

POPULATION HEALTH ASSESSMENT PROGRAM UPDATE
Bridget Booske, PhD, Program Director
December 2008

Wisconsin County Health Rankings

The 2008 Rankings were released on November 20, 2008. A full listing of all the newspaper, radio, and television coverage is available at http://www.pophealth.wisc.edu/uwphi/research/rankings_2008/rankings_2008.htm

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 provided special assistance to our 10 intervention counties prior to the statewide release of the *Rankings* and will be continuing to work with these counties to further disseminate the *Rankings* and engage community members in health improvement activities.

Making Wisconsin the Healthiest State

The Making Wisconsin the Healthiest State project will have accomplished all of its proposed objectives by the end of the current grant on February 28, 2009. Major accomplishments have been:

- Multiple research *Issue Briefs* and *Brief Reports*
- July 2007 *Health of Wisconsin Report Card*
- February 2008 *Opportunities to Make Wisconsin the Healthiest State*

Forthcoming publications and events include:

- January 2009 *What Works: Policies and Programs to Improve Wisconsin's Health* and its web-based data base
- January 29-30 2009 Meeting *Real Talk, for Real Action: Getting Together for a Healthier Wisconsin*

National Opinion Survey on Health and Health Disparities:

- With funding from the Robert Wood Johnson Foundation, we began national data collection for this survey on November 13, 2008. Data collection is expected to be completed in February 2009.

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

Mobilizing Action Toward Community Health:

We have recently been awarded a \$4.9 million grant from the Robert Wood Johnson Foundation for 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.

POPULATION HEALTH EVALUATION RESEARCH PROGRAM REPORT
D. Paul Moberg, PhD, Program Director
December 2008

Major Accomplishments 2008 Year to Date

- The evaluation group has had significant involvement in providing data for use in the policy development arena in the areas of alcohol problem prevention and control, correctional policy for treatment and diversion for substance abusers, and recovery schools for high school student with substance abuse disorders.
- We have increasingly participated at the national (CDC) level in fetal alcohol syndrome surveillance, and will have an influence on future CDC activities in this area.
- We have expanded our work in partnership with the DPI in the areas of school-based health, with projects focusing on physical fitness and physical activity, and obesity reduction.
- Native American health continues to be a major focus, with expansion of efforts in tribal health programs targeting maternal and child health. Charlanne FitzGerald recently completed the GLITC
- Honoring Our Children 2007 Data Reports (an all sites combined report and 8 tribal site reports).

Major Ongoing Projects

- **Wisconsin Partnership Fund**-- 3 Implementation Grants (Moberg is named partner)
 - Honoring Our Children Urban/Rural Outreach Project with GLITC (Charlanne FitzGerald)
 - What Works: Reducing Health Disparities in Wisconsin Communities, with DHFS, DPH BHIP (Nancy Eberle as lead UWPHI staff; Nathan Jones)
 - FIT WIC-FIT Families with Wisconsin WIC Association (Charlanne FitzGerald)
- **Fetal Alcohol Syndrome** prevention and intervention project, funded by the CDC through September 2009.
- **Continuing Care for High School Students with Drug Abuse.** R21 grant from NIDA, now on no cost extension through June 2009; submission of R01 planned. Paper published in July 2008.
- Paul Moberg serves as Assistant Director for Evaluation for the **Institute for Clinical Translational Research (ICTR)** funded under the NIH infrastructure Clinical Translational Science Award (CTSA).
- Several projects are funded through the Great Lakes Inter-Tribal Council which target Native American populations. These include the **Honoring Our Children (Healthy Start)** program; which has been expanded with an urban rural partnership grant--Honoring Our Children Urban/Rural Outreach Project, and a family project, Honoring Our Families. We are also involved in the Tribal Academic Partnership for American Indian Health, and Prevention of Obesity and Cardiovascular Disease in Wisconsin American Indian Children: Assessing Academic-Community Partnership (subsequent to Healthy Children Strong Families)
- **Screening, Brief Intervention, Referral and Treatment (SBIRT)**, funded by the Substance Abuse and Mental Health Services Administration (SAMHSA), continues to screen large number of patients in primary care—about 40,000 to date. UWPHI is providing the evaluation component.
- **Strategic Prevention Framework-State Incentives Grant (SPF-SIG)** is also funded by SAMHSA; UWPHI is providing surveillance and program evaluation services for this large 5 year cooperative agreement.
- The Department of Corrections is funding a **study of probation and parole revocation** in WI, and, collaboratively with the Office of Justice Assistance, and the Dept. of Health Services, the **Treatment and Diversion Project (TAD)**.
- Two **Physical Activity and Fitness projects** funded through the Department of Public Instruction are underway to assess and improve school-based physical activity and fitness programs.

- Evaluation services for Wisconsin's **mental health programs** (via DHS) includes implementations of children's MH assessment tool and children's web-based MH data entry/collection for count programs.
- The Diabetes Quality Improvement Project continues as a long-standing collaborative effort of the institute.

POPULATION HEALTH HEALTH POLICY UNIT
Donna Friedsam, MPH, Program Director
December 2008

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.

OUTREACH EDUCATION AND TRAINING
Marion Ceraso, MHS, Program Director
December 2008

Seminars Scheduled:

- December 1 **Karen Timberlake**, Secretary, Wisconsin Department of Health Services, *“Childhood Lead Poisoning, Oral Health and Partnerships for Change: Challenges and Opportunities in Public Health”*
- December 8 **Richard E. Rieselbach**, MD, UW SMPH and **Donna Friedsam**, MPH
“WI Physicians’ Attitudes and Positions on Major Elements of Healthcare Reform”
- April 6, 2009 **Barbara Starfield**, Barbara Starfield, MD, MPH, Professor, Johns Hopkins Bloomberg School of Public Health, Department of Health Policy and Management, Primary Care Policy Center Invited, tentative title: *“Patient Centered Medical Home”*
- May 4, 2009 **Jonathan Oberlander, PhD**, Associate Professor of Social Medicine and Health Policy and Administration, University of North Carolina at Chapel Hill
“Great Expectations: Health Reform and the Obama Administration”

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 – November 2008 focused on Oral and Mental Health and took place at Mendota Mental Health and Access Community Health Center.
- **Recruitment:** Increased focus on applicants with an expressed interest in a career in Wisconsin will increase likelihood of keeping Fellowship graduates in the state.
- **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 third, expanded group of seven teams was recruited for the 2008-2009 program year which started 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/Health Policy Program

- Coordinating with the Wisconsin Public Health Association on the creation of mentoring resources for Wisconsin's public health workforce.
- Plans for the future include combining the Lifelong Learning and Mentoring Program and the Health Policy Program to encompass all Regional Workshops.

- Plans for upcoming workshops include:

January 15, 2009: Regional Workshop in Milwaukee, in coordination with the Fourth Street Forum. The topic will be: *Healthy Birth Outcomes*.

May 5, 2009: Pre-WPHA WAHL DAB conference workshop with statewide audience. The topic will be *Conflict Management*.

Evaluation Findings

- The Leadership Institute has trained more than 700 public health practitioners statewide to date, and participants report: increases in grant funding, improved data collection, media coverage, and broader partnerships.
- In January, the Leadership Institute will contact the first cohort of Community Teams to begin collecting data on longer term community outcomes related to participation in the Leadership Institute's Community Teams Program.
- In January, 2009, the Leadership Institute will present a one-year proposal to the Wisconsin Partnership Program. There has been very strong support from community members for the continuation and expansion of the Leadership Institute, but initial plans to request resources for expanded programming will likely be put on hold given the economic downturn and subsequent limitations on Partnership Program funding.