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Land Acknowledgment Statement

The University of Wisconsin Population Health Institute occupies Ho-Chunk Land, a place their nation has called Teejop (Day-JOPE) since time immemorial. In 1832, the Ho-Chunk were forced to surrender this territory. Decades of ethnic cleansing followed when both the federal and state government repeatedly, but unsuccessfully, sought to forcibly remove the Ho-Chunk people from Wisconsin.

This history of colonization shapes our commitment to building partnerships that prioritize respect and meaningful engagement. The staff of the institute respects the inherent sovereignty of the Ho-Chunk Nation, along with the 11 other First Nations of Wisconsin. We carry this land acknowledgment into our actions by considering the many legacies of violence, erasure, displacement, migration, and settlement as a lens in our work.

Graphic design by SMPH Media Solutions and Cathy Vos. Icons from The Noun Project. Photography from Shutterstock and iStock. UW campus photography by Jeff Miller and Althea Dotzour.
Greetings,
The School of Medicine and Public Health continues to prioritize partnerships in our research, education, and service missions. Our work is strengthened through engagement in bi-directional, mutually beneficial relationships across sectors, geographies, and identities.

The Population Health Institute has been key in building trustworthiness through intentional, evidence informed strategies which spark innovation and long term impact. Many of the Institute’s local, state, and national translational research and practice initiatives are informed by the priorities of communities and local leaders who are most knowledgeable about the obstacles and the assets that can be leveraged to accelerate progress in achieving health equity.

We are committed to nurturing understanding and collaborative action to assure that people and places have what they need to thrive. The Population Health Institute is one of the entities leading the way forward.

On Wisconsin.
Sincerely,

Robert N. Golden, MD
Dean, University of Wisconsin School of Medicine and Public Health
Vice Chancellor for Medical Affairs, University of Wisconsin–Madison

Dear colleagues and partners,
We are grateful for the opportunity to serve the people of Wisconsin and the nation. Our partnerships with experts across disciplines and sectors, including those with first-hand experience of unfair, systematic obstacles to health, are critical to maintaining credibility and legitimacy. We know that the utility of our research and practice tools depends on our ability to earn, build and sustain trust.

We hope this report sparks imagination of what’s possible and fuels a collective commitment to action across the multiple determinants of health and equity. We are committed to deepening our capacity to engage in transformational research and practice that contributes to a world where people and places have what they need to thrive.

Sheri Johnson, PhD
Director, UW Population Health Institute
Professor (CHS) Department of Population Health Sciences
University of Wisconsin School of Medicine and Public Health
What is Health Equity?

"Health equity is defined as the absence of unfair and avoidable or remediable differences in health among population groups defined socially, economically, demographically, or geographically." — World Health Organization

Power: The Capacity to Act

“We can define power as the capacity to act, individually and collectively. Power at the social and institutional level can be understood as the capacity to distribute and access resources, the capacity to shape agendas, and the capacity to define the narrative or worldview.”

— 2020 Health Equity Training Modules from the University of Wisconsin Population Health Institute’s Mobilizing Action Toward Community Health (MATCH)
Since 2005, the University of Wisconsin Population Health Institute has collaborated with partners at the local, state, and national level to help communities identify, evaluate, track, and shape the many factors that influence people’s health and well-being.

Originally housed within the Department of Population Health Sciences, we continue to leverage the expertise of faculty and students.

By providing evidence-informed strategies, actionable data, and other resources tailored to myriad sectors, we equip people with the best possible tools and resources to build equitable systems, structures, and policies.

By valuing partnerships and facilitating the exchange of expertise about health between and among those within the university and our many partners, we expand our understanding of what drives health equity.

And by shifting narrative and sharing stories that name what works — and what is needed — to ensure everyone’s well-being, we support nationwide efforts that improve health and advance our understanding of what it takes to achieve health equity.

We believe that only by working together toward a world in which we value one another and honor our connectedness will we achieve the healthiest possible conditions for all of us.
Vision
We work toward a world in which we value each other, honor our connectedness, and build communities where everyone can thrive.

Mission
We accelerate the capacity to create equitable conditions for everyone to be healthy by advancing knowledge, practice, policy, and systems change across sectors.

Values
- Collaboration: Build and sustain diverse partnerships that prioritize respect, mutual benefit, and meaningful engagement
- Integrity: Ensure that we are honest, accountable, and responsible with the power we have
- Excellence: Aim high, seek feedback, and continually improve
- Innovation: Create, test, refine, and promote new ideas and approaches at the leading edge
- Inclusion: Ensure work has a wide reach, is meaningful, accessible, and impactful
- Courage: Seek diverse perspectives and experiences that challenge our assumptions and worldviews, recognize systemic harms, and commit to making positive change, even when it is uncomfortable
Strategic Action Areas: 2021–2024

I. Population Health and Equity Research
We advance the field with a Population Health and Equity Research Agenda that brings science, evidence, and conceptual frameworks into a new era by bringing community priorities to the forefront and by addressing the complexity of historical context, power dynamics, and identities in shaping health and equity.

II. Motivate Investors to Advance the Equitable Stewardship of Resources
We motivate a broad range of investors to advance the equitable stewardship of their resources by committing to challenging the status quo of grantmaking and investment while broadening our resource streams to accommodate the risks.

III. Partnerships for Action
We build, strengthen, and align our partnerships to advance strategies that shape new narratives and action, and increase collective accountability.

IV. Health and Racial Equity Narrative
We cultivate strong narratives and strategic communications to name what it takes to achieve health and racial equity.

V. Organizational Capacity Building
We commit to becoming a racially equitable and inclusive organization, joining and supporting other organizations on their journey.
Programs

Evaluation and Engaged Research
The Evaluation and Engaged Research team partners with community, tribal, county, and state governmental agencies to develop, implement, and evaluate local and state programs in public health and human services. The team also collaborates on engaged research projects with national researchers, practitioners, and University of Wisconsin faculty and staff. The team’s evaluators can advise on and implement a broad range of applied research methods, from qualitative and descriptive techniques to complex experimental and quasi-experimental trials. Team members also engage in rigorous intervention research design and evaluation. Our portfolio of evaluation projects reflects the full range of systems and health factors that contribute to population health and well-being, including:

- Behavioral health prevention and treatment
- Child and family health promotion programs
- Community health promotion
- Policy and systems change evaluation projects

Evaluation and Engaged Research projects highlighted in this report include:

- Supporting the Wisconsin Department of Health Services’ statewide rollout of the Behavioral Health Crisis Support 988 Hotline
- Providing evaluation, training, and technical support to the Great Lakes Inter-Tribal Council in their Tribal Personal Responsibility Education Program
- Partnering to design and implement plans to address gun violence and sexual violence in downtown Madison with the Isthmus Safety Initiative
- Working with the City of Madison to assess impacts of tax financing plans, monitor gentrification, and reduce displacement of BIPOC communities in the South Madison Reinvestment Strategy for Equity project

Visit our [website](#) for a full portfolio of projects.

DHS Staffing Program
The University of Wisconsin Population Health Institute has a long history of partnering with the Wisconsin Department of Health Services (DHS) on public health efforts. Collaborations include contracts to support: DHS-based staffing, evaluation services, statewide health equity initiatives, training and technical assistance, and DHS-based Population Health Services Fellowships. The institute created a DHS Program manager position to build infrastructure to support partnerships and contracts, with a focus on staffing contracts. The institute’s investment in the DHS program manager role has led to improvements and growth in this partnership.

Mobilizing Action Toward Community Health (MATCH)
The institute’s MATCH unit aims to change practice, focus priorities, and shift power to support shared action across Wisconsin and the United States. MATCH helps organizations and community partners identify what it takes for everyone to have a fair chance to be healthy in their homes, schools, workplaces, and neighborhoods. Through training and technical assistance, workforce development, and collaborative partnerships, MATCH helps organizations and community partners build capacity.

MATCH programs include:

**Workforce Development**
The Wisconsin Population Health Service Fellowship is a two-year service and training program designed for early career public health professionals. The program places recent graduates and emerging public health professionals in organizations across the state to help tackle some of the most pressing public health challenges, while building their professional skills and experience as future public health leaders.

Since 2004, the program has recruited and deployed 97 post-graduate professionals to work for 74 distinct public health and community-based organizations throughout the state. Among the last five cohorts of graduating fellows, 80 percent have continued working in Wisconsin’s public health workforce. The program continues to expand its partnerships with new placement sites.

MATCH designed the COVID-19 Response Corps (RC) in partnership with the Wisconsin Division of Public Health with two goals in mind: First, to implement
a Response Corps program that placed COVID-19 response staff across the state and, second, to support statewide COVID-19 response and recovery through alignment, training, and capacity building. In 2022, three RC members were placed in local health departments, and one member worked on COVID-19 response statewide.

RC program staff hosted four virtual immersions in 2022. Immersions are free, statewide webinars that focus on topics through the lens of COVID-19 response and recovery, and equity. Topics included community engagement, communications, and community and workforce resilience. In 2022, an average of 72 participants attended the virtual immersions. In addition, RC partnered with the Wisconsin Association of Local Health Departments and Boards to lead and administer a partnership to improve communication and alignment across local health departments and key public health staff and partners. This work included convening statewide workgroups around three topics: funding, workforce, and legal authority.

