



WISCONSIN HEALTHIEST STATE — SUMMIT —

2019 Agenda Setting Convening

Summary and Next Steps

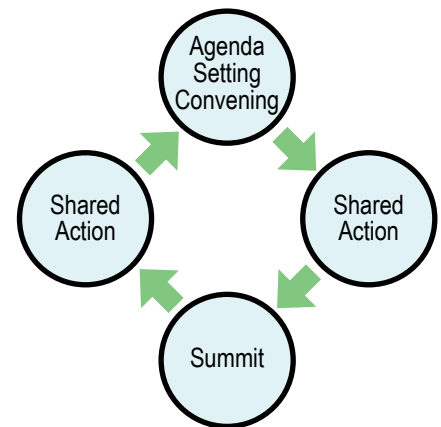
Background

The Wisconsin Healthiest State Initiative represents a collective effort to advance health equity in Wisconsin. Spearheaded by the UW Population Health Institute's Mobilizing Action Toward Community Health (MATCH) Group, the initiative includes convening statewide partners, setting shared priorities around health equity, leading workgroups to make progress on shared priorities, and hosting statewide Summits. During odd years, Agenda Setting convenings are held to assess progress and to refine and identify shared priorities. In even years, a statewide Summit is held to provide training and capacity building and to support coalition building and further alignment around priorities.

Six health equity priorities were identified at the inaugural Healthiest State Agenda Setting Convening in 2017:

- Center leadership of those most impacted by inequity
- Build diverse alliances and partnerships
- Declare racism a public health crisis
- Develop a health equity narrative with strong frames
- Create a health equity legislative/policy agenda
- Identify and support public health champions

For more background information, see the [Wisconsin Healthiest State Initiative](#) and read the summaries from the previous two convenings: [2017 Healthiest State Agenda Setting Convening Report](#) and [2018 Healthiest State Summit Report](#).



2019 Agenda Setting Convening Overview

A strategic group of individuals came together in Madison on September 23 - 24 for the 2019 Healthiest State Agenda Setting meeting. The goals and objectives of this meeting are below.

Goal: Convene and support diverse leaders in setting and taking action on a common set of priorities to align and catalyze efforts to advance health equity

Objectives:

- Build and strengthen relationships to support future action
- Reinforce our shared understanding of the role of power in shaping conditions of health
- Review and refine existing health equity priorities and identify the actions we can take within our own sphere of influence to advance those priorities
- Identify new health equity priorities and explore options for collective action
- Build relationships with policy makers and Wisconsin legislators as a step toward collective action

Building on the past two years' progress on the six health equity priorities identified in 2017 (see Appendix A for a summary of work), participants reaffirmed several existing priorities and discussed how to move forward.

Taking into account ideas generated during the meeting, the following three areas emerged as priorities for further refinement and implementation over the next two years:

- Centering the voices of those most impacted
- Advancing a health equity narrative
- Coordinating around a health equity policy agenda

Advancing the work to support declaring and taking action on racism as a public health crisis, as well as cross-cutting values of alliance building and cultivating champions, will be embedded within these areas as appropriate.

2019 Agenda Setting participants were comprised of leaders from across the state who are committed to advancing health equity. This included representatives from the Wisconsin Public Health Association, the Wisconsin Association of Local Health Departments and Boards, local health departments, state government, health care systems, coalitions, community organizing groups, academic institutions, non-profit organizations and others (see Appendix B for the full participant list).

Colleagues from Human Impact Partners (HIP) joined the meeting to support facilitation and to lead the training portion of the agenda.



