November 29 & 30, 2007
The Country Springs Hotel • Waukesha, Wisconsin

WHO SHOULD ATTEND?
This conference is designed for public health and health care practitioners, researchers, policymakers, health care and business leaders, and others interested in successful models for addressing health priorities in Wisconsin.

OBJECTIVES
At the conclusion of this activity, participants will be able to:
• Identify current sources of and ways to communicate population health data.
• Describe successful models for evidence-based health promotion and disease and injury prevention.
• Understand the essential contribution of health policy for improving population health.

GENERAL INFORMATION
DATES: Thursday, November 29 and Friday, November 30, 2007
PLACE: The Country Springs Hotel
2810 Golf Rd., Waukesha, WI 53187-2269
PHONE: (262) 547-0201 or (800) 247-6640
WEBSITE: www.countryspringshotel.com

CONFERENCE FEES
The conference fee of $75.00 ($100.00 if received after October 30, 2007) and $50 for students (photocopy of student ID required) includes the cost of tuition, materials, breakfasts, breaks, lunches, and a nonrefundable registration fee of $25. Should you cancel your registration up to 72 hours prior to the conference, you will be refunded the entire conference fee except the $25 registration fee. No refunds will be made after that time.

FOUR EASY WAYS TO REGISTER
By Mail: Return your completed registration form and payment.
By Phone: (608) 262-1397. Please call and give your billing information or pay by MasterCard, VISA, or American Express.
By Fax: 1-800-741-7416 (in Madison fax 265-3163).
Online: www.ocpd.wisc.edu
Click on Course Catalog and scroll to conference name.

CONFIRMATIONS
All registrations are confirmed in writing. If you do not receive a confirmation, please call (608) 262-1397.

DIRECTIONS & PARKING INFORMATION
Directions and parking information will be sent with your registration confirmation.

HOUSING
A block of rooms has been reserved at The Country Springs Hotel, 2810 Golf Rd., Waukesha, WI 53187-2269, (262) 547-0201 or (800) 247-6640.
The special conference rate for Wednesday and Thursday, November 28 and 29, 2007 is $72/single or $82/double plus tax. Please mention UW Population Health Institute to the hotel staff to receive the special rate.
The block of rooms will be released to the general public after October 30, 2007. For more information on The Country Springs Hotel visit www.countryspringshotel.com.

FOR FURTHER INFORMATION
For conference information please contact Joyce Hart, Office of Continuing Professional Development, University of Wisconsin School of Medicine and Public Health, 750 Highland Ave., Madison, WI 53705; (608) 265-8070; jhart3@wisc.edu.

CREDIT
ACCREDITATION STATEMENT
This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Wisconsin School of Medicine and Public Health, University of Wisconsin Population Health Institute, Medical College of Wisconsin, Center for Urban Population Health, Wisconsin Hospital Association and Delta Dental of Wisconsin. The University of Wisconsin School of Medicine and Public Health is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CREDIT DESIGNATION STATEMENT
The University of Wisconsin School of Medicine and Public Health designates this educational activity for a maximum of 9.5 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

OTHER CREDIT
Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for 9.5 CHES Category I continuing education contact hours (CECH).

CONTINUING EDUCATION UNITS
The University of Wisconsin-Madison, as a member of the University Continuing Education Association (UCEA), authorizes this program for .95 continuing education units (CEUs) or 9.5 hours.

POLICY ON FACULTY AND SPONSOR DISCLOSURE
As a sponsor accredited by the ACCME, it is the policy of the University of Wisconsin School of Medicine and Public Health to require the disclosure of the existence of any significant financial interest or any other relationship a faculty member or a sponsor has with either the commercial supporter(s) of this activity or the manufacturer(s) of any commercial product(s) discussed in an educational presentation. Detailed disclosure will be made in the course handout material.

CONFERENCE COMPLETION REPORT
A conference completion report will be mailed 4-6 weeks after the conference.