Training and Technical Assistance
Through its grant program, Mobilizing Communities for a Just Response, the Wisconsin Department of Health Services (DHS) provided funding to community organizations across Wisconsin to help address health disparities related to COVID-19 by expanding community capacity to advance health equity. DHS partnered with MATCH to provide grantees with training and technical assistance through a curriculum focused on policy systems and environmental change, power building, and strategic communications.

The Envision Community Health Worker (CHW) Training and Technical Assistance Center is a collaboration of CHWs and CHW allies. With financial and administrative support from DHS through funding from the Centers for Disease Control and Prevention (CDC), the collaboration elevates the role of CHWs. Envision provides nationwide training and technical assistance to organizations funded through CDC’s Community Health Workers for COVID Response and Resilient Communities initiative. The Envision team provides monthly COVID-19 webinars, specialized training, and a learning collaborative on CHW financial sustainability.

Community Partnership Initiatives
The Just Recovery for Racial Equity (JRRE) initiative is a partnership between the UW Population Health Institute, the Wisconsin Department of Health Services, and the Office of the Governor of Wisconsin. The goal of this initiative is to support community partners working toward mitigation and recovery from COVID-19. JRRE awarded grants to community leaders and organizations across the state. A Community Advisory Team (CAT) designed and led the competitive proposal process and grantee selection efforts. Together with the CAT, JRRE program staff successfully advocated for more equitable and accessible funding processes. Selected in late 2021, grantees’ projects ran throughout 2022. More than $1.7 million was awarded to community partners throughout Wisconsin through 25 community grants (awards >$5000) and 48 mini-grants (awards <$5000). Projects focused on topics such as civic engagement, mental health, power-building, and building social connections. In addition to funding these projects, JRRE conducted training sessions for applicants and grantees to help them build their capacity for grant writing, evaluation, and data literacy.
County Health Rankings & Roadmaps (CHR&R)

County Health Rankings & Roadmaps is a program of the University of Wisconsin Population Health Institute, with support from the Robert Wood Johnson Foundation. Its work is rooted in a commitment to health equity — the idea that everyone deserves a fair and just opportunity to be as healthy as possible. CHR&R produces data, evidence, guidance, and examples that raise awareness about the many factors that influence health. It also supports community leaders working to improve health and increase health equity. CHR&R does this by translating and communicating complex data and evidence-informed strategies into accessible models, reports, and tools to help leaders identify the factors that make their communities healthy, and to inspire and support them in their efforts.

CHR&R Tools and Resources

CHR&R designed each of the below tools and resources to help people understand the factors that influence the health of their community and to provide strategies for them to create healthier places to live, learn, work, and play.

County Health Rankings

Released each year, the County Health Rankings provide a snapshot of a community’s health. People across the U.S. use the County Health Rankings to investigate, discuss, and understand the health of their community and garner support for local health and equity initiatives from government agencies, health care providers, community organizations, business leaders, policymakers, and the public.

In April 2022, CHR&R released the 2022 County Health Rankings data with new measures focusing on living wage, the gender pay gap, childcare cost burden, childcare centers, and school funding adequacy.

What Works for Health (WWFH)

What Works for Health is a searchable database of more than 400 evidence-informed strategies, policies, and programs designed to advance health and health equity. WWFH also includes curated lists of strategies related to specific topics, such as racial wealth building. In 2022, WWFH replaced its former “Impact on Disparities” feature with an equity analysis framework. The equity analysis includes a revised disparity rating along with a summary of related supporting evidence, and relevant historical background. It also includes questions about equity to consider before implementing strategies, and equity-focused resources to help communities implement the strategies. To date, CHR&R has added the equity analysis to about 40 strategies — including living wage laws, community land trusts, and college access programs.

National Findings Report

The 2022 National Findings Report featured the theme of “advancing a just recovery for economic security and health,” and described opportunities to ensure economic security and health for all through a living wage, fair pay for women, accessible childcare, and well-resourced schools. Within each of these areas, the report included descriptions of key findings, evidence-informed strategies to advance equity, and examples of communities taking action to improve health and equity.

National Webinars & Podcast Series

Each month CHR&R hosts webinars that showcase promising approaches and real-world examples from communities and organizations throughout the U.S. During the interactive discussion groups that follow, participants engage with peers from across the country to share their experiences with implementing local health equity strategies. The webinars focus on a range of topics and are often a part of a suite of related CHR&R resources. New in 2022 CHR&R launched its first podcast. The podcast, titled In Solidarity: Connecting Power, Place, and Health, features interviews with authors, activists, and scientists about social solidarity, shared power, and health.

Health Equity Narrative Infrastructure (HENIP)

CHR&R continues the institute’s collaborative partnership with Human Impact Partners through the Health Equity Narrative Infrastructure Project. HENIP aims to grow the field of equity actors by strengthening the narrative infrastructure of organizations that have begun to align and/or mobilize in their understanding and use of narrative strategy. This initiative raises awareness of narrative as a form of power and the role that narrative plays in advancing structural change and health equity.
The UW Population Health Institute’s vision, mission, values, and strategic action areas guide all of our efforts.
Making Wisconsin the Healthiest State

Established in 2004, the Making Wisconsin the Healthiest State Project (HS) has served a full range of public health audiences with innovative data-to-action tools and programs that emphasize the social determinants of health. The project catalyzed many larger initiatives including County Health Rankings and Roadmaps, which serves the nation with data and solutions to help improve health and equity for nearly every county. After 19 years of innovation and service, funding for the project ended. The HS project established an award-winning foundation of data-to-action resources for Wisconsin and the nation.

In 2022, the HS team worked with partners to disseminate the 2021 Wisconsin Population Health and Equity Report Card. Improvements to two public health data-to-action tools were completed, and 29 communities in the Wisconsin Healthy Communities Designation program were convened to guide, support, and celebrate work that improves health and equity throughout the state.

Wisconsin Healthy Communities Designation Program
Twenty-nine Wisconsin communities participated in the Wisconsin Healthy Communities Designation (HCD) program in 2022. Launched in 2018, this program has supported communities statewide to influence health with a focus on equity, multisector partnerships, and sustainable solutions. Communities are awarded the designation within three tiers: gold, silver, and bronze. Designations are given to communities that are early in their broad health improvement efforts, as well as those with more advanced, comprehensive, and long-lasting efforts. Six guiding principles determine the designations:

- Defining health broadly
- Committing to sustainable and comprehensive long-term solutions
- Creating conditions that give everyone a fair and just opportunity to reach their best possible health
- Harnessing the collective power of leaders, partners, and community members
- Securing and making the most of available resources, including dollars, people, power
- Measuring and sharing progress and results

In 2022, the HS team delivered several trainings on data-to-action tools and strategies. These trainings helped communities understand how to use data to shape reports and narratives, as well as in policy and equitable decision-making.

In September, designees gathered in Oshkosh, WI to share their work, learn from one another, and explore potential partnerships. David Zuckerman of the Healthcare Anchor Network delivered the keynote address, which focused on economic development as a health equity tool.

Read more about the HS project, including a portrait of the City of Greenfield Health Department’s path as a designee and how the project has inspired them to strengthen health equity planning.

Data Tools Streamlined with Added Equity Focus
In 2022, the HS team upgraded two Wisconsin community health improvement web-based research tools. "Improving Wisconsin’s Health" and "What Works for Health Wisconsin" (WWFH WI) were combined and updated. These resources support shared understanding and better communication about what shapes health, and facilitate decision-making to improve health and equity.
Improving Wisconsin’s Health
This database curates current statewide community health needs assessments and community health improvement plans, and is searchable by county or by health priority areas. Users can search health issues that are most important to communities across the state and identify other communities that are also working on that priority.

What Works for Health Wisconsin
This database curates evidence-informed policies, programs, and system changes that will improve the variety of factors that affect health – alongside guidance for communities to help select and implement them. Solutions are based on a model of population health that emphasizes the many factors that can make communities healthier places to live, learn, work, and play. Research analysts review and assess research to rate the effectiveness of a broad variety of strategies (e.g., policies, programs, systems, and environmental changes) that can affect health.

Dissemination of the Wisconsin Population Health and Equity Report Card
In spring 2022, the Healthiest State team released the 2021 Wisconsin Population Health and Equity Report Card. The Report Card builds on the institute’s Mobilizing Action Toward Community Health Framework for Health Equity, which highlights the role of social and institutional power in health and health inequities. This undertaking inspired new partnerships with the Wisconsin Department of Health Services and the Governor’s Health Equity Council, and illustrates progress in the institute’s strategic action areas.

“From the beginning the Healthiest State Project has included periodic Report Cards on Wisconsin’s health, under the premise that you can’t manage or improve what you can’t measure. This work not only contributes to accountability in the state but also features methods [that] others around the country can use.”

-Dr. David Kindig, MD, PhD, Founding Director, Making Wisconsin the Healthiest State Project
Evaluation Services for Behavioral Health Crisis Support Line

Beginning in April 2022, the University of Wisconsin Population Health Institute partnered with the Wisconsin Department of Health Services and Family Services of Northeast Wisconsin to support the rollout of 988 in Wisconsin.

As of July 16, 2022, anyone in the United States can call or text 988, or use an online chat tool, to access the National Suicide Prevention Lifeline. 988 operates nationwide as an option for people experiencing a behavioral health crisis.

