



Translating Research for Policy and Practice

Annual Report 2013



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Dean Robert Golden

The longstanding commitment of the School of Medicine and Public Health to population health improvement – focusing on the health and well-being of populations of people, not just patients – received major national recognition in 2013. We were honored to be awarded the Spencer

Foreman Award for Outstanding Community Service by the Association of American Medical Colleges.

This award means a great deal to all of us at the UW SMPH. It stands as an endorsement from our peers in medical education around the country of the innovative, even radical, approach we are taking: transforming a medical school into a fully integrated School of Medicine and Public Health, one that is fully engaged with people and communities across the state and across the nation in promoting a comprehensive, evidence-informed approach to creating longer, healthier lives for all.

There is no doubt in my mind that we received this prestigious award due in large part to the work of the Population Health Institute. Programs like the County Health Rankings and Roadmaps, the Evidence Based Health Policy Project, and the Healthy Wisconsin Leadership Institute are true highlights of the Wisconsin idea – connecting the knowledge and assets of the university not just to students on campus but in real partnerships of inquiry with communities across the state. The Institute's work improves health across our state and across our nation. While we all know there is more to be done to ensure better health for all, we are proud to share this national recognition with the faculty, staff, students, and community partners of the UW Population Health Institute

Robert N. Golden, MD



Karen Timberlake, Director

The UW Population Health Institute strives to be many things – objective, evidence-informed, timely, relevant. We made important contributions to health-related discourse in Wisconsin and the nation in 2013, meeting these objectives, and then some. Here are three examples of our work in 2013:

Wisconsin leads the nation in all the wrong categories when it comes to problematic alcohol use. Led by our Evaluation Research Group, we produced a report on the Burden of Excessive Alcohol Use in Wisconsin. Sponsored by the Wisconsin Partnership Program, this report demonstrated that risky drinking costs all of us in the state nearly \$7 billion in direct and indirect costs. We had a partner in producing this report who made sure that its release was covered in every media market in the state, generating not one but two significant editorials in our statewide daily newspaper calling for changes in state policy to address our state's costly and deadly problem with alcohol.

Many around the state and across the nation were focused in 2013 on ramping up for implementation of major provisions of the Affordable Care Act. Our Health Policy Group is recognized as a key resource in the state for convening rational, informed conversation around this significant piece of health policy. In November 2013, the Health Policy Group produced a learning forum that connected campuses of the UW System, the Wisconsin Technical College System, and independent colleges across the state with statewide ACA experts and leading policy makers.

Building population health principles into planning and community development is essential to expand the reach of our work. Our County Health Rankings & Roadmaps team forged new partnerships with some important, non-traditional public health partners in 2013, including the planning and parks sectors. County Health Rankings & Roadmaps team members advanced these important connections by making presentations at the International Conference for Making Cities Livable, the National Outdoor Recreation Conference, the Wisconsin American Planning Association Conference, and the 1,000 Friends of Wisconsin Placemaking Conference.

The strength of the Institute is its commitment to bringing the best data and evidence to significant challenges and diverse opportunities in health improvement. We appreciate your interest in our work and welcome your partnership in our efforts to improve health and well-being for all.

Karen E. Timberlake

Mission Statement

The Institute produces and translates research for policy and practice to improve health and well-being for all, connecting the research and practice communities across the full spectrum of factors that contribute to health. Signature products include reports and interactive tools for exploring community health data and improvement strategies, issue briefs, program evaluations, and periodic briefings and conferences. The Institute's work is guided by an active Advisory Board of state-level policy makers and leaders, and an Executive Committee of university faculty.

The Institute serves as a focal point for public health and health care policy within the University of Wisconsin-Madison, bringing together faculty, staff, and students to address significant questions of what it takes to improve health across the population.

Mission: The UW Population Health Institute advances health and well-being for all by developing and promoting evidence-based approaches to policy and practice at the local, state, and national levels.

Our Goals:

- ◆ *Address* a broad range of real-world, health-related problems of topical importance to government, business, health care providers, purchasers and payers, public health, and the general public
- ◆ *Promote* partnerships between researchers and users of research and encourage collaboration between the academic community and public and private sector policy makers, across disciplines, and across the full spectrum of health determinants
- ◆ *Support* efforts to improve health across sectors with easy access to useful data, action strategies, and evaluation services
- ◆ *Build* the knowledge base of successful efforts to advance health and well-being
- ◆ *Provide* outreach and continuing education for practitioners and opportunities for applied learning for MPH, medical, graduate, and other students
- ◆ *Contribute* to policy decisions and program implementations that improve the health and well-being of all people in Wisconsin



Our Values:

- Impact:** Have an impact on problems that matter
- Action:** Support action based on research and data
- Influence:** Leverage the assets of the University in service to the greater community
- Collaboration:** Work in diverse partnerships, respecting and drawing upon the strengths and assets that partners bring
- Creativity:** Seek out innovative and pragmatic solutions
- Curiosity:** Foster knowledge exchange across sectors
- Excellence:** Uphold a commitment to excellence and continuous quality improvement

Community Advisory Board

The Institute is guided by a 19-member Community Advisory Board, with members from the health care, public health, business, and education sectors, as well as leaders from Wisconsin's legislature. The Board meets two to three times per year to guide the work of the Institute and provide feedback on its programs and publications.

Advisory Board Members in 2013

Bevan Baker

*Milwaukee Health Commissioner
City of Milwaukee Health
Department*

Tim Bartholow

*Chief Medical Officer
Wisconsin Medical Society*

Steve Brenton

*President
Wisconsin Hospital Association*

Cheryl DeMars

*President and CEO
The Alliance*

Kurt Eggebrecht

*Health Officer
Appleton City Health Dept.*

Curt Gielow

*Campus Chief Executive
School of Pharmacy
Concordia University-Ann Arbor*

Senator Julie Lassa

Wisconsin State Senate

Demond Means

*Superintendent
Mequon-Thiensville School
District*

Senator Terry Moulton

Wisconsin State Senate

Gregory Nycz

*Director of Family Health Center
of Marshfield Inc.*

Representative Sandy Pasch

Wisconsin State Assembly

Christopher Queram

*President/CEO
WI Collaborative for Healthcare
Quality*

Peggy Rosenzweig

*Former Regent and Legislator
UW System Board of Regents*

Ayaz Samadani

*Family Physician
Dean/St Mary Regional Clinic*

Annette Severson

WI Technical College System

Greg Simmons

*President and CEO
MetaStar, Inc.*

Tim Size

*Executive Director
Rural Wisconsin Health Coop*

Jeff Stone

*Wisconsin Public Service
Commission*

Dick Tillmar

*Owner
Tillmar Connect, LLC*



The passage of the Affordable Care Act enshrined “health” as being foundational to the transformation of the current system of delivering and financing health care in the United States. In so doing, the ideas, models and nomenclature inherent in “population health” have become an imperative for every individual and organization who works in or is associated with the health care industry. The privilege of serving on the Advisory Board of the Population Health Institute deepens my personal understanding and application of these concepts while seeking to contribute to advancing the work of the Institute both in Wisconsin and nationally.

