# University of Wisconsin Population Health Institute

*Translating Research into Policy and Practice*

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Letter from The Dean

Dear Colleagues:

The University of Wisconsin School of Medicine and Public Health is undergoing an important transformation from a traditional medical school to a school that integrates public health throughout its teaching, research, and service missions. One important goal in this transformation is community engagement which includes maintaining strong connections and partnerships between our school and state, county, and local organizations.

The UW Population Health Institute plays an important role in engaging our partners in an “exchange” relationship, sharing perspectives on public health practice and health policy needs and research accomplishments. This dialogue is critical to inform research and policy with the perspectives of the practice community and to inform practitioners and policy makers with the evidence generated in applied research programs.

A few projects from 2007 illustrate the ways in which the Institute supports this vital role. At the state level, the Making Wisconsin the Healthiest State project released the first Health of Wisconsin Report Card, grading the state on both health and health disparities. In particular, the Report Card highlighted the unacceptable disparities in health outcomes across a variety of population subgroups in Wisconsin. At the local level, the Institute was awarded a new grant by the Robert Wood Johnson Foundation to work with local communities, using the Wisconsin County Health Rankings to stimulate action and engagement in community health improvement.

The Evidence-Based Health Policy Project, in collaboration with the La Follette School of Public Affairs and the Wisconsin Legislative Council, continues to build bridges between the University and policy makers, informing the health policy debate with the best available evidence. The Institute’s evaluation team continued to work throughout the state evaluating intervention programs in areas such as maternal and child health improvement and substance abuse prevention and treatment.

Finally, the Institute continues to support its community partners, through the assignment of nine Fellows to state and local health department positions and the Healthy Wisconsin Leadership Institute by enrolling its second class of teams in the Community Teams Program.

I am pleased to present the Population Health Institute’s 2007 report and am excited about the good work we can continue to do together in 2008 and beyond.

Dean Robert N. Golden
The Institute serves as the bridge to public health and health policy practitioners in the state, through an active citizen advisory board, issue briefs and reports, and periodic conferences and educational programs. It also serves as a focal point for public health and health policy within the School of Medicine and Public Health by bringing together faculty, staff, and students interested in applying their skills and experience to answer “real-world” questions.

Mission:
To translate public health and health policy research into policy and practice.

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.
• Advance the development of interdisciplinary research, along the spectrum from public health to health care, at the UW-Madison and other academic settings in Wisconsin.
• Provide outreach and continuing education for practitioners and opportunities for applied learning for MPH, medical, graduate, and other health professions students.
• Contribute to public health and health care practice and policy decisions that improve Wisconsin’s population health.
• Maintain the highest level of relevance, rigor, and objectivity.

Mission Statement
Community Advisory Board

“The UW is a world class university and that world also includes Wisconsin. The Wisconsin Idea is at the heart of the UW Population Health Institute—that its research should be applied to solve problems and improve health for all citizens of the state. To serve Wisconsin well, the University needs to be in constant dialogue with representatives of a diverse set of state communities and perspectives. While there are many avenues for such conversations, the Community Advisory Board is one key forum. On a good day, our meetings are both rambunctious and productive.”

Tim Size

Members in 2007

Bevan Baker
Commissioner
City of Milwaukee Health Department

Steve Brenton
President
Wisconsin Hospital Association

Curt Gielow
Representative
Wisconsin State Assembly

Al Jacobs
CEO
Wisconsin Education Association Trust

Nancy Kaufman
Vice President Philanthropy
Aurora Health Care

MaryAnn Lippert
Manager, Healthy Lifestyles Program
Marshfield Clinic

Helene Nelson
Former Secretary
Department of Health and Family Services

Greg Nycz
Director, Family Health Center of Marshfield
Marshfield Clinic

Christopher Queram
President and Chief Executive Officer
The Wisconsin Collaborative for Healthcare Quality

David Riemer
Director
Wisconsin Health Project

Judy Robson
Senator
Wisconsin State Senate

Peggy Rosenzweig
Regent
UW Board of Regents

Ayaz Samadani
Family Physician
Dean/St. Mary’s Regional Clinic

Tim Size
Executive Director
Rural Wisconsin Health Cooperative

Eric Stanchfield
Secretary
Department of Employee Trust Funds

Susan Turney
Chief Executive Officer
Wisconsin Medical Society

The Institute is guided by a 16-member Community Advisory Board, with members from health care, public health, business, voluntary sectors, as well as leaders from Wisconsin’s legislature. The Board meets 3-4 times per year to guide the work of the Institute and provide feedback on its programs and publications.
Institute Leadership and Programs

The Institute is led by nationally recognized leaders in applied public health and health policy research.