Funded by the Substance Abuse and Mental Health Services Administration, project partners work together to improve state and territory responses to 988 calls. These efforts include recruiting and hiring a behavioral health workforce to staff local 988/Lifeline centers and training them to respond, intervene, and provide follow-up to individuals experiencing a behavioral health crisis. Project partners work to unify the response to 988 calls by engaging Lifeline crises centers and ensuring these centers have the staff and support structure needed for 988 to succeed.

In 2022, institute staff supported local efforts by providing reports on key performance indicators to local and national stakeholders. They also assisted with annual goal setting and use of data for continuous quality improvement.

WHAT HAPPENS WHEN YOU CONTACT 988?

- Most common experience: Over 95% of contacts receive support, de-escalation assistance from a crisis, learn new coping skills, acquire local referrals, and may receive a follow-up call.
- High concern of imminent risk of serious harm to self or others: Person will receive a required wellness check from law enforcement.
- Imminent risk of serious harm to self or others: Person will receive a required emergency law enforcement and medical response.

For more info: www.dhs.wisconsin.gov/988
New Media, New Conversations: *In Solidarity* Podcast

The University of Wisconsin Population Health Institute branched out into new platforms with the 2022 launch of the County Health Rankings & Roadmaps (CHR&R) podcast series, *In Solidarity: Connecting Power, Place, and Health*. The podcast was produced by the CHR&R communications team.

In a complex, modern society, we are deeply connected in ways that often go unnoticed. Podcast hosts Ericka Burroughs-Girardi and Beth Silver explore these connections in interviews with some of our country’s brightest minds and biggest thinkers.


Below are short synopses of the first series. Please visit the website for complete descriptions.

**Unjust and Unfair: Consequences of a Racial Wealth Divide**  
[Listen here](#)

**Episode: Introduction**  
Introducing *In Solidarity: Connecting Power, Place and Health*. In this episode, hosts Burroughs-Girardi and Silver introduce the series and explore how our lives and fates are interconnected.

**Episode 1**  
From Public Goods to Private and Profitable Property  
Author Donald Cohen explores society’s shift away from things that were once considered sacred public goods (e.g., public schools, transportation, infrastructure, and investment in all communities) and how we can return to a mindset of social solidarity.

**Episode 2**  
Staggering Statistics on the Racial Wealth Divide  
CHR&R scientist Dr. Christine Muganda discusses the many ways wealth influences opportunities for employment, housing, health care, and education – all of which contribute to health inequities.

**Episode 3**  
A History of Wealth Inequities  
Dr. Dalton Conley examines the massive racial wealth divide and explores a race-neutral solution to close the gap.

**Episode 4**  
Reparations: A Solution to the Racial Wealth Divide  
Dr. Andre Perry, senior fellow with the Brookings Institution and scholar-in-residence at American University, argues that reparations are not only the solution to bridging the racial wealth divide, but also the morally right thing to do.

**Episode 5**  
Solutions to the Racial Wealth Divide  
Joined by our colleague Michael Stevenson, team leader for Evidence and Policy Analysis at CHR&R, we explore several evidence-informed solutions that support wealth building.

**Episode 6**  
Case Study: The Atlanta Wealth Building Initiative  
Latresa McLawhorn Ryan, executive director of The Atlanta Wealth Building Initiative, helps us reimagine the economic conditions in communities of color through community wealth building strategies that leverage ideas, people, and capital.

Also released:

**Undervalued and Underpaid: The Gender Pay Gap’s Connection to Our Health**  
[Listen here](#)
New Podcast Series: *Population Health: The Unfinished Journey*

Emeritus Professor and founding member of the UW Population Health Institute, David Kindig, MD, PhD, shares his 50-year academic and policy journey in this series produced and shared through the Interdisciplinary Association for Population Health Science. Dr. Kindig was interviewed by Sanne Magnan MD, PhD, and the conversation includes many stories, anecdotes, and takeaways. The podcasts are found [here](#).

**Episode 1: Once Upon a Time**
**Episode 2: The Story Behind the Book "Purchasing Population Health"**
**Episode 3: What Is Population Health?**
**Episode 4: The Lonely Years**
**Episode 5: Picking Up Steam**

**Episode 6: It’s All About the Money**
**Episode 7: Health Equity: Finding Common Ground**
**Episode 8: Health Equity: Crucial and Complicated**
**Episode 9: Looking Forward in the Unfinished Journey**
We advance the field with a Population Health and Equity Research Agenda that brings science, evidence, and conceptual frameworks into a new era by bringing community priorities to the forefront and by addressing the complexity of historical context, power dynamics, and identities in shaping health and equity.
The Wisconsin Population Health and Equity Report Card: Informing and Catalyzing Action

In early 2022, the University of Wisconsin Population Health Institute released the 2021 Wisconsin Population Health and Equity Report Card to a statewide audience of practitioners, partners, news media, and the public. Wisconsin received a grade of C for overall health. That grade dropped to a D or F when health disparities among different populations (for example, based on geography, racial and ethnic groups, or education) were taken into account. The take away: not all Wisconsinites have the opportunity to live long and well.

Rooted in the institute’s Mobilizing Action Toward Community Health (MATCH) Framework for Health Equity, the Report Card highlights the role of social and institutional power in health and health inequities. It examines who makes decisions, sets agendas, and shapes worldviews – particularly when it comes to health outcomes related to five main issues:

- Ensuring access to quality health care
- Expanding safe and affordable housing
- Increasing economic resources for children and families
- Expanding broadband infrastructure
- Increasing civic engagement

The attention to power shifts the focus from individual behavior to our collective capacity to design and implement policies and systems that shape the community conditions that influence health.

While Wisconsin gets an overall health grade of C, measurable differences exist among population groups across the state in length and quality of life. A strong and growing body of research shows that these differences in health outcomes are the result of community conditions and policies and systems that shape health and opportunity. The neighborhoods we live in – along with past and present housing, education, and employment policies – create opportunities for some, but roadblocks for others.

The UW Population Health Institute released earlier Reports Cards in 2007, 2010, 2013, and 2016. The Report Card is a call to action to better understand the health of our communities and implement strategies to create conditions that allow all people to have a fair and just chance to lead the healthiest lives possible.

The 2021 Report Card incorporates a range of information and resources. These include quantitative data about how long and how well people live in Wisconsin and about the disparities that exist among Wisconsin Health Grades: Disparity.

From 2021 Wisconsin Population Health and Equity Report Card
In the release of the Governor’s Health Equity Council’s recommendations, the 2021 Wisconsin Population Health and Equity Report Card was cited to illustrate the persistent health disparities in the state and to propose solutions for improving health and equity. The 2021 report was developed in collaboration with the Wisconsin Department of Health Services State Health Improvement Plan team.

Dissemination with Statewide Media
Report card findings were shared broadly throughout the state. More than twenty news outlets picked up the story. Findings were also widely shared through an online toolkit, email campaigns, and on social media.

Spectrum News interview with Institute Director Sheri Johnson, April 2022.
The Tribal Personal Responsibility Education Program

The Tribal Personal Responsibility Education Program (PREP) is a five-year project that provides culturally responsive sexual health education to youth aged 10–19 in five of Wisconsin’s 11 federally-recognized tribal communities. The Great Lakes Inter-Tribal Council (GLITC) received the grant for this project and contracted the University of Wisconsin Population Health Institute to serve as the local evaluator.

The institute’s evaluation team is developing evaluation protocols and data collection tools, providing training and technical assistance, and working with local communities to shape quality improvement efforts that are community-informed and culturally responsive.

The evaluation team approaches this work with three values at the forefront: respect, reciprocity, and relationships. Recognizing the inherent sovereignty of Wisconsin’s tribal nations, they worked closely with the Ho-Chunk Institutional Review Board (IRB) when submitting the formal IRB application. As part of this role, the team notifies Nations of planned Needs Assessment activities, seeks feedback and approval for conducting them, and shares the Needs Assessment findings with them. The project received positive feedback from the Ho-Chunk IRB and obtained approval to move forward with Needs Assessment activities without any requested modifications.

At left, UW-Madison senior Sagen Quale assists Aaron Bird Bear, tribal relations director in the Office of University Relations, in raising the Ho-Chunk Nation flag in honor of Indigenous Peoples Day. Quale is a citizen of the Red Cliff Band of Lake Superior Chippewa Indians and environmental chair of the Native American student organization Wunk Sheek.
Select Publications

Voting and Civic Engagement Rights are Eroding: What Does It Mean for Health and Equity?
*Article in Health Affairs*

In this short viewpoint, the authors explore civil rights past and present, the erosion of our democracy, and the implications for health and equity. The article is a call-to-action to mobilize the health field around voting and civic engagement.

Coordinating Centers as a Strategy for Accelerating Cancer Epidemiology Consortia: Best Practices
Trentham-Dietz, A., Bird, J. E., Gangnon, R. E., Lindberg, S. M., Madison, T., Malecki, K. M. C. Shull, J. D., Vredeveld, C., & Rolland, B.
*Article: Current Epidemiology Reports*

This review highlights six best practices for cancer epidemiology coordinating centers to facilitate the success of a research consortium. This paper provides concrete examples of how research consortia can implement anti-racist and inclusive approaches to enhance research collaboration, engage communities and advocates in setting research agendas, and promote equitable stewardship of resources.