*Christopher Queram, President/CEO
Wisconsin Collaborative for Healthcare
Quality*

Affiliated Faculty Investigators



Marguerite Burns, PhD
Assistant Professor
UW School of Medicine and Public Health



Lindsey Leininger, PhD, MA
Assistant Professor
University of Illinois-Chicago



Laura Dague, PhD
Assistant Professor
Texas A&M University



D. Paul Moberg, PhD
Research Professor, UW School of Medicine
and Public Health
Director for Evaluation, Institute for Clinical
Translational Research
Senior Scientist, Population Health Sciences



Thomas DeLeire, PhD
Professor
Georgetown University



Patrick Remington, MD, MPH
Associate Dean for Public Health,
UW School of Medicine and Public Health
Professor, Population Health Sciences



Jonathan Jaffery, MD
Associate Professor, UW School of Medicine
and Public Health
Medical Director, Delivery System Innovation,
UW Medical Foundation



Karen Timberlake, JD
Associate Professor (CHS), Population
HealthSciences
Director, Population Health Institute,
UW School of Medicine and Public Health



David Kindig, MD, PhD
Emeritus Professor, Population Health Sciences
Emeritus Vice-Chancellor, Health Sciences
UW School of Medicine and Public Health



Barbara Wolfe, PhD
Professor, Economics
Professor, Population Health Sciences
Professor, UW La Follette School of Public
Affairs

Institute Programs and Cross-Cutting Themes

The Institute is led by leaders of national stature in applied public health and health policy research. Our progress during 2013 could not have been achieved without the ongoing contributions from members of our Community Advisory Board and support from the University of Wisconsin School of Medicine and Public Health and the Wisconsin Partnership Program.

The Programs of the Institute

Health Policy: Engages in research, consulting, and analysis in partnership with Wisconsin's leading public and private sector policymakers in health and health care, focusing especially on cost, financing, coverage, access, and health system performance.

Program Evaluation: Conducts evaluation of a diverse range of public health and human service programming, including substance abuse prevention and treatment, maternal and child health, school health promotion, corrections, and chronic disease.

Mobilizing Action Toward Community Health (MATCH): Monitors and assesses population health, engages communities across the nation in community health improvement, and connects the Institute to the public health and health care sectors in the state through seminars, conferences, training programs, and an active website.



Cross-Cutting Themes

Service Learning: Serves as a population health 'laboratory' for professional development, where graduate students and fellows apply their skills to real-world issues and settings.

Community Engagement: Fosters strong partnerships between the University of Wisconsin and population health practitioners and policymakers.

Evidence-Based Practice: Produces, evaluates, and disseminates research to support "what works" in policy and practice.



Health Policy



Donna Friedsam
 Researcher and
 Health Policy Programs Director

Description: The Institute's health policy programs connect the University of Wisconsin School of Medicine and Public Health to Wisconsin's leading public and private sector policymakers in the health care and public health arenas with particular focus on cost, financing, access, coverage, policy reforms and on health system performance. The group conducts primary research and communicates new and existing evidence and analyses through issue briefs, consultancies, briefings, forums, symposia, and collaborative research.

Primary Partners: Legislators, legislative and administrative agency staff, and health care provider, purchaser, payer, and business groups.

Highlights from 2013

Cost, Coverage & Access

- Continued a multi-faceted evaluation of **BadgerCare Plus**, in partnership with the Wisconsin Department of Health Services and with support from the Robert Wood Johnson Foundation.
- Completed final reports on health care utilization, costs, and labor market impact of coverage for childless adults. Briefed state agency and private sector leaders, published in peer-reviewed journals, and presented findings at national meetings.

Evidence-Based Health Policy Project

- Launched a public health class on use of evidence in policy making, contributed to the University of Wisconsin School of Medicine and Public Health integrated cases for training of medical students, training them in health policy and interaction with elected officials, and conducted a summer seminar on Health Impact Assessment.
- Delivered Capitol briefings focusing on school-based mental health care, drunk driving, obesity and chronic illness, and on implementation of the Affordable Care Act.
- Advised the National Academy for State Health Policy on its State Reform website.

Health Financing and System Reform

- Conducted an evaluation of Medicaid's Medical Homes for high risk pregnant women in Southeastern Wisconsin, assessing the changes made by clinics and HMOs, their impact on care delivery and birth outcomes.
- Served on the Wisconsin Medicaid agency's Strategic Workgroup to plan for the implementation of Wisconsin's entitlement reforms and of the Affordable Care Act.
- Produced Wisconsin's Health Insurance Outreach and Enrollment Summit, with nearly 300 stakeholders attending to plan for implementation of Medicaid changes and the ACA.
- Produced and conducted the Wisconsin Multi-Campus ACA Teach-In with 21 campuses participating state-wide via teleconference, to inform students and young people about the Affordable Care Act.

Teaching Applied Health Policy

- Mentored two La Follette and four MPH graduate students as project assistants, and two economics doctoral students.
- Delivered a summer course on Wisconsin health systems and financing, and lectured throughout campus courses, particularly focusing on the federal Patient Protection and Affordable Care Act.

Health Impact Assessment

- Completed, with support from the National Network of Public Health Institutes, **two Health Impact Assessment (HIA) pilots and processes:** one on a Transitional Jobs Program and the other on neighborhood alcohol licensing density.

Program Evaluation



Paul Moberg
Research Professor,
Program and Faculty Director

Description: The Program Evaluation group conducts assessments of state and local programs in public health and human services. The group also maintains directly-funded evaluation research projects, using experimental and quasi-experimental designs to conduct rigorous evaluation of innovative programs.

Primary Partners: Community, tribal, and state governmental agencies; collaboration with national researchers, practitioners, and faculty and staff within the University of Wisconsin.