Faculty Leadership

• **Patrick Remington, MD, MPH** has over 25 years experience in public health research and practice, with a focus on measuring and monitoring the health of populations.

• **Paul Moberg, PhD**, brings extensive experience in program evaluation and evaluation research, specializing in substance abuse prevention and treatment.

• **David Kindig, MD, PhD** is a nationally recognized expert in health care policy, with a recent focus on approaches to improve health through value purchasing, with a focus on population health outcomes.

• **Thomas Oliver, PhD, MHA**, is a leading scholar in the area of national, state, and local health system reform, focusing on the process of policy development, design and implementation.

The Programs of the Institute

• **Population Health Assessment**: Monitors and assesses the major components of population health: health outcomes, health determinants and programs and polices.

• **Health Policy**: Engages in research, consulting, and analysis in partnership with Wisconsin’s leading public and private sector policy makers in health and health care, focusing especially on cost, financing, access, and quality.

• **Program Evaluation**: Conducts evaluation projects in public health, substance abuse prevention and treatment, maternal and child health, geriatric services and related areas.

• **Outreach Education**: Connects the Institute to the public health and health care community in the state through seminars, conferences, training programs, and an active website.

Cross-Cutting Themes

• **Service Learning**: Serves as a population health ‘laboratory’ for learning, where students apply their skills to real-world issues.

• **American Indian Tribal-Academic Partnerships**: Builds and maintains research and service initiatives with Wisconsin’s American Indian communities and the Great Lakes Inter-Tribal Council (GLITC).

• **Community Engagement**: The Institute fosters strong partnerships between the UW and population health practitioners and policy makers, through its Fellowship Program.

Our progress during 2007 could not have been achieved without the ongoing contributions of the members of our community Advisory Board and support from The Wisconsin Partnership Program, UW School of Medicine and Public Health.
Population Health Assessment

Wisconsin County Health Rankings

The Institute published the 5th annual Wisconsin County Health Rankings in 2007. These annual reports provide county-level indices of population health in order to stimulate discussion among policy makers in Wisconsin’s communities. The Rankings attracted considerable attention with widespread media coverage throughout the state including a segment on Wisconsin Public Radio, articles in the Milwaukee Journal Sentinel, and other newspapers across the State.

Identifying effective catalysts for action toward community health improvement

With funding from the Robert Wood Johnson Foundation, this new project will use a quasi-experimental design (10 intervention counties and 10 comparison counties) to evaluate the effectiveness of a proactive health communication strategy to increase media interest and stimulate active discussion about community health improvement.

Description: The Institute monitors health outcomes, determinants, and disparities in Wisconsin communities to inform health policy, program planning, and evaluation. The program provides opportunities for population health graduate students to engage in the analysis, interpretation, and communication of health data to Wisconsin’s practice community.

Primary Partners: State and local public health agencies and policy makers.

Major Projects

- Wisconsin County Health Rankings, including signature publication, County Snapshots, Full Report, and other supporting web-based materials
- Brief Reports on methods used in population health
- Survey of Wisconsin residents on population health and health disparity issues
- Continued work on a web site to introduce students and policy makers to the field of population health
- Making Wisconsin the Healthiest State

Bridget Booske, PhD, Program Director

David Kindig, MD PhD
Founder and Senior Advisor
Health Policy

Description: This program connects the Institute and the UWSMPH to Wisconsin’s leading public and private sector policy makers in the public health and health care arenas, with particular focus on cost, financing, access, and quality. Evidence and analyses are communicated through Issue Briefs, consultancies, periodic conferences and health policy forums, and direct collaborations.