Third Spaces and Opioid Use Within Black Communities of Dane County: a Qualitative Secondary Data Analysis
Williams, T. M. & Francis, C. D.
*Article in Journal of Community Practice*

This study utilizes data initially collected by evaluators at Wisconsin’s Department of Health Services to create a secondary data analysis to investigate the opioid use and misuse among Black residents of Dane County. It analyzes conversations of Black women, men, and youth throughout Dane County as they discuss the role of social infrastructure — specifically third spaces — as a contributing factor to drug abuse. Black Third Spaces are defined as recreational, impermanent, and community-based spaces that provide emotional and psychological support to Black people.

Interviewees reveal that opioid use in Black communities throughout Dane County is exceptionally complex and involves multiple systems and structures that reach far beyond individuals’ choices and behaviors, which are often alluded to as the root of drug abuse.

The first-hand accounts depict the impact of being denied access to spaces and how the absence of social infrastructure has impacted their lives. The results of this study help support arguments for easily accessible social, economic, and political resources in Black communities to reduce opioid abuse.

Troy Williams on Madison WORT FM
*Radio Interview*
We motivate a broad range of investors to advance the equitable stewardship of their resources by committing to challenging the status quo of grantmaking and investment while broadening our resource streams to accommodate the risks.
2022 Annual Budget

The UW Population Health Institute’s annual budget continues to increase. In 2022, the institute’s budget was $18.2 million, up from $13 million in 2021, and it has more than tripled since 2005. In 2022 alone, the institute was awarded 67 new or renewal contracts or grants, half of which were awarded by the Wisconsin Department of Health Services.

As shown on the pie chart below, the institute’s two largest funders remained the same in 2022.

- The Robert Wood Johnson Foundation continues to support the County Health Rankings & Roadmaps program.
- Wisconsin state agencies make up the second largest funding source for the institute. Among these agencies, the Wisconsin Department of Health Services (DHS) continues to be the institute’s lead funder, providing more than $6 million in 2022.

Innovation in Funding for Communities

In 2022, the institute was proud to pilot new funding approaches through the Just Recovery for Racial Equity (JRRE) initiative, a partnership with the Governor’s Office and DHS. JRRE awarded more than $1.74 million to Wisconsin communities for mitigation and recovery from COVID-19. The institute worked closely with DHS and within university administration to pilot a more equitable and accessible process for funding community partners.

Needed Support

Major investments have the potential to instigate transformative change within the institute, the UW School of Medicine and Public Health, and among our many partners. Unrestricted flexible funding would allow us to:

- Ensure we have the capacity and flexibility to take on the kinds of risks that innovation requires
- Better leverage and align with collaborative partners
- Provide the infrastructure and administrative support that groundbreaking projects need to succeed
- Strengthen our organizational culture through leadership development and by honing our own equity and inclusion efforts

We invite you join forces with the institute to collectively ensure that every community working to improve health and health equity is able to access the required data, training, and technical assistance it seeks.
Strategic Action Area III: Partnerships for Action

We build, strengthen, and align our partnerships to advance strategies that shape new narratives and action, and increase collective accountability.
Strategic Action Area III: Partnerships For Action

Isthmus Safety Initiative

The institute’s Evaluation and Engaged Research team worked alongside multiple community partners to design and implement a community-driven action plan to address gun violence and sexual violence in downtown Madison. These partners include the City of Madison Community Development Division, Madison Police Department, Public Health Madison & Dane County, Downtown Madison, Inc., and Capitol Neighborhoods, Inc., among several others.

Centering around the voices of those most impacted by violent crime in Madison, advisory council members developed a community-driven action plan, which the Bureau of Justice Assistance approved. The action plan has three data-driven components: increasing lighting in one gun violence hotspot, training bar staff to effectively intervene in order to prevent sexual violence and gun violence escalation, and deploying Safety Navigators to serve as mobile resources for entertainment district patrons. The city will improve lighting and other environmental factors in a parking lot in the center of the violence hotspot. The Dane County Rape Crisis Center and Focused Interruption will train bar owners and bartenders in bystander interruption. And Safety Navigators will be present during peak times on nights and weekends to assist individuals in need of support. The latter will be hired and managed by Public Health Madison & Dane County as part of their violence prevention plan.

The institute worked with the community advisory board to design implementation of the action plan components. The group took part in a data collection event in downtown Madison to gather feedback about safety perceptions and ways to address safety issues. Project staff are collaborating with partners to design an evaluation plan. Funded by the Bureau of Justice Assistance, implementation activities will continue through at least fall of 2023.

The Wisconsin State Journal featured a comprehensive article describing the participatory action research methods developed by institute staff Abra Vigna and Janae Goodrich.

South Madison Reinvestment Strategy for Equity

In 2022, The City of Madison hired the institute’s Evaluation and Engaged Research team to assess impacts of tax increment financing that will be implemented with the new community-informed South Madison Neighborhood Plan. The research team will assess the impacts over ten years. Using a community-engaged action research approach, the team monitors impacts on gentrification, BIPOC wealth building, and BIPOC entrepreneurship.

In 2022, project staff led intensive data collection across South Madison, knocking on more than 600 doors to conduct 221 in-person interviews with the neighborhood’s residents. During this initial round of data collection they spoke with nine percent of the residents in the area, lifting the voices of many who were unable to engage with the city’s planning efforts. These findings will continue to shape the area’s city-led development efforts. Each summer until 2032, staff will conduct intensive data collection to monitor the ongoing impacts of this development and recommend changes to the city’s strategies.
Strategic Action Area III: Partnerships For Action

Strengthening the Public Health Workforce: Wisconsin Population Health Service Fellows Serve in Organizations Statewide

The Wisconsin Population Health Service Fellowship is a two-year service and training program for early career public health professionals. Recent graduates and emerging public health professionals are placed in organizations across the state to tackle pressing public health challenges and build professional experience as future public health leaders. The fellowship trains the next generation of public health leaders with cutting-edge skills and systems thinking, and instills commitment to collaboration and health equity. Since 2004 the program has recruited and deployed 97 post-graduate professionals to work for 74 distinct public health and community-based organizations throughout the state.

In 2022, fellows led strategic planning for both local and state health departments, created and implemented community health improvement plans, and facilitated conversations to inform state health assessments. Regarding COVID-19 response and recovery, fellows have facilitated stakeholder engagement and communication outreach, created educational resources for immigrant and refugee communities, and assisted a statewide vaccine taskforce. Fellows have also contributed to program planning and implementation efforts, coordinated childhood lead testing in more than 100 tribal schools across Minnesota and Wisconsin, piloted doula services for low-income mothers, created a violence prevention plan for Dane County, and designed communities of practice for substance use reduction.

Linked here is a Wisconsin Partnership Program article highlighting the work of some of our recent fellows in Wisconsin.

Featured Fellows:

Erik Ohlrogge joined the Great Lakes Inter-Tribal Epidemiology Center in Lac Du Flambeau, WI. There his work has spanned topics of public health governance, healthy equity, and data. Erik has supported data equity through partnerships, data quality and evaluation, and technical assistance.

Emily Dejka supports the Eau Claire City-County Health Department, where she has worked on COVID-19 testing availability, communication changes in COVID guidance, and starting the department’s mobile vaccination team. Since completing her fellowship in July 2022, Emily has continued her path there as a public health specialist.

“The Fellowship Program set me up with a foundation of health equity in public health that I will build on for the rest of my career.”

- Emily Dejka, former Wisconsin Public Health Service Fellow

Amanda Dailey works at the City of Milwaukee Health Department as part of the Health Strategy Team in the Policy, Innovation, and Engagement Department. Her work focuses on the community health assessment. She also works at the Center for Urban Population Health, where she has focused on the national research program “All of Us.”
Select Publications

Public Health Training Centers’ Support for Community Health Workers: Case Studies of Needs Assessment, Training, and Student Field Placement Initiatives


*Article in the Journal of Public Health & Management Practice*

The authors showcase three Public Health Training Centers’ recent Community Health Worker (CHW) initiatives, sharing lessons learned and helping organizations initiate or strengthen CHW partnerships that ensure a strong and sustained CHW workforce and improve community health outcomes.

Authors and institute staff members
Sweta Shrestha and Marcia Morales
We cultivate strong narratives and strategic communications to name what it takes to achieve health equity.
The Health Equity Narrative Infrastructure Project (HENIP)

The ability to influence narratives is a form of power. Narratives undergird all of our work. They inform strategy, movements, cultures, partnerships, decision-making, and agendas. As organizing tools, narratives can shift public consciousness and open possibilities for structural changes.

New Partners, New Narratives
The University of Wisconsin Population Health Institute identified the need to build a narrative infrastructure within the field of health equity. In collaboration with Human Impact Partners, institute staff created the Health Equity Narrative Infrastructure Project (HENIP) to build a collective of organizations seeking to shift their work — and our world — away from the dominant narratives that have long impeded progress and toward new, more inclusive ideas and worldviews that support health and social justice.

In 2022, HENIP expanded its narrative community to more than 350 people and more than 50 local, state, and national organizations and communities. HENIP helped participants to disseminate and embed transformative narratives in their own work and to lead similar conversations with their own staff, boards, and other allies. Transformative narratives offer up an alternative set of values of what is possible to collectively accelerate racial and health equity and structural change.

