

**Wisconsin Public Health / Health Policy Institute
Board Teleconference 02/26/04
Minutes**

Participants:

Board Members: Steve Braunginn, Carol Graham, Doug Morman, Greg Nycz, Tom Alt for Helene Nelson, MaryAnn Lippert, Chris Queram, Tim Size

Staff: Pat Remington, David Austin, Marion Ceraso, Donna Friedsam, Judy Knutson, Paul Moberg, Robert Stone Newsom, Paul Peppard

The meeting began with introductions of participants; several individuals joined the call in progress and were introduced. Discussion revolved around two major areas—the Health Forums and Board Role and Policies.

RWJF Forums Project

The Robert Wood Johnson Foundation-funded Health Forums project was discussed. Board members were asked to discuss priorities from a set of topics which had been earlier developed. A number of important considerations leading to the following priority ordering were discussed, including the need to meet RWJF requirements (e.g., avoidance of advocacy), timing to reflect external events such as the release of the IOM report on health literacy, staff resources, public need, mix of micro and macro level issues. (The constraining RWJF policies for this program are appended.)

The apparent **priority order of topics** which emerged from discussion was:

1. Consumer literacy.
2. The "business case" for prevention.
3. Workforce issues.
4. Medicaid and long term care.
5. Access to healthcare/the uninsured.

Many helpful suggestions for refining each of the topic areas were offered and noted by Institute staff for use in planning the future forums.

Board Role and Policies

Policy and operations of the Institute Board were discussed. Questions asked included:

- What is the Board's role?
- What are expectations of Board's input?
- How can Board assist in muddy areas?

A working draft of Institute policy in this regard is attached for discussion at the next Board meeting. Further development of internal operating policies is under way and will be distributed for discussion at a future date.

A discussion of Institute products ensued. Key points made included the need for both technical and general interest content and format, inclusion of broader UW expertise, need for development of a communications strategy, and emphasis on marketing specific products to specific audiences.

Next meeting: May 21, 11:00am to 2:00pm, Madison Inn Towner

Attachments: RWJF Forums Guidelines
Draft Statement of Board Role and Policy