Primary Partners: Legislators, executive agency leadership and staff, health care purchasing and payer organizations, and provider associations.

During 2007, we:

• Produced 10 briefings and forums at the state capitol, with topics including health care financing and insurance reform, HPV vaccination, health care quality reporting, and infant mortality.

• Delivered invited testimony before the members of the Legislative Council and continued meeting with legislative leaders in health policy.

• Conducted methods exchange consultations with legislative advisory and faculty on topics of injury prevention, wellness programs, and health services effectiveness research.

• Set up a web site with materials from all project-related activities.

• Served on BadgerCare Plus Advisory committee and the Healthy Living working group to define BadgerCare Plus program parameters.

• Developed an evaluation plan for the BadgerCare Plus program, with components focusing on enrollment and continuity, affordability and take-up, and the impact of various health promotion interventions.

• Submitted grant proposal for Robert Wood Johnson Foundation support of BadgerCare Plus evaluation, with funding pending after passing phase one review.
Program Evaluation

Informing Public Policy through Surveillance and Program Evaluation

The Institute coordinated preparation and release of an epidemiologic profile of substance abuse problems in Wisconsin in the fall of 2007. A press release was widely distributed, and the study was covered by the Associated Press, more than half of the daily newspapers in the state, papers in Chicago and the Twin Cities. Most major Wisconsin television stations carried the story, the public radio network broadcast their version, and UWMPI researchers participated in numerous interviews, including a full hour evening drive-time call-in show on public radio and on the end-of-week TV newsmagazine. Subsequently, the lead researchers have been repeatedly contacted by print and television media for related stories.

Providing public health surveillance information to public debates on health issues is an essential function of public health professionals. While not usually considered the work of a program evaluation group, an integral part of the work of the evaluation unit is to conduct needs assessment and surveillance studies such as this, along with program evaluation as traditionally understood.

Description: Formerly the Center for Health Policy and Program Evaluation, this unit conducts evaluations of programs in public health and human services. The evaluation group also maintains directly funded evaluation research projects, evaluating intervention programs with experimental and quasi-experimental designs.

Primary Partners: Community, tribal and governmental organizations; collaboration with other and UW researchers. Focus is on substance abuse prevention and treatment, maternal and child health, health services innovation, and geriatric service.

Examples of the services provided:

- Designing and implementing comprehensive program evaluations
- Developing a wide range of evaluation designs and needs assessments
- Monitoring program services (e.g., measuring progress in reaching program objectives)
- Developing data collection methods and survey instruments
- Conducting qualitative research, including content analysis, intensive interviews, focus groups and site visits
- Conducting statistical analysis of data from surveys and program-specific data sets
- Leading discussions to use evaluation findings for program improvement
Community Teams Program

The inaugural group of community teams graduated from the program in the Spring of 2007. A second group of five community teams began their program year in September, 2007. The 2007-2008 community teams represent initiatives in the Fox Cities, the La Crosse area, Washington County, and the Milwaukee area as well as one initiative that has a statewide focus. The teams are addressing health issues from access to cancer care and mental health parity to physical activity and nutrition.

Participant Feedback on Community Teams Program

“Through our team’s participation in the Healthy Wisconsin Leadership Institute, we have become a technical resource for our community’s efforts to improve physical activity in the Fox River Valley… We have not only helped the volunteers in reviewing evidence and planning their approach, but are also helping them to build stronger, more effective partnerships for health in our community.”

Kurt Eggebrecht, Appleton
2007-2008 Community Teams Participant

Outreach Education and Training

Marion Ceraso, MHS, Program Director

Description: The outreach program connects the Institute to the public health and health care community in the state through seminars, conferences, training programs and an active website. These programs are supported by the Wisconsin Partnership Program.

Major Partners: A diversity of organizations and individuals working to improve the health of the State of Wisconsin.

Examples of Activities

- Wisconsin Population Health Fellowship Program
- First Monday Seminar Series
- Annual Population Health Conferences

Healthy Wisconsin Leadership Institute

The mission of this joint program of the UW SMPH and the Medical College of Wisconsin is to enhance the skills and leadership capacity of the state’s public health workforce.

