

Sobering News:

How We Can Reduce Wisconsin's Top-Ranked Drinking Problem

May 6, 2008

Agenda

- Welcome and Introductions
- Presentation by Paul Moberg, Population Health Institute, UW-Madison
- Presentation by Richard L. Brown, Wisconsin Initiative to Promote Healthy Lifestyles, UW-Madison
- Presentation by Carolyn Heinrich, La Follette School of Public Affairs, UW-Madison
- Questions and Answers
- Conclusion

Paul Moberg is Deputy Director of the University of Wisconsin Population Health Institute, and a senior scientist in the Department of Population Health Sciences at the UW School of Medicine and Public Health. Dr. Moberg has been involved in applied research and evaluation since 1973. His work has emphasized adolescent health and substance abuse prevention; intervention for alcohol and drug problems, and evaluation research. He earned his master's degree in sociology from Marquette University, and a PhD in sociology (with a minor in evaluation research) from the University of Wisconsin-Madison.

Richard L. Brown is an associate professor in the Department of Family Medicine at the UW-Madison School of Medicine and Public Health. His training includes college and medical school at Brown University, the family practice residency at Overlook Hospital in Summit, New Jersey, and the Robert Wood Johnson Faculty Development Fellowship at the University of Washington. Dr. Brown's research interests involve use of innovative technologies and clinical systems to deliver substance abuse prevention and intervention services. He teaches about substance abuse screening and intervention and related topics in several health professional schools and programs at UW-Madison. Dr. Brown gave up patient care to serve as clinical director of the Wisconsin Initiative to Promote Healthy Lifestyles (WIPHL), a 5-year, \$12.6 million project to enhance delivery of alcohol and drug screening, brief intervention, referral, and treatment (SBIRT) services, and other behavioral prevention services, in primary care clinics throughout Wisconsin.

Carolyn Heinrich is Professor of Public Affairs and Regina Loughlin Scholar and Associate Director of Research and Training at the Institute for Research on Poverty at the University of Wisconsin-Madison. Her research focuses on social welfare policy, public management, and econometric methods for social-program evaluation. Dr. Heinrich is working with the state of Wisconsin on a child-support demonstration program, with federal and state governments on performance management system design, and with the governments of Brazil, Honduras and South Africa on their social and human capital development programs. Her other ongoing projects involve the study of labor market intermediaries and labor market outcomes for low-skilled and disadvantaged workers, the effectiveness of supplemental education services for students in under-performing schools, policy factors that support effective provision of substance abuse treatment services, and the use and impacts of social investment funds in developing countries.

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