Many of these communities and organizations are now using transformative narratives to shift conversations around health equity issues, build partnerships, and identify next steps. Participating state health departments and organizations, for example, have applied transformative narratives when developing strategic health improvement plans, policy briefs, and collective action. A faith-based coalition has begun applying transformative narratives to frame communications and advance equity. National organizations have partnered with HENIP to share these narratives with their networks and grantee programs. Seventy-two representatives from 19 unique state teams were trained in narrative power and applying narratives as dissemination and communication agents.

What is Narrative?
Narrative is made up of values-based meta-stories about how and why the world operates that have the ability to shape public consciousness, including our collective senses of responsibility and possibility.

Illustrations by Yolanda Liman.
Focus on Rural Health Equity

Expanding Approaches to Rural Health Equity
Bringing issues of rural health equity to the forefront of state and national conversations is fundamental to the mission of the University of Wisconsin Population Health Institute.

One in five Americans live in rural areas and one in four rural residents are people of color. Rural residents experience higher rates of disease and earlier death than those living in suburban and urban parts of the country. The COVID-19 pandemic worsened inequities that lead to poor health outcomes in rural areas. To rebuild vibrant communities and achieve better health for everyone, local leaders must embrace equity, leverage the gifts of their diverse residents, and utilize their rich regional assets. To that end, the institute’s focus on rural health initiatives gained promising momentum in 2022.

Institute Partners Develop the Thrive Rural Framework
The Thrive Rural Health Framework was created by Aspen Institute Community Strategies Group (CSG) in partnership with the institute. Current and future sources of water, energy, and food are inherently rural, and people raised in rural communities provide essential leadership and workforce for both rural and urban America.

With this vision in mind, the Thrive Rural Framework is a new online tool designed to help leaders identify assets, implement strategies, and measure their progress toward advancing rural prosperity, health, and well-being in their own communities. Critically, the framework confronts, and seeks to address, the reality that people in rural communities and Native nations face unique types of systemic racism, place-based marginalization, and class discrimination.

The framework seamlessly weaves current community innovations and tested approaches for working together on issues to achieve equitable rural prosperity — from health and economic development to environmental stewardship and civic engagement. The framework uses an asset-based approach to support local and system changes to build prosperous rural communities.

Webinar Series: Rural America’s Opportunity for Equity
In October and November 2022, County Health Rankings & Roadmaps hosted a webinar series, titled Rural America’s Opportunity for Equity, which explored strategies to achieve better health in rural communities.

In the first webinar, Andrew Volmert from the FrameWorks Institute shared new research to support rural leaders’ communication strategies regarding equity and justice.

The following month, the institute’s Associate Director Marjory Givens joined Chris Estes of the Aspen Institute Community Strategies Group to introduce the Thrive Rural Health Framework. Following each webinar, County Health Rankings & Roadmaps hosted a one-hour interactive virtual discussion.
Reproductive Healthcare: An Intersectional Component of Healthy Rural Communities

In June 2022, rural health disparities took on a new sense of urgency when the U.S. Supreme Court released its decision in Dobbs v. Jackson. Following her participation in the Aspen Ideas Festival, the institute’s Associate Director Marjory Givens published a blog post that explores the many ways that rural health outcomes intersect with a community’s access to reproductive health care.

Citing the County Health Rankings & Roadmaps 2022 National Findings Report, Givens highlights the many barriers that women and families face in rural communities. Stating, "we fail to achieve health and equity in our communities when women, children, and families...cannot reach their fullest potential,” Givens suggests proven ways to dismantle these barriers, including improving access to reproductive health care, remediating inadequate childcare services, and nurturing employment opportunities in rural settings that offer fair wages and family-supporting benefits.

Expanding the Conversation: How "Rural" is Defined and Why it Matters in Health and Equity Research

Measuring health and equity by place, along the rural to urban spectrum, is an essential part of population health research. Still, there is not one definition for what classifies a community as rural. In fact, the Rural Aperture Project’s, “Defining rural America: The consequences of how we count,” points out that there are more than a dozen federal definitions of the word, and these definitions often disagree about what places should be considered rural.

Greg Nycz, executive director of Family Health Center of Marshfield, Inc., in rural Northern Wisconsin, and a member of the institute advisory board, co-authored a blog post with the institute. In it Nycz describes real case examples of dental care, geography, and water supply to elucidate key challenges. He urges researchers to consider multiple definitions of “rural,” and to consult multiple sources of data accordingly.
We commit to becoming a racially equitable, inclusive organization, joining and supporting other organizations on their journey.
Internal Capacity Building

Learning Together: A Visit to Oak Creek, Wisconsin

The University of Wisconsin Population Health Institute’s 2022 “Workation Day” provided opportunities for approximately 40 staff to learn about the Sikh community in Oak Creek, and the ways the community has come together to commemorate the 10th anniversary of the mass shooting that tragically occurred at the Gurdwara (Sikh temple).

Sikh community leaders shared information about their culture and faith, and how they have worked with Oak Creek governmental agencies to build understanding and increase equity and inclusion in the community. Institute staff toured the new Sikh book collection at the Oak Creek public library and learned how the Sikh community and library staff worked together to create new resources for everyone.

The 2022 Workation Day was organized by the institute’s Assistant Director Wajiha Akhtar, who developed training prior to the visit on the history of South Asian colonization and partition, the history of Sikhs in the United States, and the impacts on these communities post-9/11.

The UW Population Health Institute’s “Workation Day” is an annual all-day outing for institute staff modeled on the Wisconsin Idea Tour.

Institute staff browse the Sikh book collection at Oak Creek Public Library.
Screening of *The Color of Care*

In September 2022, the University of Wisconsin Population Health Institute joined the Master of Public Health program to present a screening of The Color of Care documentary for all School of Medicine and Public Health staff, faculty, and students; ninety-one attended the screening.

**About the Film**

*The Color of Care* chronicles how people of color suffer from systemically substandard health care. COVID-19 exposed what they have long understood and experienced: They do not receive the same quality of care. The film traces the origins of racial health disparities to practices that began during slavery and continue today. Using moving personal testimony, expert interviews, and disturbing data, the film reveals the impact of racism on health, serving as an urgent warning of what must be done to save lives.

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**Bias Habit-Breaking Training for Institute Staff**

**Evidence Based Approaches to Reducing Bias**

In December 2022, UW Population Health Institute staff participated in the *Empowering People to Break the Bias Habit* training, led by Dr. William Cox. The training was the first and remains the only intervention that has been shown experimentally to produce long-term changes in bias. This training was built on more than 30 years of research on the prejudice habit model, which introduced the very notion of “implicit bias” or “unintentional bias”.

The bias habit-breaking training translates this work into an empowerment-based training that treats bias reduction as a process of “breaking the bias habit.” This requires motivation to overcome bias, awareness of different ways bias manifests and is perpetuated, evidence-based tools to effectively reduce bias, and effort over time to retrain bias habits.

The training equips people with tools to recognize and address bias. Experiments have shown that people who have completed the training are significantly more likely to speak up against bias and confront bias in the world around them, up to at least 2–3 years post-training.
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The UW Population Health Institute

Marjory Givens
UW Population Health Institute
Associate Director
County Health Rankings & Roadmaps
Co-Director

Wajiha Akhtar
UW Population Health Institute
Assistant Director; Interim Fellowship Director
Mobilizing Action Toward Community Health (MATCH)
Interim Co-Director

Bethany Rogerson
County Health Rankings & Roadmaps
Co-Director

Sheri Johnson
UW Population Health Institute
Director
County Health Rankings & Roadmaps
Principal Investigator

Carrie Carroll
RWJF Culture of Health Prize
Program Director
Mobilizing Action Toward Community Health (MATCH)
Interim Director; Senior Strategic Initiatives Consultant

Angela Allen
Mobilizing Action Toward Community Health (MATCH)
Director

Sara Lindberg
Evaluation and Engaged Research
Director
Appendix A: Who We Are

UW Population Health Leadership
Sheri Johnson, Director
Marjory Givens, Associate Director
Wajih Akhtar, Assistant Director
Angela Allen, Mobilizing Action Toward Community Health (MATCH) Program Director
Carrie Carroll, RWJF Culture of Health Prize Program Director; Interim MATCH Director; Senior Strategic Initiatives Consultant
Sara Lindberg, Evaluation and Engaged Research Program Director
Bethany Rogerson, County Health Rankings & Roadmaps Co-Director

Senior Advisors
Paula Tran, Senior Health Equity Advisor

County Health Rankings & Roadmaps
Marjory Givens, Program Co-Director
Bethany Rogerson, Program Co-Director
Sheri Johnson, Principal Investigator
Angela Acker, Narrative Infrastructure Team Leader
Jed Amurao, Narrative Infrastructure Specialist
Tricia Ballweg, Administrative Program Specialist
Kate Barnes, Data Analyst
Elizabeth Blomberg, Research and Analytics Scientist
Molly Burdine, Data Analyst
Ericka Burroughs-Girardi, Senior Outreach Specialist
Ben Case, Evidence Analyst
Kiersten Frobom, Senior Evidence Analyst
Lindsay Garber, Strategic Dissemination Team Leader
Amanda Gatewood, Special Operations Director, Data and Science
Keith Gennuso, Population Health Research Team Leader
Gillian Giglierano, Project Assistant
Kim Gilhuly, Translational Research Advisor
Lael Grigg, Senior Evidence Analyst
Jonathan Heller, Senior Health Equity Fellow
Bomi Kim Hirsch, Research and Evidence Scientist
Jessica Hoffelder, Spatial Data Analyst
Kate Kingery, Senior Sustainability Leader
Ksenia Kostelanetz, Graduate Research Assistant
James Lloyd, Program Technology Coordinator
Plumer Lovelace III, Operations Team Leader
Ganhua Lu, Data Analyst
Christine Muganda, Data and Analytics Team Leader
Molly Murphy, Community Scientist
Suryadewi Nugraheni, Research and Analytics Scientist
Hannah Olson-Williams, Project Assistant
Eunice Park, Project Assistant
Naiya Patel, Evidence Analyst