- Community Teams Program: A year-long program focused on building skills and knowledge in collaborative leadership for 5-8 community teams.

- Health Policy Program: A continuing education program that aims to increase individual and community capacity to understand and change local, regional and state policies that impact the public’s health

- Lifelong Learning and Mentoring Program: Learning opportunities for Wisconsin community and public health system workforce leaders interested in continuing their professional development.
Service Learning

Wisconsin Population Health Fellowship Program

This two-year fellowship program provides up to ten recent masters level graduates each year 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.

Description: Each of the Institute’s programs provides students the opportunity to “learn while doing.” This focus on service learning adds to coursework that students take in the Population Health MS/PhD program, or in applied coursework offered as part of the Master of Public Health (MPH) program. The Institute serves as a population health ‘laboratory’ for learning, where students apply their skills to real-world issues and, in turn, have an opportunity to publish results as Issue Briefs, in the Wisconsin Medical Journal, or in national publications.

Major Partners: State and local health and health care leaders who provide service learning opportunities for students working in the Institute, or for fellows in the Population Health Practice Fellowship.

2007 Graduate Student Assistants
Jessica Athens, MS
Melissa Boeke
Sara Busarow, MD
Jared Collins
Carissa Gottlieb
Noah Ives
Angela Kempf Rohan, MA
Anna Kocharian
Sarah Meier
Kyla Taylor
Peter Vila

2007 Population Health Practice Fellows
Morgen Alexander-Young, MPH
Traici Brockman, MPH
Suzanne Galoucher, MPH
Carrie Henning, MSW, MPH
Melissa Olson, MS
Amanda Schultz, MPH
Casey Schuman, MS
Sabrina Smiley, MPH
Jessie Tobin, MPH
American Indian Tribal-Academic Partnerships

Institute staff members have lead responsibility, on behalf of the UW School of Medicine and Public Health, for building and maintaining research and service initiatives with Wisconsin’s American Indian communities and the Great Lakes Native American Research Center for Health (GLNARCH). The Institute provides technical assistance, training, and evaluation services for programs that address maternal and child health, and the delivery of health care services.

The following projects were ongoing in 2007:

- Continued to convene and lead UW Native American Health Work Group.
- Represented the UW School of Medicine and Public Health in the Native American Research Center for Health (NARCH) partnership with the Great Lakes Inter-Tribal Council.
- Provided evaluation services for the NARCH Student Development Program and the Middle School Component
- Continued the evaluation of GLITC’s Honoring Our Children project, ongoing since 1998.
- Implemented evaluations with GLITC for two new projects: Honoring Our Families, funded by the Administration for Native Americans, is working to improve child well-being by strengthening family relationships. The Urban/Rural Outreach Project funded by the Wisconsin Partnership Fund is expanding Honoring Our Children in American Indian Tribal communities and in Milwaukee’s urban Indian population.
- Assisted the GLITC HIV/AIDS Program in evaluating a youth prevention initiative that was funded by the US Conference of Mayors.
- Consulted on the process evaluation of Healthy Children Strong Families, a child obesity prevention program in tribal communities.
- Convened the fourth annual American Indian Health and Science Symposium, with over 100 American Indian student participants from around the state.

Great Lakes NARCH

We have joined with the Great Lakes Inter-Tribal Council and Wisconsin’s tribal and urban Indian clinics through the National Institutes of Health (NIH)- and Indian Health Service-supported Great Lakes Native American Research Center for Health. A joint Memorandum of Understanding governs this relationship, based on collaboration, tribal self-determination, and respect for tribal sovereignty. This partnership includes several research projects, ranging from preventing childhood obesity to cancer surveillance, and a student development component aimed toward bringing American Indian youth into the sciences and health professions.
The “Wisconsin Idea” envisions close working relationships throughout the State of Wisconsin, such that “the beneficent influence of the university reaches every family in the state.”