Lili Farhang - Co-Director,
Human Impact Partners



Ana Tellez - Communication
Director, Human Impact Partners

Agenda

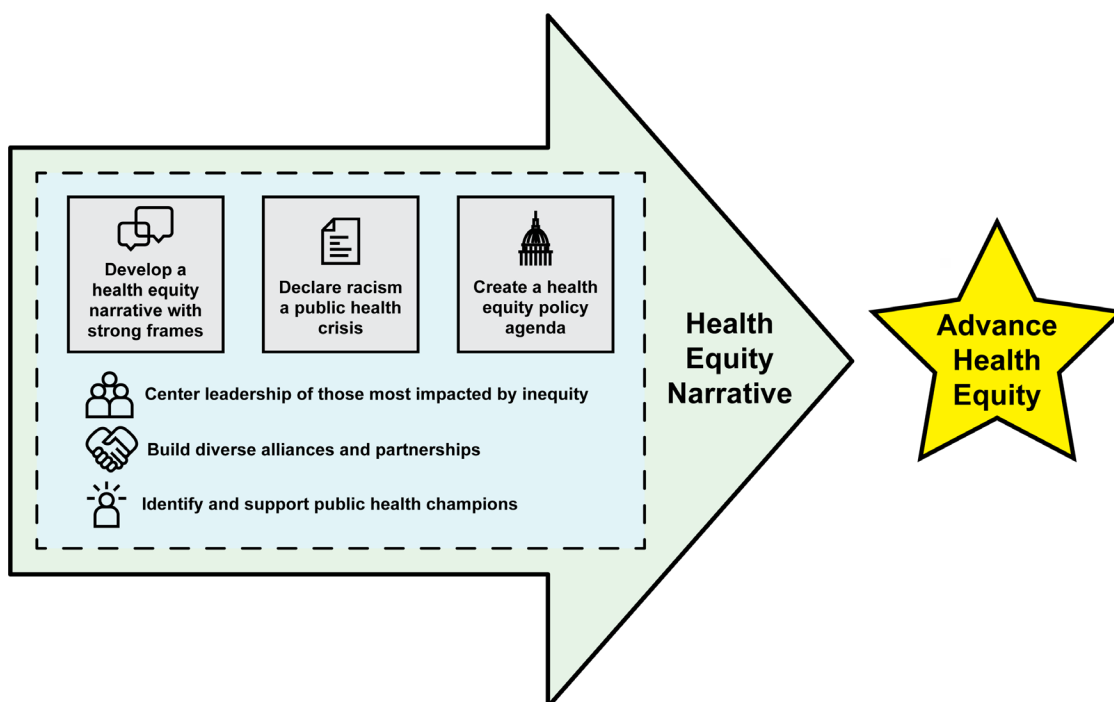
The [convening's agenda](#) was designed to: (1) provide updates on the three action-oriented priorities from 2017 (including challenges and lessons learned), (2) incorporate learning and provide concrete examples; and (3) recommit to a shared agenda for the coming two years.

Over the past two years, the six 2017 priorities have emerged into two categories: three action-oriented priorities that have active workgroups and three cross-cutting priorities that guide how we do this work. While all of the priorities were addressed throughout the agenda, there were specific sessions devoted to the three action-oriented priorities, with narrative as the container and catalyst through which we can advance health equity.

In preparation for refining our shared agenda, participants were directed to consider each priority using the following questions:

1. What's the most exciting thing you heard related to the progress on the health equity priorities?
2. Where do we have opportunities to continue work and/or add new work to deepen our progress and impact?
3. What needs to be in place to move this work forward after we leave here?
4. What is your role in these efforts?

Health Equity Priorities



Summary of Activities

Day 1 Activities

Power as a Root Cause of Health Outcomes



Jeanne Ayers - State Health Officer and Administrator, Division of Public Health, Wisconsin Department of Health Services

Jeanne Ayers presented on a systems approach to health equity and healthy communities. Focusing on practices that build power for health equity, Jeanne shared questions that participants can use to navigate the complexity of health equity issues: questions that ask us to think critically about the context by identifying existing patterns, why they persist, and what can be done to change the pattern. Jeanne led participants through an activity to reflect on experiences where power is cultivated. The session wrapped up by using an organizing model to describe how the systems approach strengthens individual and organizational “capacity to act.” This was intended to set the stage for refining our shared agenda and committing to action.

Declaring Racism a Public Health Crisis

Since the identification of the original six health equity priorities, the Wisconsin Public Health Association (WPHA) passed a resolution in May 2018 declaring racism as a public health crisis in Wisconsin and committed to taking action. Building on this work, the Racism Declaration workgroup, which was comprised of several partner organizations, worked to transfer the WPHA resolution content to an [online declaration](#) to which organizations and individuals can sign on.

Through a panel discussion, partners described their organization’s experiences and readiness to commit to racial equity. They shared how the Racism Declaration can support organization-wide goals, cultivate support within an organization, identify what capacities are needed, and help promote accountability needed for forward movement.

Panelists:

- Amber Canto - Director, Health & Well-Being Institute, UW-Madison Division of Extension
- Robin Lankton - Director of Population Health, UW Health; Wisconsin Public Health Association Board of Directors
- Raymond Neal - Community Coach, Healthy Wisconsin Leadership Institute/MATCH, UW Population Health Institute
- T.R. Williams - Advocacy & Government Relations Specialist, Wisconsin Primary Health Care Association

Wisconsin Health Equity Narrative

Ana Tellez led the group through a process intended to update on the Health Equity Narrative workgroup progress and to share materials and trainings co-created by the advisory group.