The Program Evaluation group was involved in 30 actively-funded projects during 2013. Evaluations include a diverse range of program concerns: substance abuse, health promotion, mental health, nutrition, maternal and child health, physical activity and fitness, school health, corrections, and chronic disease.

Major Evaluation Projects:

- Strategic Prevention Framework State Incentive Grant (SPF SIG) in Wisconsin and South Dakota and Wisconsin's Screening, Brief Intervention, and Referral to Treatment (SBIRT) program – funded by the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA).
- Recovery Schools for high school students with substance use disorder – funded by the National Institute on Drug Abuse.
- Wisconsin Statewide Health Information Network (WISHIN) designed to enable the exchange of electronic structured laboratory results, electronic prescriptions, and patient summary of care records. Evaluation will also assess WISHIN's reach and coverage of pharmacy and laboratory reporting as well as participation by health care provider organizations.
- Correctional health programs providing Treatment Alternatives and Diversion (TAD) for offenders with substance abuse problems. Conducted under contract with the Wisconsin Department of Corrections, in collaboration with the Department of Justice and the Department of Health Services.
- **Health Disparities:** Several projects focus on Native American health, in partnership with the Great Lakes Inter-Tribal Council, and on African American and Latino health, in partnership with the Wisconsin Division of Public Health, the Department of Public Instruction and the Wisconsin Partnership Program.

Examples of the Services Provided:

- Designing and implementing comprehensive program evaluations.
- Developing a wide range of evaluation designs and needs assessments.
- Developing data collection methods and survey instruments.
- Monitoring program services (e.g., measuring progress in reaching program objectives).
- Conducting qualitative research, including content analysis, intensive interviews, focus groups, and site visits.
- Statistical analysis of data from surveys, administrative data, and program-specific data sets.

Mobilizing Action Toward Community Health (MATCH)



Bridget Catlin
Senior Scientist and Program Director

Description: The Mobilizing Action Toward Community Health (MATCH) group monitors health and health disparities in communities; reviews evidence on policies and programs to inform policy making, program planning, implementation, and evaluation; disseminates information in user friendly formats to motivate action toward community health improvement; and engages with communities in their efforts to improve community health.

MATCH provides opportunities for population health graduate and MPH students to engage in the analysis, interpretation, and communication of health data and offers seminars, conferences, and applied training and continuing education programs. Our work centers on providing tools and guidance for communities taking action to improve health.

Primary Partners

Diverse organizations and individuals at the national, state, and local levels from non-profit, academic, governmental, business, and local public health sectors working to improve the health of the state of Wisconsin and across the nation.

Major Projects

- *County Health Rankings & Roadmaps*
- Making Wisconsin the Healthiest State
- Healthy Wisconsin Leadership Institute
- Population Health Service Fellowship Program
- First Monday Seminar Series
- Community Health Assessment and Planning

County Health Rankings & Roadmaps

The **County Health Rankings & Roadmaps** program, funded by the Robert Wood Johnson Foundation (RWJF), includes the **County Health Rankings**, launched for the fourth time in March 2013, and the **County Health Roadmaps** project that began in April 2011. Ranking the health of nearly every county in the nation, the **County Health Rankings** illustrate what we know when it comes to what's making people sick or healthy. The **County Health Roadmaps** show what we can do to create healthier places to live, learn, work, and play.

The **Roadmaps** project mobilizes local communities, national partners, and leaders across all sectors to improve health. The project includes several elements: grants to local coalitions and partnerships among policymakers, business, education, public health, health care, and community organizations; grants to national organizations working to improve health; recognition of communities whose promising efforts have led to better health; and customized technical assistance on strategies to improve health.

New in 2013:

- The announcement of the first six **RWJF Culture of Health Prize winners**, selected from a pool of applications from 161 communities across the nation focusing on creating a culture of health.
- The launch of the *Roadmaps to Health Action Center Team Coaching Program*.

Making Wisconsin the Healthiest State

With funding from the Wisconsin Partnership Program, University of Wisconsin School of Medicine and Public Health, this project has three main goals:

- Measure, assess, and report on Wisconsin's health and health disparities
- Support local efforts in health improvement (including the Wisconsin version of **What Works for Health**)
- Support statewide impact on policy, systems, and environmental changes for health

Service Learning

Description: Each of the Institute's programs provides students and fellows the opportunity to "learn while doing." This focus on service learning adds to coursework that students take. Students working with the Institute are enrolled in the Population Health MS/PhD program, Master of Public Health (MPH) program, the La Follette School of Public Affairs, the Department of Economics, and elsewhere. The Institute serves as a population health "laboratory" for learning, where students apply their skills to real-world issues and settings. Students also have an opportunity to publish results as issue briefs, in the *Wisconsin Medical Journal* and other publications.

Primary Partners: State and local health and health care leaders who provide service learning opportunities for students working in the Institute, or for fellows in the Wisconsin Population Health Service Fellowship.

Healthy Wisconsin Leadership Institute

www.hwli.org

The Healthy Wisconsin Leadership Institute (HWLI) is a continuing education and training resource to provide public and community health education and leadership development throughout Wisconsin. HWLI is supported jointly by the University of Wisconsin School of Medicine and Public Health and the Medical College of Wisconsin. HWLI holds regional workshops and also administers the year-long Community Teams Program.

The Community Teams program focuses on building public health and collaborative leadership skills for teams as they work to address health priorities in their communities. A cohort of six community teams graduated from the program in June 2013. The seventh cohort (2013-2014) includes six teams representing community health initiatives:

2013-2014 Community Teams

Care Transitions Coalition Team of Winnebago County aims to improve chronic disease management by ensuring continuity of care of chronic diseases across health care settings.

Healthy Communities Council/Mental Health Action Team of Eau Claire County seeks to improve access to mental health services.

Polk United Team has brought together Polk County local coalitions around mental health, obesity, and alcohol use to coordinate their efforts and leverage resources to prevent chronic disease.

Langlade County Health Coalition Team is a multi-sectoral coalition that identified wellness and prevention services, obesity, affordability of medical care, and substance abuse as priorities.

Lifestyle Initiative for Fitness Empowerment Team is focusing on increasing opportunities for youth and senior's physical activity in the Village of Cross Plains.

Suicide Prevention and Mental Health Awareness Committee of Portage County Team seeks to reduce incidences of suicide through improved mental health and community wellness.