Institute staff members regularly engage with colleagues and partners in programs, applied research, program evaluation, committees, consulting, proposal development and other activities. These partnerships, some funded, some in-kind, and some simply collegial, include entities in the public and private sector as well as in other departments and centers within the University. Institute participation may be based in grants and contracts, in-kind commitments, or colleagueship. The list below provides a selected view of the myriad organizations with which Institute staff collaborated and/or consulted in 2007.

### Public/Governmental Agencies
- Wisconsin Department of Health & Family Services
- 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
- Wisconsin Office of Justice Assistance
- Substance Abuse and Mental Health Services Administration

### Private and Not-for-Profit Agencies
- Alliance Employer Health Care Cooperative and Alliance Foundation
- Aurora Health Care, Inc.
- Great Lakes Inter-Tribal Council, Inc.
- Medical College of Wisconsin
- The Robert Wood Johnson Foundation
- United Way of Dane County, WI
- UW Medical Foundation
- Wisconsin Education Association
- Wisconsin Hospital Association
- Wisconsin Medical Society
- Wisconsin Nursing Association
- Intertribal Council of Michigan
- Wisconsin Association of Drug Court Professionals
Conferences, Seminars, and Other Events

Jacqueline Wiltshire, Research Award winner, and David Kindig

Institute-Sponsored Seminars


Marion Nestle, PhD, MPH, Paulette Goddard Professor in the Department of Nutrition, Food Studies and Public Health at NYU. “What to Eat: Personal or Social Responsibility?” March 5, 2007

David R. Riemer, JD, Director, Wisconsin Health Project, former State Budget Director and originator of the Wisconsin Health Plan, “Prospects for Health Reform in Wisconsin” December 10, 2007.

Institute-Sponsored Conferences


American Indian Health and Science Symposium Health Sciences Learning Center, UW School of Medicine and Public Health Commons, School of Pharmacy Building Produced the UW School of Pharmacy, Great Lakes Inter-Tribal Council, and the UW School of Medicine and Public Health March 23, 2007.


Representative Presentations


Moberg DP and Finch AJ. “Recovery High Schools as Continuing Care for Drug Abuse” Joint Meeting on Adolescent Treatment Effectiveness, Washington, DC, April 26, 2007.


The Executive Committee provides guidance to the Director on the performance of the Institute, reviewing goals and objectives and evaluating accomplishments through this annual report.

Gordon T. Ridley, Chair  
Senior Associate Dean for Administration and Finance  
Associate Vice Chancellor for Medical Affairs

David A. Kindig  
Senior Advisor  
UW Population Health Institute  
Professor Emeritus

Katharyn May  
Dean and Professor  
School of Nursing

Dennis Dresang  
Professor  
La Follette School of Public Affairs

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

Patrick Remington  
Director  
UW Population Health Institute  
Professor  
Department of Population Health Sciences

The Population Health Institute supports the mission of our newly integrated School of Medicine and Public Health by translating public health and health policy programs into practice, engaging our university faculty, staff, and students. We think of our work as the most recent embodiment of the Wisconsin Idea, an opportunity to work with government and community toward a healthier Wisconsin. We merge the burgeoning body of public health knowledge with the realities of behavior, culture, resources and institutional interests to create strategies that make a difference in the health of our citizens across the full socioeconomic spectrum.

Gordon T. Ridley  
Senior Associate Dean for Administration and Finance  
Associate Vice Chancellor for Medical Affairs

Ron Cisler  
Director  
Center for Urban Population Health

Susan Goelzer  
Professor  
Department of Anesthesiology  
Department of Population Health Sciences
Institute Staff

Front row: Peggy Ore, David Kindig, Christine Niemuth, John Bowser, Bridget Booske
Row 2: Robin Lecoanet, Charlanne Fitzgerald, Sarah Linnan, Barbara Hill, David Ahrens, Patrick
Remington, Donna Friedsam, Judy Knutson, Amanda Riener Jovaag, Kit Van Stelle, Robert Rancourt
Row 3: D. Paul Moberg, Marion Ceraso, Tom Oliver
Missing from photo Alison Bergum, Tim Connor, Nancy Eberle, Ceri Jenkins, David Lunney, Lori
Ludwig, Alexis MacDonald, Micah Shuck

