Members Present: Betty Chewning, Marc Drezner, Norman Drinkwater (ex officio), Susan Goelzer, Jenny Gumperz, Cindy Haq, Patricia Keely, Craig Kent, Katherine Marks, Paul Moberg, Doug Mormann, Rick Moss (PERC chair), Greg Nycz, Tom Oliver, Liz Petty, Pat Remington (OAC chair), Jim Shull

Members Absent: David Andes, Philip Farrell, Elizabeth Jacobs, Rob Lemanske

Staff: Quinton Cotton, Cathy Frey, Mary Jo Knobloch, Tonya Mathison, Ann McCall, Karen Roach, Eileen Smith

1. Call meeting to order and introductions

Moss called the meeting to order at 2:05pm. He welcomed participants to the 2012 joint strategic planning meeting of the Oversight and Advisory Committee (OAC) and the Partnership Education and Research Committee (PERC).

Remington asked participants to introduce themselves.

2. Introduction to meeting outcomes and discussion on areas of OAC/PERC Collaboration

Moss provided an overview of the agenda and the purpose of the meeting: To develop a shared vision and framework for OAC/PERC collaboration for the next Five Year Plan, 2014-2019. When the two committees met in November 2010, the discussion focused on the role of the UW School of Medicine and Public Health (UWSMPH) and the Wisconsin Partnership Program (WPP) in Wisconsin communities, and future directions and collaborative opportunities. Obesity was identified as a high priority health issue that could be addressed collaboratively by the two committees.

At its strategic planning meeting in August 2012, PERC charged its Executive Committee with initiating discussions on the development of a targeted obesity initiative. To learn more about Wisconsin’s obesity epidemic, the Executive Committee recently heard presentations from Alex Adams (Associate Professor, Family Medicine; Director, Collaborative Center for Health Equity), Dale Schoeller (Professor, Nutritional Sciences), Vince Cryns (Professor, Medicine; Chief, Division of Endocrinology, Diabetes and Metabolism), Amy Meinen (Director, Wisconsin Obesity Prevention Network) and Mary Pesik (Wisconsin Department of Health Services). These experts provided an overview of statistical evidence, associated health problems, treatment options, research potential, community interventions, and the development of the Wisconsin Obesity Prevention Network, which is funded by OAC. The Medical College of Wisconsin has also shown interest in working collaboratively with the WPP to address obesity. In addition, Dean Golden has indicated his strong support for the efforts by WPP to address this pressing health problem.
3. Discussion (see discussion guide)

Remington provided an overview of the discussion questions which addressed collaboration between OAC and PERC, support of the UWSMPH transformation, and development of an obesity and diabetes initiative. He opened the meeting for discussion.

There was general agreement that obesity is a challenging and important health problem in Wisconsin that should be addressed collaboratively by OAC and PERC. In order to make an impact, it will be important to learn more about this epidemic from a panel of experts from a number of disciplines, and gain a better understanding of what work is being done to address this problem in Wisconsin and nationally. Given the scope of Wisconsin’s obesity epidemic, the WPP cannot address this problem alone. Rather, we must bring together other influential partners from the School, the University, MCW, and the state. This initiative will need strong leadership to articulate goals, timelines and targets, and bring together key players. The initiative also provides an opportunity to leverage the WPP’s other investments. For example, SHOW could be used to assess the impact of interventions to address obesity, empowering the WPP to disseminate and implement successes. Ideas were brought forth regarding the scope of the initiative and the need to carefully define the expected outcomes. In addition, careful attention must be paid to existing initiatives to ensure coordination and understanding of the level of support and efforts already in place.

4. Wrap-up and next steps

Moss and Remington outlined the following next steps shared during the strategic planning discussion.

- Conduct an environmental scan to identify strengths and gaps, including WPP funding. Consider primary, secondary, tertiary prevention “opportunities.”
- Release a Request for Information.
- Include a question on the soon to be released survey of the Wisconsin Obesity Prevention Network members.
- Plan a summit on obesity/diabetes with experts from: UWSMPH, UW-Madison (including Wisconsin Prevention of Obesity and Diabetes), MCW, state (including Gundersen Lutheran and Marshfield Clinic, Wisconsin Partnership for Activity and Nutrition, community colleges, insurance companies, Accountable Care Organizations), along with national experts.
- Convene OAC/PERC committee to lead planning efforts, including experts

Publications mentioned during the discussion:
- Wisconsin State Health Plan, Healthiest Wisconsin 2020
- Healthy People 2020

WPP staff and the chairs of both committees will have discussions regarding next steps.

5. Adjourn

Moss and Remington adjourned the meeting at 4:00pm.

Recorder, Tonya Mathison