

HEALTH POLICY UNIT

Summary of Programs and Activities, September 2008

Medicaid/BadgerCare Plus (D. Friedsam)

- Selected as one of 12 national grantees in the RWJF state health reform evaluation (SHARE) program, supporting evaluation of BC+ program in partnership with DHFS.
- Awarded DHFS contract to study additional components of BC+, focusing on affordability and crowd-out.
- Assembled team of collaborating faculty and researchers, and initiated project.
- Participating as a member on DHFS Advisory Committee on Pay-for-Performance
- Designed program evaluation plan for BC+ Healthy Lifestyles and advising DHFS on implementation on health literacy pilot projects.

Governor's eHealth Quality and Patient Safety Board (A. Bergum, D. Friedsam)

- Produced third annual WI eHealth Implementation Summit - 270 attendees.
- Lead staff, in partnership with WI DHFS, on Health Information Privacy and Security Collaborative, focusing on matters relevant to the exchange of electronic health records.
- Consulted on annual survey of ehealth technology adoption and information exchange

Evidence-Based Health Policy (C. Jenkins, D. Friedsam, A. McDonald)

- Produce health policy symposia and forums, along with background materials.

January 2008 Breakfast Briefing: *Public Health Preparedness in Wisconsin: Progress and Challenges for State Policy* – 50 participants

February 2008 Breakfast Briefing: *A Pathway toward Health Care Reform: Exploring Spending, Supply and Health Outcomes, with Elliott Fisher* - 44 participants

April 2008 Methods Exchange: *with Representative Steve Wiecek on healthy lifestyle promotion and Dr. Julian LeGrand, a former health policy advisor to Prime Minister Tony Blair*

April 2008 UW La Follette Symposium: *Wisconsin Health Care Payment Reform and Pay-for-Performance: How to Promote System Transformation (and What Not to Do)* 145 participants

May 2008 Capitol Briefing: *Sobering News: How We Can Reduce Wisconsin's Top-Ranked Drinking Problem* 85 participants

WMS Survey of Wisconsin Physicians (A. Bergum, C. Jenkins, D. Friedsam, K. Knox, A Getzin)

- Produced and managed a statewide survey of Wisconsin physicians and Wisconsin medical students about their views on various aspects of health care reform.
- Partnership with WI Survey Research Center, with funding from Wisconsin Medical Society.
- Drafted two articles for publication:
 - *Factors that Affects Specialty and Career Choice of Wisconsin Medical Students* (submitted to WMJ, August 2008)
 - *Wisconsin Physicians' Attitudes and Positions on Major Elements of Health Care Reform* (in progress)

Institute Issue Brief Series Overall content review and editing. (D. Friedsam)

- Published issue brief on *Consumer Engagement and Value-Driven Health Care (D. Friedsam)*
- Drafted issue brief on *Physically Active Kids: How to Grow Healthy, Active Adults (J. Bowser)*

ICTR-CAP

- Designated as major partner, with lead responsibility for the health policy component.
- Conducted review of translational research pilot project proposals.

Outreach Teaching (D. Friedsam)

- Designed and led instruction for Summer Institute class on *Health Insurance Coverage and State Health Reform*.

Monthly E-News (S. Meier)

External Affairs (D. Friedsam)

- Represent the Institute with appointments on several government and industry committees including Wisconsin BadgerCare Plus Advisory Committee, WCHQ Aligning Forces for Quality initiative, and the WI Hospital Association Quality Steering Committee.
- Presented at the Ripon College Ethics in Health Care Conference on April 4.

Tribal-Academic Partnership Program (C. Fitzgerald, R. Strickland, D. Friedsam)

- Represent the UW SMPH in partnership with the Great Lakes Inter-Tribal Council and Wisconsin Tribal Health Directors Association.
- Develop and support programs through the Great Lakes Native American Research Centers for Health (GLNARCH).
- Convene the UW Native American Health Working Group.
- Provide policy consultation and technical assistance to tribes and GLITC.
- Produced the annual American Indian Health & Science Symposium – April 4.