The University of Wisconsin provides equal opportunities in employment and programming, including Title IX requirements. The University of Wisconsin School of Medicine and Public Health fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please notify Joyce Hart at (608) 265-8070.
### Agenda

**Thursday, November 29, 2007**

<table>
<thead>
<tr>
<th>AM</th>
<th>PM</th>
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<tbody>
<tr>
<td>7:30</td>
<td>12:15 POSTER SESSION &amp; DESSERT</td>
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<tr>
<td>8:15 Welcome</td>
<td>1:15 Break Out Sessions</td>
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<tr>
<td>8:30 Plenary</td>
<td>Communicating Public Health Information Effectively: Applying the Data We Have</td>
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<tr>
<td>Session and Keynote</td>
<td>Steve Busalacchi, Communications, LLC</td>
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<td></td>
<td>9:45 Break</td>
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<tr>
<td>9:45 Break</td>
<td>Worksite and Primary Care Initiatives in Health Promotion and Disease Prevention</td>
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<tr>
<td>10:00</td>
<td>Can Pay-for-Performance Promote Pay-for-Prevention?</td>
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<td></td>
<td>11:30 LUNCH</td>
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**Friday, November 30, 2007**

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<th>AM</th>
<th>PM</th>
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<tbody>
<tr>
<td>7:30</td>
<td>12:00 LUNCH – Closing Plenary Speaker</td>
</tr>
<tr>
<td>8:15 Welcome</td>
<td>Next Steps Toward Making Wisconsin the Healthiest State</td>
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<tr>
<td>8:30 Plenary</td>
<td>Setting the Priorities for Population Health Research in Wisconsin</td>
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<tr>
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<td>9:45 Break</td>
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<tr>
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<td>Facilitated Plenary Dialogue</td>
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<td>10:00</td>
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<td>Reactor Panel</td>
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**Improving Wisconsin’s Health: Prevention, Policy and Priorities for Research**

University of Wisconsin Population Health Institute
**IMPROVING WISCONSIN’S HEALTH:**
**Prevention, Policy and Priorities for Research**
**November 29 & 30, 2007** The Country Springs Hotel • Waukesha, Wisconsin

Please complete steps 1-4 below in BLOCK letters. All steps are required.

**STEP 1. Participant Information:**

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<tr>
<th>Name</th>
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<th>Last</th>
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Academic Degree for Credit & Name Badge:
- [ ] MD;
- [ ] PhD;
- [ ] MPH;
- [ ] Other __________________________________________

Company Name __________________________________________

Work Address____________________________________________________________________________________________________________________

City, State, Zip

Day Phone (                       ) Where you can be reached from 9:00 am – 5:00 pm

Fax (                     ) Where you can be reached from 9:00 am – 5:00 pm

E-mail Address __________________________________________

[ ] Vegetarian entrée requested

**STEP 2. Confirmation - Send my confirmation to:**

- [ ] Work Address (as provided in Step 1) -or-
- [ ] Home Address – Please complete the following:

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<tr>
<th>Home Address</th>
<th>City, State, Zip</th>
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**STEP 3. Registration Fee (check one):**

- [ ] $75 Early Bird Fee (if received by October 30, 2007)
- [ ] $100 (after October 30, 2007)
- [ ] $50 Student Fee (must include photocopy of student ID)

**Payment Method** (Check One):

- [ ] P.O. or check enclosed (payable to University of Wisconsin)
- [ ] Please bill my company
- [ ] Credit card: ___ MasterCard; ___ VISA; ___ American Express

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**STEP 4. Send your Registration Form to:**

Kathy Kneebone, The Pyle Center, 702 Langdon Street, Madison, WI 53706 or FAX (800) 741-7416 (in Madison, FAX 265-3163)

You may also register online at [www.ocpd.wisc.edu/Course_Catalog/](http://www.ocpd.wisc.edu/Course_Catalog/) or via phone at (608) 262-1397.