Institute Staff

David Ahrens, MS, Researcher
Alison Bergum, MPA, Assistant Researcher
Bridget Booske, PhD, Senior Scientist
John Bowser, Research Specialist
Marion Ceraso, MHS, Senior Health Policy Analyst
Tim Connor, Associate Researcher
Nancy Eberle, MPH, Assistant Researcher
Charlanne Fitzgerald, MPH, Researcher
Donna Friedsam, MPH, Associate Director for Health Policy
Barbara Hill, MSSW, Researcher
Ceri Jenkins, Outreach Specialist
David Kindig, MD, PhD, Senior Advisor
Judy Knutson, University Services Assistant II
Robin Lecoanet, JD, Associate Researcher
Sarah Linnan, Research Specialist
David Lunney, PT, Research Specialist
Lori Ludwig, MSSW, Sr. Research Specialist

Alexis MacDonald, Project Assistant
D. Paul Moberg, PhD, Deputy Director and Senior Scientist
Christine Niemuth, Research Specialist
Thomas Oliver, PhD, Associate Professor
Peggy Ore, MS, RN, Senior Outreach Specialist
Paul Peppard, PhD, Senior Epidemiologist
Robert Rancourt, Senior Administrative Program Manager
Patrick Remington MD, MPH, Director
Micah Shuck, University Services Assistant II
Kit Van Stelle, MA, Researcher
Selected Publications

Brief Reports


Peer Reviewed Publications


Other Reports and Publications


*student or trainee author

All publications are available at www.pophealth.wisc.edu/uwphi/
During 2007 the Institute had a total budget of approximately $2.77 million. This funding was from a diverse mix of sources, including the Wisconsin Partnership Programs (Blue Cross/Blue Shield conversion), Wisconsin state agencies, federal agencies, core funds from the UW School of Medicine and Public Health, and several foundation and other non-profit sources. The following graph summarizes funding source as percent of total:

A. State Agencies (including federal pass-through)

**WI Division of Public Health ($160,000)**
- System-Based Diabetes Prevention and Control Program
- Evidence-Based Practices & Monitoring for Healthiest Wisconsin 2010
- InfoLinks eHealth Project
- Health Information Privacy and Security Collaborative

**Wisconsin Division of Disability and Elder Services ($483,000)**
- Strategic Prevention Framework State Inventives Grant
- Mental Health Program Evaluation Services
- Screening, Brief Intervention Referral and Treatment Program

**Wisconsin Department of Public Instruction ($57,000)**
- Safe and Drug Free Schools and Communities Data Improvement Project

**Wisconsin Department of Corrections ($100,000)**
- Earned Release Program
- Treatment and Diversion Program

B. Direct Federal Funding ($335,000)
- Fetal Alcohol Syndrome Prevention and Surveillance (CDC)
- Recovery Schools as Continuing Care for Adolescent Substance Abuse (NIIDA)

C. UW School of Medicine and Public Health

**Core SMPH Funds ($407,000)**
- Wisconsin County Health Rankings
- Issue Briefs and E-News
- Conferences and Seminars
- Native American Health

**Wisconsin Partnership Programs ($1,090,000)**
- Population Health Fellowship Program
- Healthy Wisconsin Leadership Institute
- Making Wisconsin the Healthiest State
- Tribal Academic Partnership for American Indian Health
- Healthy Children Strong Families
- What Works: Reducing Health Disparities
- Evidence Based Health Policy Program
- FIT WIC/FIT Families
- Honoring Our Children Urban/Rural Project
- Wisconsin Injury Prevention Coalitions (subcontract from Medical College of Wisconsin’s (MCW) program)

D. Foundations and other Nonprofit Sources

**Great Lakes InterTribal Council ($60,000)**
- Native American Research Centers for Health
- Honoring Our Children—Healthy Start

**Robert Wood Johnson Foundation (RWJF) ($60,000)**
- Evaluating the Impact of the National Tobacco Quitline Network (via CTRI)
- Pay for Population Health Performance

**Sawyer County, WI ($15,000)**
- Evaluation of Sawyer County Drug Court
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