2012-2013 Community Teams

The Burnett County Poverty Task Force: reducing poverty as a health improvement strategy

Jefferson County and Fort Health Care: addressing adult obesity in Jefferson County

Jackson County's AACTION (Alcohol Awareness Community Team Influencing our Neighbors): reducing underage drinking in Jackson County

Northwoods LEAN (Linking Education, Activity, and Nutrition): increasing physical activity and improving nutrition to reduce and manage chronic disease in Oneida and Vilas Counties

Statewide Active Communities Team: multiple communities across Wisconsin working together to create infrastructure improvements that encourage increased physical activity

Youth Suicide Prevention Task Force: communities of Wittenberg, Birnamwood, and the Ho-Chunk tribe addressing mental health needs and preventing youth suicide

Wisconsin Population Health Service Fellowship

<http://uwphi.pophealth.wisc.edu/programs/match/fellowship/index.htm>

The Fellowship program serves to develop the next generation of public health leaders skilled in planning, implementation, and evaluation of public health programs.

This two-year Fellowship program provides recent masters level graduates with service and training opportunities in community based, non-profit, governmental, and health service organizations.

2013-2015 Population Health Service Fellows and Placement Sites

Mallory Edgar

Diverse and Resilient and Men's Health Unit, Milwaukee Health Department

Tracy Flood

Milwaukee Health Department and Wisconsin Medical Society

Crysta Jarczynski

Office of Violence Prevention, Milwaukee Health Department

e.shor

WI Division of Public Health AIDS/HIV Program

Lauren Lamers

Menominee Tribal Clinic in Keshena and the Shawano Menominee County Health Department

Colleen Moran

WI Division of Public Health, Bureau of Environmental and Occupational Health; and Nutrition, Physical Activity and Obesity Prevention Program

2012-2014 Population Health Service Fellows and Placement Sites

Sarah Geiger

WI Division of Public Health Bureau of Environmental and Occupational Health and Milwaukee Health Department

Christina Hanna

WI Division of Public Health AIDS/HIV Program

Carly Hood

WI Division of Public Health, Chronic Disease Prevention and Cancer Control Program & Health First Wisconsin

Erica LeCounte

Milwaukee Health Department and the Center for Urban Population Health

Lindsay Menard

La Crosse County Health Department

2011-2013 Population Health Service Fellows and Placement Sites

Kristen Audet

WI Division of Public Health, Public Health Preparedness and Rural WI Health Cooperative

Akbar Husain

WI Division of Public Health Western Regional Office

Emma Hynes

WI Division of Public Health Maternal and Child Health Unit and Wisconsin Alliance for Women's Health

Rashonda Jones

Milwaukee Health Department and United Way of Greater Milwaukee

Anneke Mohr

WI Division of Public Health AIDS/HIV Program and Great Lakes Inter-Tribal Epidemiology Center

Tyler Weber

Milwaukee Health Department & Lindsay Heights Neighborhood Health Alliance



Photo by Marion Ceraso

Population Health Service Fellows (from left to right) Sarah Geiger, Christina Hanna, Emma Hynes, Lindsey Menard, Carly Hood, and Akbar Husain

Community Engagement

The UW's "Wisconsin Idea" envisions close working relationships throughout the State of Wisconsin, such that "the beneficent influence of the University reaches every family in the State." Institute staff members regularly engage with colleagues and partners in programs, applied research, program evaluation, committees, consulting, proposal development, and other activities. These partnerships, some funded, some in-kind, and some simply collegial, include entities in the public and private sectors as well as in other departments and centers throughout the University.

The list provides a selected view of the myriad organizations with which Institute staff collaborated and/or consulted in 2013.

Public/Governmental Agencies and Private and Voluntary Sector Agencies

Alliance Employer Health Care Cooperative and Alliance Foundation

Aurora Health Care, Inc.

Centers for Disease Control and Prevention

Center for Health Systems Research and Analysis (UW)

Great Lakes Inter-Tribal Council

Institute for Clinical and Translational Research (UW)

Institute for Research on Poverty (UW)

Intertribal Council of Michigan

La Follette School of Public Affairs (UW)

Lifecourse Initiative for Healthy Families

Medical College of Wisconsin

Milwaukee County Department of Health and Human Services, Division of Behavioral Health

Milwaukee Health Care Partnership

National Academy for State Health Policy

National Association of Counties

National Association of Drug Court Professionals

National Business Coalition on Health

National Council on State Courts

National Drug Court Institute

National Institute on Drug Abuse

Office of National Drug Control Policy

Pew Charitable Trust - Pew Center on the States

State Council on Alcohol and Other Drug Abuse

State Health Access and Data Assistance Center (SHADAC)

Substance Abuse and Mental Health Services Administration

The Robert Wood Johnson Foundation

United Way of Dane County

United Way Worldwide

UW Medical Foundation

UW School of Nursing

Wisconsin Association of Drug Court Professionals

Wisconsin Center for Public Health Education and Training

Wisconsin Collaborative for Healthcare Quality

Wisconsin Department of Children and Families

Wisconsin Department of Corrections

Wisconsin Department of Employee Trust Funds

Wisconsin Department of Health Services

Wisconsin Department of Justice

Wisconsin Department of Public Instruction

Wisconsin Health Information Organization

Wisconsin Hospital Association

Wisconsin Initiative to Promote Healthy Lifestyles

Wisconsin Legislative Audit Bureau

Wisconsin Legislative Council

Wisconsin Legislative Fiscal Bureau

Wisconsin Medical Society

Wisconsin Office of the Public Defender

Wisconsin Primary Health Care Association

Wisconsin Statewide Criminal Justice Coordinating Council

Wisconsin Statewide Health Information Network

Wisconsin Supreme Court

Evidence Based Practice

What Works For Health

www.whatworksforhealth.wisc.edu (Wisconsin) and www.countyhealthrankings.org/what-works-for-health (National)

This online database provides review and assessment of available research to rate the effectiveness of a broad variety of strategies that can affect health through changes to:

- health behaviors
- clinical care
- social and economic factors, and
- the physical environment

The underlying research is based on a model of population health that emphasizes the many factors that can make communities healthier places to live, learn, work, and play.

These tools systematically assess, summarize, and rate the evidence for policies and programs that can affect these factors. The goal: to provide public health professionals and community leaders with the information they need to make evidence-informed decisions about improving health in their communities and, where available, with tools to get started.

Analysts begin with a broad orientation search to define each policy or program and identify appropriate search terms. Targeted literature searches are conducted, focusing first on systematic reviews and peer reviewed articles. Searches focus next on selected sources of grey literature and the findings of relevant, reputable organizations that assess policy and program effectiveness. Analysts prepare high level summaries of each source's key findings and quality; summaries are reviewed independently by another team member. A final evidence rating is assigned based on an assessment of the available information.