POPULATION HEALTH ASSESSMENT PROGRAM UPDATE

September 2008

Wisconsin County Health Rankings:

Work is well underway for the 2008 County Rankings. In addition,

- The July issue of the Wisconsin Medical Journal featured an article based on the environmental health portion of the Rankings
- An article focusing on media coverage and the use of the Rankings has been accepted for publication in the Journal of Public Health Management and Policy.
- There is significant national interest in health indices and the Wisconsin model – Dave Kindig is serving on the IOM State of the USA Health Indicators roundtable and Bridget Booske is presenting at a CDC conference on community health indices in mid-September.

Catalysts for Action Toward Community Health (CATCH) – CATCH is our Robert Wood Johnson Foundation (RWJF) funded project to test a low-cost intervention involving the provision of intensive media and technical assistance to counties. We have completed baseline interviews with health officers and community leaders in 20 counties in the bottom half of the 2007 Rankings and begun the intervention in 10 of these counties, with the other 10 counties serving as controls.

Making Wisconsin the Healthiest State:

- We have finished our phase II review of the evidence regarding the interventions, policies, and programs that will best lead to improvements in health and reductions in disparities.
- The project has been extended from August 31, 2008 until February 28, 2009 to allow additional dissemination and discussion of the project's findings. This will include a January 2009 conference in partnership with DPH and WPHA.

Population Health and Health Disparities Survey:

- A first paper describing initial results appeared in the June issue of the Wisconsin Medical Journal.
- We received funding from the Robert Wood Johnson Foundation for a national implementation of the survey. The project began on August 1, 2008 with data collection to begin in November or December.

Healthiest Wisconsin 2020 Planning: We are working closely with the Division of Public Health as they roll out the process for developing the state's 2020 Plan. Bridget Booske is co-chairing the Data Expert Advisory Group (DEAG) that will develop the initial set of recommended priorities and objectives and Patrick Remington is serving on the Strategic Leadership Team.

Mobilizing Action Toward Community Health:

At RWJF's request, we submitted a full proposal to them outlining a 36-month set of activities intended to bring broad population health metrics, solid partnerships, and real incentives to the challenge of mobilizing action toward community health (MATCH). The project's aims are to stimulate community health improvement by increasing awareness of the multiple determinants of health, identifying best practices for multi-sectoral governance partnerships, and developing financial and governance models for applying incentives. Our research team will carry out a set of coordinated activities with guidance from a National Advisory Committee. These activities will include preparation of National County Health Rankings (based on the Wisconsin model), case studies of multi-sectoral partnerships to improve health; development and analysis of population health metrics and financial models; and identification of best practices for the use of incentives.

OUTREACH EDUCATION AND TRAINING UPDATE: September 2008

Seminars Scheduled:

September 8	Pamela E. Oliver, PhD, Conway-Bascom Professor of Sociology, UW-Madison <i>“Racial Disparities in Wisconsin’s Criminal Justice System”</i>
October 6	Daniel Fox, PhD, Past President, Milbank Memorial Fund, <i>“The Politics of Population Health Policy”</i>
November 3	Robert Anda, MD, MS, U.S. CDC <i>“Childhood Trauma and Adult Health”</i>
December 1	Russ Feingold, U.S. Senator, invited.
December 8	Richard E. Rieselbach, MD, UW SMPH and Donna Friedsam, MPH <i>“WI Physicians’ Attitudes and Positions on Major Elements of Healthcare Reform”</i>

Wisconsin Population Health Fellowship Program:

The Wisconsin Population Health Fellowship Program is a two-year public health service and training program that was initiated in 2004 with funding through the Wisconsin Partnership Fund for a Healthy Future.