Jennifer Robinson, IT Support
Matt Rodock, Assistant Researcher
Jessica Rubenstein, Senior Evidence Analyst
Nicholas Schmuhl, Research and Analytics Scientist
Erin Schulten, Program Manager
Beth Silver, Communications, Outreach, and Engagement Team Leader
Jessica Solcz, Senior Evidence Analyst
Michael Stevenson, Evidence and Policy Analysis Team Leader
Everett Trechter, Analytics Strategist
Cathy Vos, Administrative Specialist
Colleen Wick, Outreach Specialist
Molly Wirz, User Experience Architect

Evaluation and Engaged Research
Sara Lindberg, Program Director
Salma Abadin, Action Researcher and Evaluator
Simone Alhagri, Evaluation Researcher
Rachel Amos, Evaluation Researcher
Sara Busarow, Evaluation Researcher
Nancy Crull, Evaluation Project Assistant
Victoria Faust, Action Researcher and Evaluator
Liz Feder, Evaluation Scientist
Janae Goodrich, Evaluation Researcher
Vanessa Hernandez, Evaluation Research Specialist
Caleb Hogeterp, Evaluation Research Specialist
Hilary Joyner, Evaluation Researcher
Kylie Lafayette, Evaluation Research Specialist
Cleo Yothsackda Le, Evaluation Project Assistant
Sarah Linnan, Evaluation Researcher
Olivia Little, Translational Scientist
Miranda Manzanares, Evaluation Researcher
Jeremy McClain, Evaluation Research Specialist
Kelsey Melah, Evaluation Project Assistant
Emily Merkel, Evaluation Project Assistant
D. Paul Moberg, Evaluation Scientist
Felipe Mesa Morales, Evaluation Project Assistant
Jennifer Núñez, Evaluation Scientist
Mary Kate O’Leary, Action Researcher and Evaluator
Alisa Pykett, Action Researcher and Evaluator
Andrea Raygor, Evaluation Researcher
Cassie Sesto, Evaluation Project Assistant
Erin Taber Shelton, Evaluation Research Specialist
Shukhvir Singh, Evaluation Project Assistant
Erin Skalitzky, Evaluation Researcher
Abra Vigna, Action Researcher and Evaluator
Aria Walsh-Felz, Evaluation Researcher
Lindsay Weymouth, Evaluation Scientist
Troy Williams, Action Researcher and Evaluator
Laetitia Zeba, Evaluation Research Specialist
Appendix A: Who We Are

Mobilizing Action Toward Community Health (MATCH)
Angie Allen, Program Director
Carrie Carroll, Interim Program Director
Wajiha Akhtar, Interim Program Co-Director
Ann McCall, Interim Program Co-Director
Yasamin Afshari, Envision Outreach Coordinator
Monique Allen, Envision CHW Community of Practice Lead
Selma Aly, Community Coach
Alan Avila, Programs Coordinator
Lola Awoyinka, Racial Equity Initiative Planning Coordinator
Sara Elise Bristol, Envision CHW Sustainability Lead
Felicia Fairfield, Community Coach
Emily Hyde, Program Manager
Andrea Jones, Policy Technical Assistance Coordinator
Hmongshee Khang, Envision CHW Training Coordinator
Gina Larsen, Communications Specialist
McKenzie Liegel, Community Coach
Nancy Michaud, Youth Access Program Coordinator
Marcia Morales, CHW Outreach Specialist
Raymond Neal, Community Coach
Sherri Ohly, Envision Co-Director
Carleigh Olson, Policy Training and Technical Assistance Coordinator
Margaret Opperman, Fellowship Student Assistant
Hersh Pareek, MATCH Student Assistant
Gabriella Pott, MATCH MCH Student Assistant
Courtney Raatz, Envision Operations Coordinator
Annie Rosemurgy, Narrative Coordinator
Sweta Shrestha, Fellowship Program Manager
Alan Talaga, Policy Systems and Environmental Change Training Lead, Community Coach
Ashley Voss, Web Design and Resource Coordinator
Karina Ward, Community Coach
Soraya Willems-Neal, Special Projects Coordinator
Lesley Wolf, Interim Community Training Lead; Envision Co-Director

Operations
Wajiha Akhtar, Institute Assistant Director
Maegan David, Office Management Student Assistant
Phoebe Frenette, Multimedia Designer
Ethan Kastenschmidt, Operations Fiscal Assistant
David Lujan, Operations Fiscal Assistant
Ann McCall, DHS Program Manager; Interim Fiscal and Contract Lead
Kara Pagano, Administrative Specialist
Zach Rusch, Research Manager
Kayla Tollefson, Financial Coordinator

Staff Based at the Wisconsin Department of Health Services
The Population Health Institute has a long history of collaborating with the Wisconsin Department of Health Services to hire and support staff for public health efforts.

Liz Adams, Substance Use Prevention Coordinator
Lisa Bullard-Cawthorne, Overdose Data to Action Program Planning Coordinator
Tim Connor, Mental Health Programs Evaluator
Katherine Drewiske, Late Adolescent Health Consultant
Hannah Gjerstson, Maternal Mortality Program Coordinator
Pamela Imm, Injury and Violence Prevention Epidemiologist
Latassha James, Community Outreach Consultant
Ruth Koepke, Syndromic Surveillance Data Analyst
Emily Morian-Lozano, Maternal Mortality Review Epidemiologist
Karen Morris, Maternal Mortality Review Record Abstractor
Ronald Prince, Overdose Data-to-Action Epidemiologist
Noelia Sayavedra, Opioid Harm Prevention Evaluation Consultant
Maggie Smith, Early Adolescent Health Consultant
Jennifer Tranmer, Overdose Data-to-Action Communications Specialist
Rachel Welsh, HIV Care Services Coordinator
Sara Wieczorek, Overdose Death Record Abstractor
Mary Wienkers, Maternal Mortality Review Program Coordinator
Ricardo Wynn, HIV Capacity Building Coordinator

Wisconsin Population Health Service Fellows and Placement Sites
2021–2023
Amanda Dailey, City of Milwaukee Health Department and Center for Urban Population Health
Coriann Dorgay, Wood County Health Department
Angela Han, Extension Institute for Health & Well-Being, UW-Madison
Mary Kusch, Bureau of Environmental and Occupational Health, Wisconsin Division of Public Health
Julia Nagy, Wisconsin Department of Health Services
Erik Ohlrogge, Great Lakes Inter-Tribal Epidemiology Center
Soraya Willems-Neal, Bureau of Disability and Health Resources, Wisconsin Department of Health Services

2022–2024
Methany Eltigani, City Milwaukee Health Department
Caitlin McCrory, City of Milwaukee Health Department and the Wisconsin Division of Public Health, Bureau of Communicable Diseases
Stefanie Bugasch Scopolone, Wisconsin Department of Health Services Chronic Disease Prevention Program
Mariam Sylla, Public Health Madison & Dane County
Jade Zachery, Office of Population Health, Community Health Improvement, UW Health
Grant Zastoupil, Eau Claire City-County Health Department

COVID-19 Response Corps
Manjari Ojha, Public Health Madison & Dane County
Reinauna Taylor, Green County Health Department
Jessica Wang, UW Population Health Institute
Andrew Weiss, Sheboygan County Health and Human Services Department
Advisory Board

The UW Population Health Institute Advisory Board comprises individuals from health care, public health, state government, business, environmental advocacy, community-based organizations, education, and other sectors. Meeting three times per year, the board guides the work of the institute and provides feedback on its programs and publications.

Laila Azam
Board of Directors
Striving to Improve Health for All (SIHA)

Tim Bartholow
Vice President and Chief Medical Officer
WEA Trust

Eric Borgerding
President and CEO
Wisconsin Hospital Association

Sue Conley
Representative
Wisconsin State Assembly

Danielle Cook
Education Director-Health Sciences
Wisconsin Technical College System

Michael DeGere
Vice President, Chief Medical Officer
Holy Family Memorial

Nate Gilliam
Director of Organizing and Policy Analysis
Milwaukee Freedom Fund

Dylan Bizhikiins Jennings
Associate Director of the Sigurd Olson Environmental Institute
Northland College

Kirsten Johnson
Commissioner of Health
City of Milwaukee

LaTonya Johnson
Senator
Wisconsin State Senate

Gregory Nycz
Director
Family Health Center of Marshfield

Walter Orzechowski
Executive Director
Southwestern Wisconsin Community Action Program

Lisa Peyton-Caire
President and CEO
The Foundation for Black Women’s Wellness

Mark Redsten
President and CEO
Clean Wisconsin

Michelle Robinson
Director, Office of Health Equity
WI Department of Health Services

Jessie Rodriguez
Representative
Wisconsin State Assembly

Gabrielle Rude
President and CEO
Wisconsin Collaborative for Healthcare Quality

Ayaz Samadani
Family Physician
SSM Health Dean Medical Group

Tim Size
Executive Director
Rural Wisconsin Health Cooperative

Patrick Testin
Senator
Wisconsin State Senate

Jesi Wang
Chief Executive Officer
MetaStar, Inc.
David Paul Moberg (Paul) died April 27, 2022. Colleagues at University of Wisconsin Population Health Institute remember Paul fondly as a mentor, leader, and distinguished researcher. Paul’s prolific career in program evaluation and applied prevention research positively impacted every corner of Wisconsin.