This database continues to be a key resource in Wisconsin for many of the applicants to the Wisconsin Partnership Programs' Community-Academic Partnership grant program as well as others across the state and nation seeking to identify effective health improvement policies and programs.

Evidence-Based Health Policy Project (EBHPP)

www.evidencebasedhealthpolicy.org

The EBHPP, a partnership with the La Follette School of Public Affairs and the Wisconsin Legislative Council, connects lawmakers and researchers, along with public and private sector decision leaders to advance Wisconsin's health.

- Provides policy makers, in both the public and private sectors, with timely, nonpartisan, high-quality information for evidence-based decision making.
- Increases involvement of University of Wisconsin research and teaching activities in topical issues of state public policy.
- Draws on the leadership and talent of academic, government, and industry experts.
- Promotes the translation of research into practice and of practice into research.
- Designated as a core community engagement component of the University of Wisconsin School of Medicine and Public Health Institute for Clinical and Translational Research - Community Academic Partnership (ICTR-CAP).

Supported in part by the Wisconsin Partnership Program, UW School of Medicine and Public Health; the UW Chancellor's Office; and the UW Institute for Clinical & Translational Research.



Executive Committee

The Population Health Institute supports the mission of our integrated School of Medicine and Public Health to translate public health and health policy research for practice. We consider our work an embodiment of the Wisconsin Idea, working with the public and private sectors – government, business, advocates, and community members-- at the state and local level -- toward a healthier Wisconsin.

The Executive Committee provides guidance to the Director on the performance of the Institute, reviewing goals and objectives and evaluating accomplishments through this annual report.

Alexandra K. Adams

Associate Professor, Department of Medicine
UW School of Medicine and Public Health

Ron Cisler, Ph.D., M.S.

Director, Center for Urban Population Health
Professor, Health Informatics & Administration,
College of Health Sciences, UW-Milwaukee
Affiliate Professor, Zilber School of Public Health,
UW-Milwaukee
Affiliate Professor, Population Health Sciences,
UW School of Medicine and Public Health, UW-Madison

Tim Corden, M.D

Chief Medical Officer - Bureau of Community Health
Promotion, Division of Public Health,
Department of Health Services, State of Wisconsin
Adjunct Professor of Pediatrics, Medical College of
Wisconsin
Adjunct Associate Professor, Population Health,
UW School of Medicine and Public Health.

F. Javier Nieto

Chair, UW Department of Population Health Sciences
Professor, Population Health Sciences and Family Medicine,
UW School of Medicine and Public Health

Tom Oliver

Professor, Population Health Sciences
Director, UW Master of Public Health Program,
UW School of Medicine and Public Health

Patrick Remington

Associate Dean for Public Health
Professor, Population Health Sciences,
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Gordon Ridley

Consultant to Dean, UW School of Medicine
and Public Health

Maureen A. Smith

Professor, Departments of Population Health Sciences,
Surgery, and Family Medicine
Director, Health Innovation Program
Director, Community-Academic Partnerships Core, and
Assistant Director for UW Institute for Clinical and
Translational Research
Associate Director for Population Sciences, UW Carbone
Cancer Center, UW School of Medicine and Public Health

Barbara (Bobbi) Wolfe

Richard A Easterlin Professor, Department of Economics,
La Follette School of Public Affairs and Department
of Population Health Sciences, University of
Wisconsin-Madison

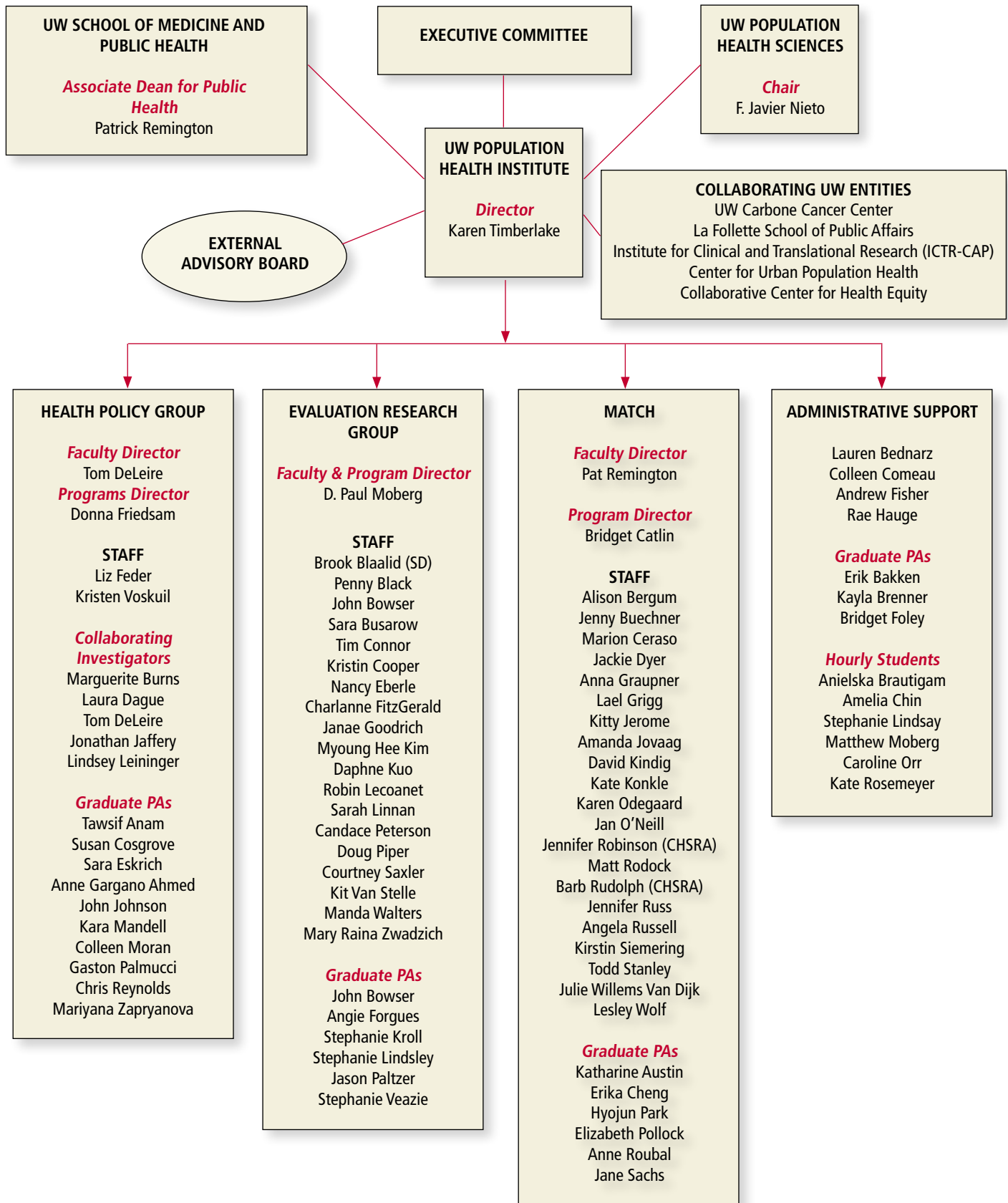
Susan Webb Yackee, Ph.D.