The Power of Master and Transformative Narratives

Dominant narratives are values-based meta-stories about how and why the world operates that can shape public understanding, including our collective sense of responsibility and possibility. As such, narrative and strategies to shift narrative are critical for supporting health equity efforts.

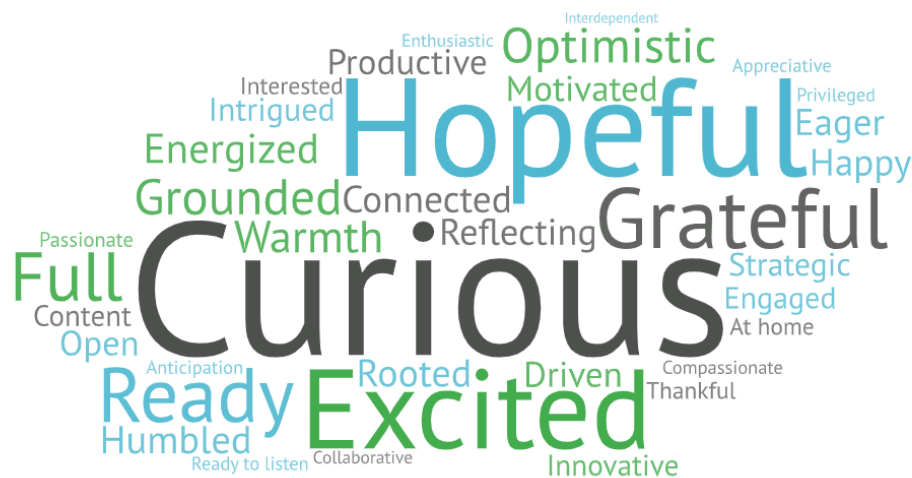
In this session, participants discussed what stories they or their people have had to overcome. The group also discussed the elements of the dominant narrative about health equity, and how transforming that narrative can help to advance health equity in Wisconsin.

We believe a foundation of clearly articulated values can help us collectively build bridges across organizational silos and the divisive discourses we are exposed to. The following are values that can be amplified to support health equity efforts.

- We depend on each other to thrive.
- We are healthier when everyone has the opportunity to contribute fully.
- We listen to each other, seeking to understand our differences.
- We honor fairness in decisions that affect our communities.
- We prioritize compassion and responsive caring for each other.
- We believe in the resilience of our communities.
- We work towards a just society that offers safety and opportunity to all.

Creating Wisconsin’s Transformative Health Narrative

Using the list of values above that the narrative advisory group developed, participants developed transformative narrative statements that were then showcased for the entire group. Ana then led the room in a discussion of challenges and opportunities for the transformative narrative in Wisconsin. The insights and observations shared will help guide the next steps of the health equity narrative work.



Participants' words of reflection after Day 1

Day 2 Activities

Building Infrastructure for a Statewide Health Equity Policy Agenda

The purpose of this session was to explore what infrastructure is needed for a more coordinated effort to advance a health equity policy agenda in Wisconsin. Through a panel discussion, this session: (1) provided an overview of the work to date; (2) highlighted the needs and experiences of local and state level organizations; and (3) explored what collaborative support structures could look like and opportunities moving forward.

Over the past two years, the Health Equity Policy workgroup produced Building Health Equity Policy Agendas: A Guide for Wisconsin, designed to help organize and bridge to additional resources on how policy change can address health equity. This resource was previewed at the convening and the final version will be distributed in early 2020.

Panelists:

- Amanda Dederich - Health Officer, Juneau County Health Department
- Victoria Faust - Action Researcher & Evaluator, MATCH, UW Population Health Institute
- Stephanie Munoz - Project and Community Engagement Associate, Kids Forward
- Carleigh Olson - Policy Coordinator, MATCH & Tobacco Control and Prevention Program, WI Department of Health Services

Refining Our Shared Agenda

After walking through progress, challenges, and opportunities related to the original six priorities, Lili Farhang led participants through an activity to collaboratively shape the agenda for the next two years. Participants were instructed to identify ideas and also rate others' ideas based on the following criteria:

1. Is it big and bold?
2. Does it enhance statewide impact?
3. Can you see your organizational self-interest and potential commitment reflected?
4. Can we make progress on it?

The activity and discussion ended with the group agreeing to recommit, refine, and take further action on three of the existing priorities: centering the voices of those most impacted, advancing a health equity narrative, and coordinating around a health equity policy agenda. Participants committed to which of the priorities they or their organizations could support.

Skill Building and Legislative Visits

As in 2017, a group of public health leaders visited the Capitol for meetings with legislators. Recognizing the importance of building relationships with legislators, the goals of these visits were to (1) provide an opportunity for participants to experience preparing for and leading a meeting with their legislative representative(s), and (2) to position Wisconsin's Healthiest State Network as a growing, knowledgeable, cross-sector resource for legislators on what it will take to nurture strong, healthy communities across the state.