Paul was hired as the associate director of the Center for Health Policy and Program Evaluation (CHPPE) in 1986. He spent the next 20 years leading CHPPE and building its evaluation portfolio and statewide reputation. Under Paul’s leadership, CHPPE conducted evaluation and applied research of public health, behavioral health, and human service programs, with particular emphasis on Wisconsin-specific issues. CHPPE developed strong relationships with state agencies, tribal organizations, and local programs. The results of these collaborations have benefited children, families, senior citizens, human service and medical professionals, and individuals involved in the criminal justice system.

In 2005, CHPPE merged with the Wisconsin Public Health and Policy Institute to become the UW Population Health Institute. Paul served as the institute’s deputy director and, until 2011, as program director of the Evaluation and Engaged Research team. During leadership transitions, he would assume the role of the institute’s interim director. While Paul formally retired from these roles in 2011, he continued to pursue research projects and mentor others until the very end. Paul made lifelong professional contributions with colleagues who shared his passion for public health, especially in the field of substance use prevention, intervention, and treatment.

We honor Paul’s memory through our work to develop and evaluate interventions and promote evidence-based approaches to policy and practice.
Executive Committee

The UW Population Health Institute Executive Committee meets annually to provide guidance and approve the annual report.

Maureen Durkin, PhD, DrPH
Chair, Department of Population Health Sciences
Professor of Population Health Sciences and Pediatrics
UW School of Medicine and Public Health

Jonathan Jaffery, MD
Chief Population Health Officer, UW Health
President, UW Health Accountable Care Organization

Tom Oliver, PhD, MHA
Professor, Department of Population Health Sciences
UW School of Medicine and Public Health

Patrick Remington, MD, MPH
Professor Emeritus, Department of Population Health Sciences
Director, Preventive Medicine Residency Program
UW School of Medicine and Public Health

Maureen A. Smith, MD, MPH, PhD
Professor, Departments of Population Health Sciences and Family Medicine and Community Health
Director, Health Innovation Program
Director, Community-Academic Partnerships Core,
UW Institute for Clinical and Translational Research
UW School of Medicine and Public Health

Barbara (Bobbi) Wolfe, PhD
Richard A. Easterlin Professor of Economics,
Population Health Sciences, and Public Affairs
UW–Madison School of Public Affairs

Susan Zahner, DrPH, MPH, FAAN
Associate Dean for Faculty Affairs
Vilas Distinguished Achievement Professor
UW–Madison School of Nursing

Affiliated Faculty

Faculty who are designated as “affiliated” collaborate on funded projects or collaborate to extend the teaching, research, or service mission of the UW Population Health Institute.

Jennifer Edgoose, MD, MPH
Professor (CHS), Department of Family Medicine and Community Health
UW School of Medicine and Public Health
Affiliation: Diversity and Inclusion Advocates Evaluation

Connie Flanagan, PhD
Professor Emerita, Women, Family, and Community
UW School of Human Ecology
Affiliation: Building students’ environmental knowledge and engagement with local government through civic science

Tiffany Green, PhD
Assistant Professor, Departments of Population Health Sciences and Obstetrics and Gynecology
UW School of Medicine and Public Health
Affiliation: Connect Rx Evaluation

David Kindig, MD, PhD
Emeritus Professor, Department of Population Health Sciences
UW School of Medicine and Public Health
Affiliation: Making Wisconsin the Healthiest State Project

Jane Mahoney, MD
Professor, Department of Medicine Geriatrics Faculty
UW School of Medicine and Public Health
Affiliation: Community–Academic Aging Research Network Evaluation

Kristen Malecki, PhD, MPH
Associate Professor, Department of Population Health Sciences
UW School of Medicine and Public Health

Tom Oliver, PhD, MHA
Professor, Department of Population Health Sciences
UW School of Medicine and Public Health
Affiliation: Principal Investigator, Wisconsin Population Health Service Fellowship

Amy Trentham-Dietz, PhD
Professor, Department of Population Health Sciences
Associate Director of Population Science, Carbone Cancer Center, UW School of Medicine and Public Health
Affiliation: Breast Cancer and the Environment Research Program
Appendix B: Select Grants

The UW Population Health Institute’s funding partners are integral to ensuring the health and well-being of all by advancing evidence-informed research for both policy and practice. Below are representative projects from our funding categories.

National, State, Tribal, and Community Organizations

Aspen Institute
- Rural Learning and Coordination

Child Abuse and Neglect Prevention Board
- Evaluation Services for Family Resource Center Pilot

Community Advocates Public Policy Institute
- Strategic Prevention Framework 2020–2022

Great Lakes Inter-Tribal Council, Inc.
- Family Foundations Home Visiting Program
- Tribal Personal Responsibility Education Program

HealthFirst
- Fit Families 2020–2022

Lac du Flambeau Nation
- Strategic Prevention Framework 2020–2022

Wisconsin Department of Health Services – Federal source
- CDC Comprehensive Suicide Prevention
- CDC WI Overdose Data to Action
- COVID-19 Response Corps
- Emergency COVID-19 Project 2020–2022
- Envision Community Health Worker Training Center
- Improving the Health of Americans Through Prevention and Management of Diabetes and Heart Disease and Stroke
- Innovative State and Local Public Health Strategies to Prevent and Manage Diabetes and Heart Disease and Stroke
- Just Recovery for Racial Equity
- Maternal Mortality Review
- Mental Health Evaluation
- Office of Health Informatics
- Prescription Drug/Opioid Overdose Project
- Rape Prevention & Education Program
- State Opioid Response
- Strategic Prevention Framework Partnerships for Success Program
- Tobacco Prevention and Control Program
- Mobilizing Communities for Just Response Grantee Training and Technical Assistance
- Wisconsin Personal Responsibility Education Program
- Sexual Risk Avoidance Education Program
- Youth Treatment Implementation

Wisconsin Department of Public Instruction
- Wisconsin Council on Medical Education and Workforce
- Medical Education and Workforce Facilitation
- Project AWARE
- Team Nutrition

WISDOM
- From Punishment to Restoration: Reimagining Criminal Justice to Improve the Health of Wisconsin’s Families and Communities

Local Agencies

City of Madison
- Census to Census
- Community-Based Crime Reduction Program
- Pathways to Recovery Madison & Dane County

Dane County
- Treatment Alternatives and Diversion Pretrial Opiate Diversion
- Mental Health Court Feasibility Study

Juneau County
- Juneau County Pathways to Recovery Initiative

Rusk County
- Rusk County Drug and Alcohol Court

Robert Wood Johnson Foundation
- County Health Rankings & Roadmaps
- Culture of Health Prize

UW Affiliated – Foundations and Programs

Office of the Vice Chancellor of Graduate Research and Education
- Connect RX

Wisconsin Partnership Program
- Making Wisconsin the Healthiest State
- Evaluating COVID-19 Response Efforts in Milwaukee County
- Wisconsin Population Health Service Fellowship Program
- Well Black Woman Institute – Foundation for Black Women's Wellness
- Race to Equity – Kids Forward

Higher Education – Other

George Washington University
- American Communities 2020–2022

University of Michigan
- Region V– Public Health Training Center
Appendix C: Partners

Institute staff members regularly engage with colleagues and partners in programs, applied research, program evaluation, committees, consulting, proposal development, and other activities. These partnerships include entities in the public and private sectors, as well as in other departments and centers throughout the university.

County Health Rankings & Roadmaps
American Cancer Society
American Communities Project
American Heart Association
American Medical Association
America’s Health Rankings
Association of State and Territorial Health Officials
Berkeley Media Studies Group
Bright Research Group
Burness
City Health Dashboard
Community Partnerships for Health Equity
Forum One
FrameWorks Institute
Georgia Health Policy Center
Health Resources in Action
Healthy Democracy, Healthy People
Healthy Places by Design
Human Impact Partners
Massachusetts Institute of Technology Lab on Regional Innovation and Spatial Analysis
Narrative Initiative
National 4-H Council
National Association of City and County Health Officials
National Association of Counties
National Network of Public Health Institutes
National Organization of State Offices of Rural Health
NeighborWorks America
New Jersey Health Initiatives
Othering & Belonging Institute
Pew Charitable Trusts Health Impact Project
PLACES Project
PolicyLink
Population Health Improvement Partners
Praxis Project
Prosperity Now
UnidosUS
United Way Worldwide
University of Chicago Center Spatial Data Science
Visible Network Labs
Vot-ER
YMCA of the USA