Associate Professor of Political Science and Public Affairs
Director of the La Follette School of Public Affairs,
University of Wisconsin-Madison

Susan Zahner

Vilas Distinguished Achievement Professor,
UW School of Nursing

UW Population Health Institute



Institute Staff in 2013

Alison Bergum, MPA, Associate Researcher
Brooke Balaalid, MS, Outreach Specialist
Penny Black, MS, Assistant Researcher
John Bowser, PhD, Associate Researcher
Bridget Catlin, PhD, MHSA, Senior Scientist
 Program Director, MATCH Group
Jennifer Buechner, BS, Administrative Program
 Specialist
Sara Busarow, MD, MPH, Associate Researcher
Marion Ceraso, MHS, MA
 Researcher
Colleen Comeau, AAS
 University Services Associate II
Tim Connor, MS, MA, Associate Researcher
Kristin Cooper, MS, Assistant Researcher
Tom DeLeire, PhD, Professor
 Faculty Director, Health Policy
Jackie Dyer, University Services Associate II
Nancy Eberle, MPH, Associate Researcher
Liz Feder, PhD, Associate Researcher
Andrew Fisher, BA, University Services
 Program Associate
Charlanne FitzGerald, MPH, Researcher
Donna Friedsam, MPH, Researcher
 Programs Director, Health Policy
Janae Goodrich, BA, Research Specialist
Anna Graupner, MPH, Assistant Researcher
Rae Hauge, BA, Grants Manager
Lael Grigg, MPA, Assistant Researcher
Kitty Jerome, MA, Researcher
Amanda Jovaag, MS, Associate Researcher
Myoung Hee Kim, PhD, Associate Researcher
David Kindig, MD, PhD, Senior Advisor
Kate Konkle, MPH, Associate Researcher
Daphne Kuo, PhD, Assistant Scientist
Robin Lecoanet, JD, Researcher
Sarah Linnan, BS, Research Specialist
D. Paul Moberg, PhD
 Senior Scientist and Research Professor
 Faculty and Program Director, Evaluation Research
Karen Odegaard, MPH, Associate Researcher

Jan O'Neill, MPA, Associate Researcher
Candace Peterson, PhD, Associate Researcher
Doug Piper, PhD, Senior Scientist
Patrick Remington, MD, MPH
 Associate Dean for Public Health
 Faculty Director, MATCH Group
Matt Rodock, MPH, Assistant Researcher
Jennifer Rubenstein, MPA, Assistant Researcher
Angela Russell, MS, Associate Researcher
Barbara Rudolph, PhD, Senior Scientist
Courtney Saxler, MPH, Associate Researcher
Kirstin Siemering, DrPH, RD, Researcher
Todd Stanley, University Services Associate
Karen Timberlake, JD, Director,
 Associate Professor (CHS)
Kit Van Stelle, MA, Researcher
Kristen Voskuil, MA, Associate Researcher
Manda Walters, MS, Outreach Specialist
Julie Willems Van Dijk, PhD, RN
 Associate Scientist
Lesley Wolf, University Services Associate II
Mary Raina Zwadzich, MSW, Outreach Specialist

Institute Graduate Students in 2013

Iliya Amaza	Kara Mandell
Tawsif Anam	Dorothy Miller
Katherine Austin	Colleen Moran
Lauren Bednarz	Gaston Palmucci
John Bowser	Jason Paltzer
Kayla Brenner	Hyojun Park
Erika Cheng	Elizabeth Pollock
Susan Cosgrove	Chris Reynolds
Laura Dague	Monica Rodgers
Sara Eskrich	Matt Rodock
Angie Forgues	Anne Roubal
Anne Gargano Ahmed	Jane Sachs
Jessica Gartner	Stephanie Veazie
Rachel Johnson	Shiwen Xue
Stephanie Kroll	Mariyana Zapryanova
Stephanie Lindsley	

Conferences, Seminars, Publications, Programs

Institute-Sponsored Seminars

Leadership for a Change: Unleashing the Power of Public Health

Magda G. Peck, ScD, Founding Dean and Professor, Joseph J. Zilber School of Public Health, University of Wisconsin-Milwaukee
February 4, 2013

Greatly Reducing Poverty in Wisconsin: Is It Possible? How Can We Do It? Would It Improve Health?

David Riemer, JD, Senior Fellow, Public Policy Institute, Community Advocates; and Conor Williams, Economic Policy Analyst, Pathways to Ending Poverty, Community Advocates
March 4, 2013

Peak Oil, Food Systems and Public Health

Robert Lawrence, MD, Center for a Livable Future Professor and Professor of Environmental Health Sciences, Health Policy, and International Health, Johns Hopkins Bloomberg School of Public Health; Professor of Medicine, Johns Hopkins School of Medicine
April 1, 2013

Creating Optimal Defaults: Federal, State and Local Legislative Action to Improve Nutrition and Health

Roberta Friedman, ScM, Director of Public Policy, Yale University Rudd Center for Food Policy and Obesity
May 6, 2013

Maintaining and Increasing Immunization Rates by Addressing Vaccine Hesitancy

James Conway, MD, Associate Professor of Pediatrics, University of Wisconsin School of Medicine and Public Health; and Paul Hunter, MD, Assistant Professor of Family Medicine, University of Wisconsin School of Medicine and Public Health
October 7, 2013

Stories, Frames, and Images: Message Strategies to Increase Public and Legislator Support for Social Policies to Reduce Obesity

Jeff Niederdeppe, PhD., Assistant Professor of Communication, Cornell University
November 4, 2013

Local Public Health through an Equity Lens: Policy, Partnerships and Programs

Jordan Bingham, MS, Health Equity Coordinator, Public Health Madison & Dane County
December 2, 2013

Conferences

What's Next for the Affordable Care Act?

