Rankings.** These annual reports provide county level indices of population health and its determinants in order to stimulate discussion within the Wisconsin health policy and public health communities.

- **Trends in Public Health Indices.** Using data from 1990-2000 in Wisconsin, we are conducting retrospective review of progress toward Wisconsin’s Public Health Agenda Year 2000 objectives. This will also provide a baseline for future evaluation of progress towards 2010 objectives.

- **Health Disparities Assessment.** This research involves ongoing examination of geographical and temporal variations in associations among mortality, race and educational attainment using Wisconsin death certificate data. Methods for characterizing disparities in Wisconsin populations are also under study.

- **Quality Assessment.** Institute staff continued data collection and analysis of the state HMO Diabetes Quality Initiative.
Outreach and Education

- The **Wisconsin Public Health Leadership Institute** is a new joint venture of the UW Medical School and the Medical College of Wisconsin and is co-directed by UW’s Patrick Remington, MD, MPH and MCW’s Peter Layde, MD, MSc. Its mission is to build skills and leadership capacity within the state's public health workforce, broadly defined as those working to improve the health of the people of Wisconsin. Currently in planning, the Institute's first program is expected by fall of 2005. All educational offerings will be designed to prepare transformational leaders, ready to engage in innovative community health improvement activities that effectively protect and promote the health of the people of Wisconsin.

- **Population Health Practice Fellowship Program** is a two year program with five fellows/year. This new program provides recent master level graduates with service and training opportunities in community based, non-profit, governmental and health service organizations. The primary goal of the Fellowship Program is to develop the next generation of public health practitioners skilled in planning, implementation, and evaluation of public health programs.

- **Training & Technical Assistance Program**. Through its close relationship with the UW Comprehensive Cancer Center, the Institute served as the home this year for the Training and Technical Assistance Program (TTA) in Tobacco Control. In support of the Division of Public Health's statewide Tobacco Control Program, the Institute hired training and technical assistance staff who were placed in all five DPH regions. The work of this program shares affinity with other programs within the UWCCC, and will be housed directly within the Cancer Center in upcoming years.
Service and Consulting Activities

Institute staff regularly engages with colleagues and partners in programs, committees, consulting, proposal development and other activities. These partnerships are with entities in the public and private sector as well as in other departments and centers within the University. Below is a selected list of organizations with which Institute staff collaborated and/or consulted in 2004.

Public/Government Entities

- Wisconsin Department of Health & Family Services
  - Division of Public Health
  - Division of Disability and Elder Services
  - HAN (Health Alert Network)
- Wisconsin Legislative Council
- Wisconsin Department of Corrections
- Wisconsin Department of Public Instruction
- Wisconsin Department of Employee Trust Funds
- National Institute on Drug Abuse
- Centers for Disease Control and Prevention
- Sawyer County Department of Health and Human Services

Private Profit and Non-Profit Sector

- Alliance Employer Health Care Cooperative and Alliance Foundation.
- Great Lakes Inter-Tribal Council, Inc.
  - Native American Research Center for Health
  - Honoring Our Children Project
- Medical College of Wisconsin
- Mental Health Association of Milwaukee
- Robert Wood Johnson Foundation
- Wisconsin Education Association
- Wisconsin Hospital Association
- Wisconsin Medical Society
- Wisconsin Nursing Association
- Intertribal Council of Michigan
- Wisconsin Association of Drug Court Professionals

Other University of Wisconsin Departments and Centers

- Center for Study of Cultural Diversity in Health Care
- Department of Sociology
- School of Human Ecology — Family Impact Seminars
- Health Sciences Minimal Risk Institutional Review Board
- UW Comprehensive Cancer Center
- UW Center for Teaching and Instruction
- UW Native American Health Work Group
- Wisconsin Longitudinal Survey: Access to Care Project
Applied Research and Program Evaluation

Institute staff participated in a number of externally funded applied research and program evaluation beyond those listed above under “Core Research Activities.” In 2004, these included:

- Ongoing analysis of health services data on diabetes care, in which we collect and analyze HEDIS data from 18 HMOs in the state, as part of the “Wisconsin Diabetes Quality Improvement Project”.
- Analysis of regional variation in health care costs/expenditures.
- Partnership for Healthy Babies in Wisconsin: Completed an evaluation report from a survey of WIC and Medicaid Prenatal Care Coordination providers that identified barriers to client participation in both programs and recommended best practices for WIC/PNCC collaboration.
- Tobacco Surveillance and Evaluation Program: In collaboration with the UW Comprehensive Cancer Center, Institute staff have continued to work on evaluation and surveillance studies for the Wisconsin Tobacco Prevention and Control program.
- Department of Public Instruction: The Institute is assisting DPI in evaluation of several programs funded by CDC in the areas of HIV/AIDS prevention and in promotion of physical activity.
- Substance abuse treatment in criminal justice setting: Institute staff are conducting several projects assessing outcomes of substance abuse treatment in correctional settings, including a prison-based therapeutic community and a county drug court.
- Prevention of Fetal Alcohol Syndrome in Wisconsin: Two projects evaluating efforts to prevent Fetal Alcohol Syndrome were started in 2004.
- State Health Plan: Institute staff began a project researching evidence-based practices in support of the priorities in the State Health Plan and to assess progress in implementation of the plan.
American Indian Partnership Programs

Institute staff members have lead responsibility, on behalf of the UW Medical School, for building and maintaining research and service initiatives with Wisconsin’s American Indian communities and the Great Lakes Inter-Tribal Council. In addition to the program evaluation activities listed above, the following projects were ongoing or completed in 2004.

- Continued to convene and lead UW Native American Health Work Group and represent the UW Medical School in the Native American Research Center for Health (NARCH) partnership.

- Initiated, planned and organized the fundraising for second UW American Indian Health and Science Symposium, which attracted approximately 100 American Indian students to campus from throughout the state.

- Honoring Our Children Project: Continued to evaluate a project at Great Lakes Inter-Tribal Council that is designed to reduce infant mortality and improve maternal and child health in eight American Indian tribal communities. Presented annual data reports on performance measures and provided staff training on data quality.

- Attained funding for the Red Cliff Juvenile Justice project from the U.S. Office of Juvenile Justice and Delinquency Prevention.

- Evidence-Based Medicine Clinical Management of Patients with Chronic Conditions: The final evaluation report described progress, challenges, lessons learned, and impact for a partnership between Peter Christensen Health Center in Lac du Flambeau and UW Medical School in managing patients with asthma, diabetes, and heart disease. Submitted “Implementing a Quality Improvement Initiative for Asthma Management in a Tribal Clinic” to the IHS Primary Care Provider.
Issue Briefs

Issue Briefs are a major core product of the Institute. The following Briefs were produced during 2004:


State Health Policy Forums Papers

- Friedsam, D. Consumer Health Literacy: Executive Summary.

Selected Journal Publications

- Siomos E, Camponeschi J, Stone-Newsom R, Remington PL. A statewide collaboration to monitor diabetes quality improvement. Journal of Managed Care In press.

Reports, Presentations and Other Publications

As of January 1, 2005 the Institute had management responsibilities for a total budget of approximately $2.54m. Of this total $368,000 was in core University funds while state, federal and private granting sources contributed the remainder.

Funded Projects and Approximate Amounts as of January 1, 2005:

**Wisconsin Division of Public Health**
- Tobacco Control Surveillance and Evaluation Program ($200,000/year, joint program with UWCCC)
- System-Based Diabetes Prevention and Control Program ($35,000/year)
- Tobacco Training and Technical Assistance ($550,000/year)
- Evidence-Based Practices and Monitoring for Healthiest Wisconsin 2010 ($195,000, one year)

**Wisconsin Department of Public Instruction**
- HIV/AIDS Urban School District Program Evaluation ($15,000)
- HIV/AIDS/STI Abstinence Programs ($12,000)

**Wisconsin Department of Corrections**
- Evaluation of MICA [Mental Illness Chemical Abuse] Program at Oshkosh Correctional Institution ($58,000)

