

ADVISORY BOARD MEETING SUMMARY
University of Wisconsin Population Health Institute
Friday, February 22, 2013
10:30 AM to 1:30 PM
Wisconsin Medical Society

- Staff Present:** Karen Timberlake, Paul Moberg, Donna Friedsam, Angela Russell, Colleen Comeau, Lauren Bednarz, Kayla Brenner,
- Members Present:** Tim Bartholow, Bevan Baker (via phone), Steve Brenton, Greg Simmons, Ayaz Samadani (via phone), Rep. Jeff Stone, Sen. Terry Moulton (via phone), Dick Tillmar (via Phone), Rep. Sandy Pasch (via phone) Kurt Eggebrecht (via phone), Greg Nycz
- Members Absent:** Chris Queram, Peggy Rosenzweig, Dr. Annette Severson, Dr. Demond Means, Tim Size, Cheryl DeMars, Curt Gielow

Review of Minutes: The minutes were approved.

Welcome & Introductions: Karen Timberlake

Karen welcomed new members of Advisory Board and noted that the theme for today's meeting is Current Events from both the Health Policy and MATCH Groups.

Health Policy Discussion: Donna Friedsam

Evidence Based Health Policy Project (EBHPP)

EBHPP is a partnership between UWPHI, Legislative Council and the Lafollette School of Public Affairs that delivers briefings and other programming to the legislature about current policy. It is an important part of the Medical School's ability to push out research into the world that is relevant to the public and private sectors. EBHPP builds relationships and trust with the legislature.

In fall of 2012, a three-year partnership fund support for the EBHPP came to an end and a grant proposal to continue current level of activities was submitted. However, we will not be receiving sufficient funding to continue current level of activities. We are getting "step-down money" to wind down partnership fund support for program

The Board discussed the financial situation of the EBHPP and long-term support from SMPH. Agreed that conversations with Dean Golden should continue and engaging external stakeholders in how to move forward and should explore possibility of reconsideration

Covering Kids and Families Wisconsin

Donna Friedsam was recently contracted as PI for this project, which is housed in the School of Human Ecology and is a partnership with the UW Extension that is focused on getting kids and families connected with available public sector coverage.

Going forward, CKF will focus on ensuring that families and kids understand coverage options whatever they may be, particularly as the era of subsidized coverage in exchanges begins. CKF will make sure families understand what insurance is and how to use it

CKF is working with a coalition of groups that will be applying for navigator funds from CMS. CKF is not proposing to perform the navigator function.

Review of Governor's Executive Budget Proposal for next biennium

Many aspects of the Governor's proposed budget will have an impact on health, including economic development and education requirements, not just the traditional health insurance provisions that will be heavily discussed

The Board discussed several specific provisions, including:

- An unprecedented commitment to mental health in proposal that is unusual given scarce resources. In addition, Speakers Task Force has come up with additional ideas including patient privacy harmonization which is an issue in Wisconsin
- Physician Work Force proposals. They have potential to improve primary health infrastructure in Wisconsin and lead to population health improvements. Also important are very innovative satellite campuses of the medical colleges and programs to encourage primary care physicians to stay in Wisconsin
- Funding for WHIO, a database of health care claims information that allows provider organizations and others to identify variation and to address variation as it relates to reducing health care costs with better outcomes
- Dental benefits and the important relationship between dental health and employment and concern that while people on BagerCare may have access to benefits, those moving to exchanges could lose them

Employee Wellness proposal – Senator Terry Moulton

Senator Moulton discussed SB 73, the Healthy Jobs Act, which was introduced this week with strong bipartisan support. Senator Moulton believes that preventing chronic disease and helping businesses reduce healthcare cost will reduce absenteeism and increase productivity

The bill is targeted toward small business with 50 employees or less. Larger businesses already have these programs. It creates a tax credit for workplace wellness programs in an amount equal to 30% of the amount that an employer pays in the taxable year to provide the program. Program must contain health risk assessments as well as chronic disease, weight management, nutrition, health and fitness, and vaccinations.