The View from Researchers, Regulators, and Providers
April 25, 2013

Wisconsin Health Insurance Outreach & Enrollment Summit

July 16, 2013

Wisconsin Multi-Campus ACA Teach-In

November 18, 2013

Healthy Wisconsin Leadership Programs

Making a Difference in Community Health: Coalition Building Tips and Tools

Co-sponsored with UW ICTR Community Health Connections
Jodi Pfarr, J. Pfarr Consultants, Richfield, MN
2013 Wisconsin State Prevention Conference
Wisconsin Dells, WI
September 11, 2013

Writing Successful Grants: This Time You Are the Reviewer!

Mary Jo Knobloch, MPH, CPH, Program Officer, Wisconsin Partnership Program
Eau Claire, WI
March 28, 2013

Writing Successful Grants: This Time You Are the Reviewer!

Mary Jo Knobloch, MPH, CPH, Program Officer, Wisconsin Partnership Program
Madison, WI
May 16, 2013

Capitol Briefings by the Evidence-Based Health Policy Project

May 2, 2013

School-Based Mental Health Care: Should Policy Specify a Clear and Formal Role for Schools in Addressing Mental Health Concerns?

Julia Dickson-Gomez, MD, Medical College of Wisconsin
Scott Strong, Executive Director, Community Partnerships, Inc. and co-chair of MMSD Mental Health Task Force
Katherine Halley, Psychologist, Madison Metropolitan School District and member of MMSD Mental Health Task Force
Judie Shine, President, American Council for School Social Work

September 10, 2013

Deterring Drunk Driving: What Works (And What Doesn't)?

Michael S. Scott, JD, UW School of Law
Timothy Sharpee, Captain, City of Wauwatosa Police Department
Moderator: Paul Moberg, PhD, UW Population Health Institute

October 9, 2013

Wisconsin's Economic, Social and Health Trends: What Matters?

Benard Dreyer, MD, Professor of Pediatrics, NYU & Past President, Academic Pediatric Association

Patrick Remington, MD, Associate Dean for Public Health, UW School of Medicine and Public Health

Facilitator: Marah Curtis, MD, Assistant Professor, UW School of Social Work & Faculty Affiliate, Institute for Research on Poverty & Center for Demography and Ecology

November 14, 2013

Cancer, Chronic Disease, and Communities: A New Look at Wisconsin's Obesity Problem

Paul Westrick, Retired, Columbus – St. Mary's Hospital, Chair, WI Cancer Council Policy Committee

Vincent Cryns, MD, Professor of Medicine, Chief, Division of Endocrinology, Diabetes & Metabolism, University of Wisconsin - Madison, School of Medicine and Public Health

Dr. Carmen Bergom, MD, PhD, Instructor, Department of Radiation Oncology, Medical College of Wisconsin

Amy Meinen, MPH, RD, Director, WI Obesity Prevention Network, UW-Madison Center for Collaborative Health Equity

Georgia Smith, Director, Cancer Care Services, Sacred Heart Hospital Cancer Center, Eau Claire, WI

Marcia Arneson, Director of the Center for Healthy Living, Sacred Heart Hospital, GOChippewaValley.com, Eau Claire, WI



Publications

A Randomized Trial Comparing Telephone vs. In-person Brief Intervention to Reduce the Risk of an Alcohol-Exposed Pregnancy

Georgiana Wilton, D. Paul Moberg, Kit R. Van Stelle, Lyric L. Dold, Kristi Obmascher, Janae Goodrich (2013). *Journal of Substance Abuse Treatment (JSAT)* 45: 389-394 NIHMSID: NIHMS520143.

Evaluating community readiness to implement environmental and policy-based alcohol abuse prevention strategies in Wisconsin

Paltzer, J., Black, P., & Moberg, D.P. (2013). *Journal of Alcohol and Drug Education*, 57(3), 27-50. NIHMSID: NIHMS521333.

Monitoring Progress in Population Health: Trends in Premature Death Rates

Remington PL, Kindig DA, Catlin BB. *Prev Chronic Dis* 2013;10:130210. DOI: <http://dx.doi.org/10.5888/pcd10.130210>

Success Case Studies Contribute to Evaluation of Complex Research Infrastructure

Hogle JA, Moberg DP. (Epub 2013). *Eval Health Prof.*, 2014 Mar; 37(1):98-113. doi: 10.1177/0163278713500140. PMID: 23925705 PMCID: PMC3873347.

Using Empirical Bayes Methods to Rank Counties on Population Health Measures

Athens JK, Catlin BB, Remington PL, Gangnon RE. *Prev Chronic Dis* 2013;10:130028. DOI: <http://dx.doi.org/10.5888/PCD10.130028>

Wisconsin Experience Indicates That Expanding Public Insurance To Low-Income Childless Adults Has Health Care Impacts

DeLeire T, Dague L, Leininger L, Voskuil K, Friedsam D. 2013. *Health Affairs* 32(6):1037-1045.

Reports

Adams County Cancer Awareness Project; Year Two Pilot Evaluation Report

Prepared By: Lecoanet, R, October 2013

The Burden of Excessive Alcohol in Wisconsin

Prepared By: Black, PD, Paltzer, JT, March 2013

Health of Wisconsin Report Card 2013

Prepared By: Roubal AM, Catlin BB, Timberlake K, December 2013

Limiting Retail Alcohol Outlets in the Greenbush- Vilas Neighborhood, Madison, Wisconsin: A Health Impact Assessment.