**Centers for Disease Control and Prevention**
- Fetal Alcohol Syndrome Prevention and Surveillance Program ($230,000/year for 4 years, joint program with Family Medicine)
Wisconsin Partnership Fund (Blue Cross Blue Shield Conversion)
- Public Health Leadership Institute ($100,000)
- Public Health Fellowships ($110,000)
- Tribal Academic Partnership for American Indian Health ($20,000/year, 2 years, via Great Lakes Inter-Tribal Council)
- Health Children Strong Families ($4,000/Yr for 3 years): Evaluation consultation to Family Medicine, via Great Lakes Inter-Tribal Council

Robert Wood Johnson Foundation
- Health Policy Forums ($42,000 RWJF, $42,000 UW Foundation Match)

Great Lakes InterTribal Council
- Native American Research Centers for Health ($75,000)
- Honoring Our Children ($54,000/year)
- HIV/AIDS Prevention Program Evaluation ($12,000)

Office of Justice Assistance
- Evaluation of Sawyer County Drug Court ($30,000/year)

RWJF/TTURC Policy Research Program
- Evaluating the Impact of the National Tobacco Quitline Network—subcontractor to CTRI ($55,000)

DHFS Aging Block Grant
- Alzheimer’s Screening project—Collaborative with Mark Sager, WIA, ($15,000/year, 4 years)

MCW Blue Cross/Blue Shield Funds
- Wisconsin Injury Prevention Coalitions—subcontract from MCW ($50,000/year, 3 years)
Grant Applications & Awards

The Institute was involved with applications and awards for the following projects:

The Wisconsin Partnership Fund Grant Applications

The transfer of BC/BS funds to the state medical schools offered a major opportunity for initiating new community partnerships and initiatives statewide.

- Healthy Children Strong Families. Assisted Great Lakes Inter-Tribal Council and Family Medicine with the process evaluation components of a Partnership Fund proposal, with Dr. Alexandra Adams as PI. Funding was awarded for a family-based obesity prevention program for 3 to 5 year old children in 3 tribal communities. (FitzGerald)
- Making Wisconsin the Healthiest State, Medical School Funds, $820,000/ 4 year, funded (PI-Kindig, Remington) This project will identify and effectively communicate to policymakers the most effective investments for Wisconsin's progress towards becoming the nation's healthiest state.
- Wisconsin Public Health Data Steering Committee Proposal. Developed the evaluation design and assisted with project goals and objectives. The project planned to use mobile, off-line technologies for MCH data collection, including home safety assessments, child passenger seat programs, Prenatal Care Coordination assessments, and infant assessments. (FitzGerald & Moberg) The proposal was not funded.
- Prepared grant proposal for Great Lakes Inter-Tribal Council Successfully attained approval for $150,000 per year, including support for .25 FTE Evaluator. (Friedsam & FitzGerald)
- Developed relationship with Wisconsin Legislative Council and LaFollette Institute of Public Affairs in support of Institute's health policy programming. Prepared grant proposal, in partnership with the Wisconsin Legislative Council; to support evidence-based health policy programming. Not funded, continue to pursue funding in support of this endeavor. (Friedsam & Austin)
- Prepared proposals as the academic partner in collaboration with the Mental Health Association of Milwaukee (Youth Suicide Prevention), and the Tobacco-free Coalition of Rock County (Youth Tobacco Prevention). Not funded. (Moberg)

Additional Grants & Applications

- “Recovery Schools as Continuing Care for Adolescent Substance Abuse;” proposal to the National Institute on Drug Abuse, NIH, $275,000, pending funding (PI- Moberg)
- Healthcare Access Pilot—Evaluation Component, United Way of Dane County, $50,640, The goal of this project is to evaluate the systems implemented as part of a pilot project to provide healthcare access to uninsured populations in Dane County WI., funded (PI - Moberg)
- Evaluation of Movin' Schools Program, WI Dept. of Public Instruction (pass-thru of funds from CDC), $15,000. Assist DPI in evaluation of school and community programs to increase physical activity among elementary school children, funded. (PI - Moberg)
Institute Staff (2004)

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