April 25, 2013 Symposium on Affordable Care Act

This symposium is being presented in collaboration with LaFollette. It will focus on what's next for the ACA with views from researchers, regulators, and providers. Brett Davis will discuss Medicaid and there will be researchers and investigators from UW and other campuses.

Break for Lunch

County Health Rankings and Roadmaps: Angela Russell

UW PHI is moving into the 4th year of health rankings across a wide variety of indicators, at the county level, for each state in the United States. In addition, there is a website of tools and resources to help communities make informed, evidence-based decisions. The Rankings are meant to be a catalyst for community action and further exploration.

The work began in 2003 with rankings of Wisconsin counties. Later, the Robert Wood Johnson Foundation funded UW PHI to produce the Rankings nationally. The purpose of today's discussion is to have members of the Advisory Board be prepared for the next roll-out of the County Health Rankings.

Every county receives two rankings: today's health, and then health factors (tomorrow's health). Health factors are the ranking of tomorrow's health; outcomes reflect today's health. Angela reviewed the methodology for producing the Rankings, including the factors that are ranked and the sources of the data.

Some highlights from the 2012 Rankings were:

- Teen births, STIs, children in poverty are highest in the southern states
- Unemployment is lowest in the northeast, Midwest, and central plains
- Motor vehicle crash deaths lowest in north east and upper Midwest states
- Excessive drinking rates highest in northern states, with Wisconsin being #1

Angela also discussed a newer component of the project, Roadmaps to Health. The Roadmaps components were released with the Rankings beginning in 2010 to help translate Rankings into action. There are four different components of the Roadmaps program:

- Action center – Community engagement specialists on UW PHI staff to work via email or onsite to help translate Rankings into action
- What Works for Health database – based on a project that began in Wisconsin. Users of the web site can click any part of the “take action” cycle and find policies and programs and evidence supporting them.
- National partners - RWJF awards up to \$200,000 over two years to help spread the message of the Rankings across sectors. Current partners include United Way, National Business Coalition on Health, National Association of Counties (NACCHO)
- Roadmaps to Health Community Grants - Grants have been given to communities (30) over last few years to address social and economic aspects that affect health such as income, employment, early child education, family and community safety.

Angela discussed the Roadmaps to Health Prize. RWJF wanted to identify communities going above and beyond to create a healthy environment, and created a special prize to accomplish this goal. The first group of winners includes: Manistique (MI), Santa Cruz (CA), Minneapolis (MN), New Orleans (LA), Cambridge (MA), Fall River (MA).

Each year, UW PHI provides new funding opportunities to every state in the nation to help get the word out regarding the County Health Rankings and help prepare for the release.

Public health institutes across the nation are pursuing a variety of strategies to get the word out, including:

- Legislative briefings and community forums on what the Rankings mean
- Regional health and economic development forums, using Rankings as a catalyst to bring chambers of commerce and public health departments together
- Webinars
- Direct consultation
- Funds to sponsor public health conferences

The Board discussed other opportunities to promote the release of the Rankings & Roadmaps. There is opportunity to use release of Rankings to catalyze other conversation, and an opportunity to think about how we have this dialogue all throughout the year. There has not been a formal briefing on the Rankings at the capitol. We should coordinate a presentation and have chairs of the health committees invite people. If we could identify some similar counties across the state and country and find best practices, this would help with talking to the legislature, if they can be shown a specific policy that can make a difference in a specific situation.

Weight of the Valley: Kurt Eggebrecht

Kurt reviewed an upcoming initiative in the Fox Valley. The Appleton Health Department has partnered with hospitals, the public health community, United way, the Community Foundation of the Fox Valley, Fox Valley Chamber of Commerce, Fox Cities Economic Development Partnership, and others to present a two day summit focused on the causes of and solutions to obesity. The overall goal is to educate the public on causes, impact and complexity of obesity in the Fox Valley

Closing: Karen Timberlake

Karen asked the Board to support the upcoming release of the County Health Rankings as authors of op-ed pieces and newsletter items. Karen also noted that UW PHI can help with ghost writing and sample presentations or slides.

The Wisconsin Partnership Program is developing a new initiative around obesity, and we will bring that information to you at a future meeting.