Evaluation and Engaged Research
Baylor University, Department of Public Health
Capitol Neighborhoods, Inc.
Center for Urban Population Health
Child Abuse and Neglect Prevention Board
Chippewa Falls Area Unified School District
City of Madison Community Development Division
City of Madison Fire Department
City of Madison Police Department
City of Saint Paul Police Department
Community Action, Inc.
Community Advocates Public Policy Institute
Dane County Department of Human Services
Dane County District Attorney's Office
Dane County Health Council
Downtown Madison, Inc.
EQT By Design
Family Services of Northeast Wisconsin
Foundation for Black Women's Wellness
Great Lakes Inter-Tribal Council
Great Rivers HUB
Green Tier Legacy Communities
Healthfirst
Health Care Education and Training
Juneau County Sheriff's Office
Kids Forward
Lac du Flambeau Band of Lake Superior Chippewa Indians
Lakeland Area Consortium
Medical College of Wisconsin
Neu-Life Community Development
Newcap, Inc.
Providers and Teens Communicating for Health
Public Allies
Public Health Madison & Dane County
RISE Wisconsin
Rural Wisconsin Health Cooperative
Rusk County Drug and Alcohol Court
School District of La Crosse
Southwestern Wisconsin Community Action Program
State of Wisconsin Women Infant and Children Supporting Families Together Association
UBUNTU Research & Evaluation
United Community Center
United Way of Dane County
UniteWI
UW Health
Vanderbilt University, Department of Human and Organizational Development
William S. Middleton Memorial Veterans Hospital Department of Radiology
Wisconsin Alliance for Women's Health
Wisconsin Association of Sober Housing
Wisconsin Department of Health Services
Wisconsin Department of Justice
Wisconsin Department of Public Instruction
Wisconsin Department of Transportation
WISDOM
Wyman
Appendix C: Partners

Mobilizing Action Toward Community Health (MATCH)
100 Black Men of Madison, Inc.
African Heritage, Inc.
Angelic Assistance Community Care
Arizona Community Health Worker Network
Arizona State University
Be Well Madison
Center for Community Health Alignment at the University of South Carolina
Center for Urban Population Health
Centro Hispano
Cia Siab, Inc.
City of Milwaukee Health Department
City on a Hill
Community Health Worker Common Indicators Project
Community Health Worker Core Consensus Project
CORE El Centro/ Mujeres con Poder
Eau Claire City County Health Department
ESTHER
Ex Fabula
FaithWorks Ministries
Forest County Potawatomi
Foundation for Black Women’s Wellness
FREE EXPO
Great Lakes Inter-Tribal Epidemiology Center
Great Rivers United Way
Green County Health Department
Harambee Village
Healing Intergenerational Roots Wellness Institute
Hmong American Center
Hmong American Friendship Association
Indianhead Community Action Agency
Kenosha Area Family & Aging Services
Kenosha County Public Health
Literacy Green Bay
Louisiana Community Health Worker Institute/Center for Healthcare Value and Equity
Louisiana Community Health Worker Network
Maroon Calabash
Metcalfe Park
Milwaukee Center for Independence
Milwaukee County, Office of the County Executive
Milwaukee Turners
Mosaicos Cultural Enrichment Corporation
National Association of Community Health Workers
NEW Hmong Professionals
North Shore Health Department
Partners in Health
Personal Development Center
Public Allies Wisconsin
Public Health Madison & Dane County
Region V Public Health Training Center
Riverworks Development Corporation
Rock County Public Health Department
Rooted MKE
Rural Wisconsin Health Cooperative
Sawyer County Health Department
Sheboygan County Health Department
Today Not Tomorrow
UBUNTU Research and Evaluation
United Way St. Croix Valley
University of South Carolina Center for Community Health Alignment
UW Health
Waking Women Healing Institute
Walworth County Health Department
Washington State Department of Health
Wisconsin Alliance for Women’s Health
Wisconsin Association of Local Health Departments and Boards
Wisconsin Black Historical Society/Museum
Wisconsin Department of Health Services
Wisconsin Department of Justice
Wisconsin Institute for Healthy Aging
Wisconsin Pharmacy Association
Wisconsin Public Health Association
Wood County Health Department
YWCA Greater Green Bay
YWCA Madison

Additional UW Population Health Institute Partners
Aspen Institute Community Strategies Group
Governor’s Health Equity Council
National Network of Public Health Institutes

UW Collaborating Entities
Applied Population Lab
Carbone Cancer Center
Center for Healthy Minds – Healthy Minds @Work
Center for Patient Partnerships
Center for Urban Population Health
COWS (Center on Wisconsin Strategy)
Collaborative Center for Health Equity
Community–Academic Aging Research Network
Department of Family Medicine and Community Health, Office of Community Health
Diversity and Inclusion Advocates Program
Division of Extension, Institute for Health & Well-Being
Division of Extension, Institute of Human Development & Relationships
Division of Extension, University of Wisconsin–Madison Health Innovation Program
Institute for Clinical and Translational Research
Institute for Research on Poverty
LEAP Forward
Native American Center for Health Professions
Neighborhood Health Partnerships
Nelson Institute for Environmental Studies
Prevention Research Center
School of Human Ecology
School of Nursing
School of Social Work
Survey Center
Survey of the Health of Wisconsin
UniverCity Alliance
Wisconsin Alzheimer’s Institute
Wisconsin Center for Education Research
Evaluation Collaborative
Wisconsin Public Health Research Network
Appendix D: Select Publications and Events

Select Publications


Select Events

Making Wisconsin the Healthiest State Program Presentations & Conferences


Presentations at Wisconsin Public Health Association’s Annual Meeting (May 24–26, 2022)
Abadin S., Nagy J. Leveraging the state health plan to advance policy, systems, and environmental change in Wisconsin.
Kusch, M. Environmental health capacity project.
Richman, A. Implementation of an antiracist and equity-driven strategic plan.
Neal, R. Communities of practice: the power of thinking together.
Nuñez, J. Enhancing the public health benefits of family support through Family Resource Center infrastructure development.
Richman, A. Advancing health equity in your planning process.
Vigna, A. Equity evaluation: from assessment to action steps.

National Academies of Sciences Engineering and Medicine
Dr. Sheri Johnson (Sept. 2022). Served on the planning committee and moderated Exploring the Power of Youth Leadership in Creating Conditions for Health and Equity.

UW Population Health Institute COVID-19 Response Corps Virtual Immersions
Developing strategies and tools for effective communication in the times of COVID-19 (March 2022)
Presenters: Dr. Malia Jones, Dr. Amanda Simanek, and Dr. Jen Dowd, Dear Pandemic; Jessi Corcoran, Human Impact Partners
Participants discussed communicating the nuances of science, common communication challenges, and learned how to develop public health and equity messages with transformative narratives.

Authentic community engagement and COVID-19 (June 2022)
Presenters: Lesley Wolf and McKenzie Liegel, institute staff; Lena Walker, Community Health Worker (CHW), Ho-Chunk Nation Community Health; Marisela Olivas and CherPao Vang, CHWs, Sheboygan County Health and Human Services; Jessica Kimber, Division of Public Health, Chronic Disease Prevention Program; Tony Gonzales, CHW, H2N
Participants built skills to authentically engage communities, and learned about the role of Community Health Workers as part of the public health workforce and COVID-19 response.

Unpacking resilience: Exploring community resilience and the impacts of COVID-19 (Nov. 2022)
Presenters: Dr. Bobby Milstein and Ms. Brooke Muya, ReThink Health; Jason Larsen, Nelly Veliz, and Lindsey Purl, St. Clare Health Mission; Hmongshee Khang, Olga Meza, and Dr. Corina Norrbom, H2N; Tia Murray, Harambe Village Doulas
Participants learned about ReThink Health’s model of community stewardship for thriving together and gained an understanding of how local Wisconsin communities create resiliency during and in recovery from the pandemic.
Webinars

2022 County Health Rankings & Roadmaps Webinars
https://www.countyhealthrankings.org/online-and-on-air/webinars

Exploring the connection between racial healing and health. (Jan. 2022)
Reimagining a public health system to build an equitable tomorrow. (Feb. 2022)
Getting ready for the 2022 County Health Rankings Release. (March 2022)
Why wealth matters to your health. (May 2022)
Closing the racial wealth gap with innovative solutions. (June 2022)
Making social connections for community health. (July 2022)
Healing trauma for better health. (Aug. 2022)
The connection between the gender pay gap and health. (Sept. 2022)
Messaging equity and justice for better health. (Oct. 2022)
Creating prosperous rural communities. (Nov. 2022)
Pursuing environmental justice and equity. (Dec. 2022)

Envision Webinars
https://envisionequity.org/webinars

CHW vaccine and COVID resources you’ve been looking for! (Jan. 2022)
Using CHW common indicators in your 2109 evaluation. (Feb. 2022)
Coping with COVID. (Feb. 2022)
CCR 2109 rapid assessment results. (March 2022)
CHW documentation and referral systems. (March 2022)
CHW onboarding. (April 2022)
Support for COVID response and Resilient Communities (CCR) work. (May 2022)
Telling stories successfully. (July 2022)
Long COVID: Focusing on the long-term effects COVID-19 has on CHW work and communities CHWs serve. (Aug. 2022)
For the culture? How can we lead (rather than lag) with Culturally Responsive and Equitable Evaluation? (Sept. 2022)
Living in a world of COVID – What is the CHW role in the pandemic now, and what do COVID-19 community conversations look like? (Oct. 2022)
Promoting CHW self-care. (Dec. 2022)

Making Wisconsin the Healthiest State Webinars
Sesto, C., Abadin, A., Park, E. (June 2022). Using data and reports to shape narratives that reflect the social determinants of health and equity.
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