Fellows and Community-Based Training Site Placements:

Fellows – 2007-2009	Community Placement
Traici Brockman, MPH, St. Louis University School of Public Health	Office of the Administrator, Division of Public Health: <i>analysis of state support for local public health, health policy analysis and program evaluation</i>
Suzanne Galoucher, MPH, University of Wisconsin School of Medicine and Public Health	Madison/Dane County Public Health Department: <i>participatory strategies to address health disparities within communities and the relationship between the built environment and health</i>
Carrie Henning-Smith, MSW, MPH, University of Michigan	Milwaukee County Department of Aging: <i>developing preventive care coordination at the local level with existing health care providers.</i>
Amanda Schultz, MPH, University of Illinois- Chicago	Core El Centro (Walker’s Point Community Health Center) and Milwaukee Health Department: <i>men’s health, building peer-educator movement for community health in South Milwaukee</i>

Fellows 2008-2010	Community Placement
Evan S. Cole, MPH, University of Minnesota	Wisconsin Division of Public Health, Division of Health Access & Accountability: <i>Health Care Policy, Access to Health Care, Chronic Disease</i>
Marjory Givens, PhD, MPH, University of California and Rollins School of Public Health	Wisconsin Division of Public Health, Bureau of Environmental & Occupational Health: <i>Environmental Health</i>
Courtenay L. Kessler, M.A. Harvard School of Public Health	City of Milwaukee Health Department/Milwaukee Task Force on Family Violence: <i>risk, resilience, women’s health and health disparities</i>
Katherine (Kate) M. Konkle, MPH, University of Alabama School of Public Health	Wisconsin Division of Public Health – Western Region, <i>Rural health, reproductive health, emergency preparedness, nutrition and physical activity</i>
Samantha J. Perry, MPH, University of Southern Illinois	City of Milwaukee Health Department/March of Dimes: <i>Maternal and child health, health education</i>

Fellowship Highlights:

- **Orientation Program:** Four day, in-depth orientation for first and second-year Preceptors and Fellows.
- **Training:** Monthly meetings with Fellows held at sites across the state.
- **Recruitment:** Increased focus on applicants with an expressed interest in a career in Wisconsin.
- **Dissemination of Fellows' Work:** Fellows continue to present their work at local, state, national and international forums. Papers and presentations have spanned issues as diverse as public health financing, addressing health issues of the elderly, AIDS/HIV prevention and community organizing for health.

Healthy Wisconsin Leadership Institute:

Community Teams Program

- The second group of community teams will graduate from the program in September, 2008. A third, expanded group of seven teams was recruited for the 2008-2009 program year which starts in August 2008 with orientation visits to all new teams. The 2008-2009 community teams and their health priorities are:
 - Fond du Lac Drug Free Communities Task Force: Underage drinking
 - Healthy Beginnings Dane County: Infant mortality
 - Healthy People Lincoln County: Obesity, physical activity and nutrition
 - Healthy People Wood County: Obesity, physical activity and nutrition
 - Mental Health Inter-Agency Council (Oneida County): Access to mental health care
 - Milw County Nutrition and Physical Activity Coalition: Obesity, physical activity and nutrition
 - Milwaukee Latino Health Coalition: Health care access

Lifelong Learning and Mentoring Program

- April, 2008, supported a collaborative leadership workshop for the Racine Infant Mortality Coalition.
- July, 2008 offered training on conflict management as part of the annual Wisconsin Public Health Association meeting.
- Coordinating with the Wisconsin Public Health Association on the creation of mentoring resources for Wisconsin's public health workforce.

Health Policy Training Program

- The Medical College of Wisconsin has led this program component, with collaboration from UW staff and faculty and advice from an external workgroup.
- In 2008, A media advocacy workshop was offered entitled: Public Health Policy: Media, Messaging and Motivation. The workshop combined training with participation in Milwaukee's Fourth Street Forum, which included the broadcast: Guns, our Health and Public Policy. Archived sessions from this series, as well as other materials can be found at: http://hwli.org/policy_archive.asp.

Evaluation Findings

- Through its three programs, the Leadership Institute has provided training and support to more than 700 public health practitioners statewide to date.
- Critical areas of competence have been addressed through the Leadership Institute's programs. Program evaluations have shown that participants are gaining knowledge and skills in areas that are key to effective public health practice.
- In addition to the findings of increased grant funding, improved data collection, significant media coverage and broader partnerships engaged in community health priorities, the Leadership Institute will begin collecting community-level data on improved coalition functioning and outcomes of community teams' projects initiated during the program year.
- The Leadership Institute is preparing to submit a five year proposal to the Wisconsin Partnership Program that is likely to request resources for expanded programming.