Feder E, Moran C., Gargano Ahmed, A , Lessem S, Steidl R, (Full Report and Executive Summary). November, 2013

Opportunities to Make Wisconsin the Healthiest State

Prepared By: Roubal AM, Catlin BB, Timberlake K, January 2013

Transitional Jobs Program: A Health Impact Assessment (Full Report and Executive Summary)

Feder E, Moran C., January 2013

Wisconsin Health Trends: 2013 Progress Report

Prepared By: Roubal AM, Catlin BB, Timberlake K, September 2013

Wisconsin Strategic Prevention Framework State Incentive Grant, Final Evaluation Report

Prepared By: Black, P, Lecoanet, R, Linnan, S, Moberg, DP, Paltzer, J, January 2013



Selected Abstracts and Presentations

Using Logic Models and SPHERE Reports For Program Improvement

Fulfilling the Promise: a Conference for Parent Educators and Home Visitors

Cooper, K
Kalahari Resort and Conference Center, Wisconsin Dells, WI.
March 2013

The Effect on Medical Care Utilization of Extending Public Insurance to Low-Income Adults without Dependent Children

DeLeire, T
Population Association of America. New Orleans, LA
April 11, 2013

Evaluation Workshop for Wisconsin SNAP-Ed Agencies, a one-day workshop

FitzGerald, CJ, Moberg, DP, & Cooper, KG
Wausau, WI
April 2013

County Health Rankings & Roadmaps

Catlin, B
Women's Health Policy Briefing, Washington, DC
June, 2013

Creating Health for All

Willems Van Dijk, J
Community of Practice for Public Health Improvement Open Forum, Milwaukee, WI
June, 2013

Expanding Public Health Insurance Coverage to Rural Low-Income Uninsured Childless Adults Increases Their Use of Health Care

Burns M
Academy Health Annual Research Meeting. Baltimore, MD
June 25, 2013

The Importance of Evaluation for TAD Programs: Why it makes \$ense, Statewide symposium

Treatment Alternatives and Diversion: Effective Criminal Justice Reform Through Research Based Practices, hosted by Community Advocates Public Policy Forum

Van Stelle, K
Concourse Hotel, Madison, WI
August 2013

County Health Roadmaps: Moving from Data to Action

Odegaard, K
Wisconsin Prevention Conference: Creating Community Health Together, Wisconsin Dells, WI
September, 2013

Intervening Upstream: Using the National Prevention Strategy to Improve Patient and Community Health

O'Neill, J
Healthy Safety Net: A Blues Symposium, Lansing, MI
September, 2013

County Health Roadmaps: From Data to Action

Konkle, K
Wyoming Public Health Association Annual Education Conference, Casper WY
October, 2013

Focus on Multiple Factors to Health: Sharing Success from the RWJF Roadmaps to Health Prize Winners

Jerome, K
Ounce of Prevention 2013: Many Paths to Healthier Communities, Marlborough, MA
October, 2013

The Effects of Expanding Public Health Insurance Coverage

DeLeire, T
Affordable Care Act Conference, UC Davis
November 1, 2013

Moving Beyond Data Collection: Community Coaching to Move Health Improvement Plans into Action

Poster Presentation
Wolf L, Ceraso M, Konkle K, Contardi K, Layde P, Timberlake K.
American Public Health Association Conference, Washington D.C.
November, 2013

RWJF Roadmaps to Health Prize: Improving Health at the Population Level in Manistique, Michigan

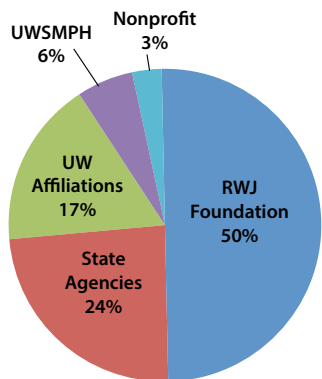
Siemering, K & Phillips, S
Michigan Critical Access Hospital Conference, Bellaire, MI
November, 2013

eNEWS – Published Monthly

Available at <http://uwphi.pophealth.wisc.edu/publications/issue-briefs/index.htm>

Budget

The Institute's total budget for 2013 was approximately \$6.1 million. This funding comes from a diverse mix of sources, including The Robert Wood Johnson Foundation, the Wisconsin Partnership Program (Blue Cross/Blue Shield conversion), Wisconsin state agencies, federal agencies, UW School of Medicine and Public Health, and several foundation and other non-profit sources. Federal funds flow to the Institute via several of these resources. The following graph summarizes funding source as a percent of the Institute's total budget:



National, State, Tribal & Community Organizations

Great Lakes Inter-Tribal Council, Inc.

- Honoring Our Children
- Honoring Our Children Community Based Doula Program
- Family Foundations Home Visiting Program

Lac Courte Oreilles Band of Lake Superior Chippewa Indians

- Mino Maajisewin Program

Indianhead Community Action Agency

- Strategic Prevention Framework State Incentive Grant

Milwaukee County Department of Health & Human Services, Division of Behavioral Health

- Milwaukee County Offender Reentry Project
- Milwaukee Welcomes You to Income, Sobriety and Housing

National Network of Public Health Institutes

- Health Impact Assessment Project

Wisconsin Statewide Health Information Network

State Agencies

South Dakota Department of Social Services

- Strategic Prevention Framework State Incentive Grant

WI Department of Corrections, Department of Health Services and Office of Justice Assistance

- Evaluation for the Treatment & Diversion Programs

WI Department of Health Services (DHS)

- Chronic Disease Program Integration and Coordinated Chronic Disease Prevention and Health Promotion
- Wisconsin Diabetes Quality Improvement Collaborative
- Evaluation of BadgerCare Plus
- Mental Health Program Evaluation
- National Public Health Improvement Program
- Strategic Prevention Framework Partnership for Success II
- Strategic Prevention Framework State Epidemiological Outcomes Workgroup
- Wisconsin Nutrition, Physical Activity and Obesity Program
- Wisconsin Practice-based Research Network
- Fit Families – Supplemental Nutrition Assistance Program Education

WI Office of Justice Assistance

- ARRA Misdemeanor Diversion and Youthful Offender Programs

WI Department of Justice

- Disproportionate Minority Contact

WI Department of Public Instruction

- Safe and Supportive Schools

Robert Wood Johnson Foundation (RWJF)

- County Health Rankings
- County Health Roadmaps
- State Health Access Reform Evaluation – BadgerCare Research

UW School of Medicine & Public Health (UWSMPH)

- UWPHI Core Funding

UW Affiliated-Foundations & Programs

UW Partnership Program

- Building the Infrastructure to Make Wisconsin the Healthiest State: Strengthening and Integrating Community Health Improvement Processes and Plans
- Evidence-based Health Policy Project
- Evaluation of the Lifecourse Initiative for Healthy Families
- Evaluation of Medicaid Medical Homes for High Risk Pregnant Women
- Healthy Wisconsin Leadership Institute
- Making Wisconsin the Healthiest State
- Wisconsin Population Health Service Fellowship Program
- Portage County Fit Communities
- Adams County Community Wellness Program
- Wisconsin Partnership for Childhood Fitness
- Increasing Cultural Congruence among Nurses in Wisconsin

UW Institute for Clinical Translational Research (ICTR)

- Disparities in Wisconsin's Diabetes Outcome
- ICTR Program Evaluation



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