To prepare for the visits, T.R. Williams, Advocacy & Government Relations Specialist with the Wisconsin Primary Health Care Association, provided a brief refresher on best practices for legislative visits, including the difference between advocacy and lobbying. Participants then worked in small groups to prepare for their visits, utilizing materials that incorporated the draft values and transformational narrative work. Preparation activities included reviewing legislative district profiles and bios of representatives, selecting two or three priorities highlighted during the Agenda Setting Convening to discuss with their representative, and identifying specific local issues based on legislators' interest or pressing in-district priorities.

Eleven scheduled meetings took place with legislators (or their staff) representing eight counties across Wisconsin. Following the visits, participants debriefed with the convening staff. While participants reported generally positive experiences, several expressed the challenge around not having a specific ask for a legislator. Additionally, participants expressed a desire for more concrete examples that help articulate what shapes health, which reinforces the need for and energy around the refined priorities.

Next Steps

Immediate next steps from the 2019 Agenda Setting include convening workgroups and conversations with strategic partners, continuing to hold the bi-monthly Healthiest State Network calls, and planning for the 2020 Healthiest State Summit.

Health Equity Priority Workgroups

Workgroups will convene to refine and operationalize the following areas identified during the Agenda Setting meeting:

- Centering the voices of those most impacted
- Advancing a health equity narrative
- Coordinating around health equity policy agenda

Advancing the work to support declaring and taking action on racism as a public health crisis, as well as cross-cutting values of alliance building and cultivating champions, will be embedded within these areas as appropriate.

Healthiest State Network

MATCH staff will continue to convene the Healthiest State Network through bi-monthly calls. The goals for these calls are to:

- Create space for updates and accountability across the workgroups and shared priorities
- Provide space for thought partnerships across a diverse cross-section of partners
- Recognize and highlight best practices and shared action across the state
- Discuss emergent health equity work and issues

2020 Healthiest State Summit

Planning for the 2020 Healthiest State Summit is underway. The Summit will be a space for training and capacity building, accountability to shared action around the priorities, and celebrating successes.

Acknowledgements

The 2019 Healthiest State Agenda Setting Convening is funded in part by the Advancing a Healthier Wisconsin Endowment and the Wisconsin Partnership Program. Support is also provided through partnership with the Wisconsin Public Health Association.

Questions? For more information about the Wisconsin Healthiest State Initiative, please reach out to MATCH staff at healthieststatewisc@wisc.edu.

There is no clear blueprint to advance health equity. We rely on a commitment to collaborative, accountable action that combines our shared influence, expertise, and resources. We know that to make progress on health equity we need to address structural factors while centering the lived experiences of those most impacted by inequities. The work is imperfect, full of tensions we need to embrace, and relies on building bridges. Inequities exist because of narratives, systems, and policies that prohibit the full belonging of all Wisconsin residents.

“The history of public health might well be written as a record of successful redefinings of the unacceptable.”

—Sir Geoffrey Vickers

We have what it takes to make change on the unacceptable. It is our hope that the Healthiest State Initiative can support strategic alignment around a shared agenda for change.



WISCONSIN
HEALTHIEST STATE
— SUMMIT —

Save the Date!

2020 Wisconsin Healthiest State Summit
September 9-11, 2020
KI Convention Center | Green Bay, WI



Mobilizing Action Toward
Community Health (MATCH)
University of Wisconsin Population Health Institute
SCHOOL OF MEDICINE AND PUBLIC HEALTH

Appendix A: Summary of Health Equity Priority Workgroups, 2017-2018

Centering the Voices of Those Most Impacted Workgroup

Goal: To support work to center the voices of those most impacted by inequity in health equity work

Work to date:

- Developed [principles regarding Centering Voices of those most impacted by inequity](#)
- Featured two panels on Centering Voices on the 2018 Healthiest State Summit focused on criminal justice organizing and youth organizing

Health Equity Narrative Workgroup

Goal: Develop and disseminate a health equity narrative

Work to date:

- Developed narrative materials and resources to advance health equity (piloted at the 2019 Agenda Setting meeting)

Healthy Equity Policy Agenda Workgroup

Goals:

- Support connections between people working on social determinants of health and health equity
- Collect information on what folks are doing in social determinants of health and health equity
- Use data to inform priorities and crosswalks of policy agendas
- Identify needs for resources
- Support local policy platform development

Work to date:

- Developed Building Health Equity Policy Agendas: A Guide for Wisconsin (piloted at the 2019 Agenda Setting meeting)

Declaring Racism a Public Health Crisis Workgroup

Goal: Increase resources, training and action to address racism as a public health crisis

Work to date:

- Partnered with the Wisconsin Public Health Association's Racial Equity workgroup to support passing the racism resolution, ["Racism is a Public Health Crisis" Resolution](#), in May 2018
- Hosted [Understanding Racism as a Public Health Issue Webinar](#) prior to the 2018 Healthiest State Summit
- Repurposed the WPHA resolution so that individuals and organizations can sign-on to the declaration and commit to taking action: [Racism is a Public Health Crisis in Wisconsin Declaration Sign-on](#)

Appendix B: 2019 Healthiest State Agenda Setting Convening Participant List

Kristi Anderson	UW Population Health Institute, MATCH
Sam Austin	UW Population Health Institute
Jeanne Ayers	Wisconsin Department of Health Services
Sarah Beversdorf	Ascension Wisconsin
Shiva Bidar-Sielaff	UW Health
Maureen Busalacchi	Advancing a Healthier Wisconsin Endowment
Amber Canto	UW-Madison Division of Extension
Molly Clark-Barol	FREE/Micah
Bridget Clementi	Children's Hospital of Wisconsin
Jessi Corcoran	UW Population Health Institute, MATCH
Evelyn Cruz	Centro Hispano of Dane County
Andrea Dearlove	Wisconsin Partnership Program
Amanda Dederich	Juneau County Health Department
Emily Dieringer	WI Public Health Association/Winnebago County Health Department
Teresa DuChateau	Ascension
Allison Dungan	Public Health Madison and Dane County
Lindsey Eierman	Central Wisconsin Health Partnership
Niki Euhardy	Winnebago County Health Department
Victoria Faust	UW Population Health Institute, MATCH
Tana Feiner	WI Tobacco Prevention & Control Program
Sarah Ferber	EXPO
Susan Garcia Franz	Winnebago County Health Department
Gary Garske	Portage County Health & Human Services
Elizabeth Giese	Eau Claire City/County Health Department
Marjory Givens	UW Population Health Institute
Gina Green-Harris	UW School of Medicine and Public Health
Pamela Guthman	UW-Eau Claire College of Nursing and Health Sciences
Janel Heinrich	Public Health Madison and Dane County
Marques Hogan	Milwaukee County Office on African American Affairs
Paula Tran Inzeo	UW Population Health Institute, MATCH
Sheri Johnson	UW Population Health Institute
Heidi Keating	Outagamie County Public Health Division
David Kindig	UW Population Health Institute
Amy Korth	healthTIDE
Eric Krawczyk	Oneida Community Health Center
Robin Lankton	UW Health
David Liners	WISDOM
Ann McCall	UW Population Health Institute, MATCH
Stephanie Munoz	Kids Forward
Raymond Neal	UW Population Health Institute, MATCH
Carleigh Olson	UW Population Health Institute, MATCH
Fern Orie	Wisconsin Native Loan Fund
William Parke-Sutherland	Kids Forward
Jennifer Park-Mroch	UW-Madison Division of Extension
Susan Passmore	UW-Madison Collaborative Center for Health Equity
Mary Pesik	Wisconsin Department of Health Services
David Pluymers	SSM Health - Wisconsin Region
Carol Quest	Watertown Department of Public Health
Corinda Rainey-Moore	Kids Forward

Appendix B Continued: 2019 Healthiest State Agenda Setting Convening Participant List

Darren Rausch	Greenfield Health Department
Sarah Salewski	Wood County Health Department
Courtney Saxler	Wisconsin Partnership Program
Kathi Seiden-Thomas	healthTide
Shelly Shaw	UW-Madison Department of Family Medicine and Community Health
Sweta Shrestha	UW Population Health Institute, MATCH
Keetah Smith	UniteMKE, Inc./ United Voices CHW Collaborative of WI
Geof Swain	UW-Madison School of Medicine and Public Health
Mallory Swenson	UW Population Health Institute, MATCH
Janice Valenzuela	Wisconsin Division of Public Health
Langston Verdin	Children's Health Alliance of Wisconsin
Geeta Wadhvani	Children's Health Alliance of Wisconsin
Chuck Warzecha	Wisconsin Department of Health Services, Division of Public Health
Lakeeta Watts	UniteMKE
T.R. Williams	Wisconsin Primary Health Care Association
Tracy Wilson	Advancing a Healthier Wisconsin Endowment
Lesley Wolf	Healthy Wisconsin Leadership Institute, UW Population Institute, MATCH