Members Present: Alex Adams, Vince Cryns, David Gutterman (by phone), Amy Meinen, Paul Moberg, Rick Moss, Javier Nieto, Mary Pesik, Pat Remington, Dale Schoeller, Kenneth Taylor

Members Absent: Aaron Carrel

Staff: Mary Jo Knobloch, Eileen Smith, Catherine Puisto

Guests: Amy Korth (UW-Extension), Moira Urich

1. Call meeting to order

Adams called the meeting to order at 11:05 a.m.

2. Welcome and Introductions

Members of the group introduced themselves and gave brief background on their role or research related to obesity.

3. Overview of the Development of Wisconsin Partnership Program Targeted Obesity Initiative

Moss gave an overview. Over the past year the WPP has been considering the priorities for the next Five Year Plan. There have been meetings with Dale Schoeller, Alex Adams, Vince Cryns, and other experts to discuss the development of an obesity initiative including the funding required to launch such an initiative. After initial funding by the WPP, other sources of funding would be sought. The approach to addressing this health challenge must be comprehensive and include bio-medical mechanisms, prevention, community engagement and other dimensions.

The Wisconsin Obesity Prevention Network (WOPN) will likely have a coordinating leadership role in this activity – a consideration for the planning committee.

The WPP has a 5-year planning horizon with the current 5 year plan coming to a close at the end of 2013. The WPP, primarily through its Oversight and Advisory Committee, will continue to focus on addressing infant mortality in the African American community through the Lifecourse Initiative for Healthy Families (LIHF), while initiating a new targeted obesity initiative as an additional focus in the next Five Year Plan. The Planning Committee should focus on what it sees as the critical issues related to obesity. Funding will be addressed later.

The Medical College of Wisconsin (MCW) is interested in being a part of the planning of this initiative. Cheryl Maurana (MCW), Smith and Moss have had preliminary discussions.

4. Overview of Wisconsin Partnership Program Five-Year Planning Process

Smith explained the WPP Five Year Planning process. She also reminded the committee, there is a report due to PERC by May 31, 2013. As noted, the current WPP Five Year Plan ends March 27, 2014. The new plan needs to be approved by the UW Board of Regents in December, 2013. Prior to that, the plan needs approval by both PERC and OAC. MCW is in a similar 5 year planning cycle.
Therefore, the planning committee needs to have a draft of the obesity initiative report to the committees in June with the objective of final approval by both committees in July. The report should not be lengthy and be no more than 15-20 pages. It will be summarized for publication in the Five Year Plan.

5. **Current Landscape**

Meinen gave a presentation of obesity initiatives at state and community levels. Handouts were shared:

- State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health Program Logic Model
- WI Percent of the Obese Population and Cancer Death Rate by County map
- WI Nutrition, Physical Activity and Obesity Prevention Activities map
- Transform WI Grantee and Nutrition, Physical Activity and Obesity prevention Coalitions map

A systems based approach to obesity prevention suggests the healthcare setting will need to be better connected to the other settings and sectors.

Pesik (WI Department of Health Services) indicated that the WI Nutrition, Physical Activity and Obesity Prevention program is 100% federally funded. They work with communities on obesity prevention. Current funding is $800,000, with the funding cycle ending June 2013. They are working on their new 5 year grant application. The 4 program areas will be better coordinated in the next cycle, as required by the CDC.

There was a suggestion to look for places to collaborate across settings. Pesik provided copies of the funding guidelines (see handout).

WIPOD, UW Madison researchers, and other stake-holders are meeting Friday, March 22, to begin the work of the Wisconsin Obesity Prevention Network (WOPN).

Remington asked for clarification regarding the CDC handout. There is one work plan/one budget that covers heart disease, stroke, diabetes, etc. now. This presents an opportunity for more treatment and treatment management whereas in the past programs were strictly prevention targeted.

State and local-level community efforts, research and advocacy were highlighted in the presentation.

6. **Begin Planning – Next Steps Discussion**

Taylor asked how intermediate funding sources will influence and inform our work going forward. Adams outlined three opportunities:

- Transformation grants
- Prevention Research Center (PRC)-UW will apply Spring 2014 for a CDC funded PRC. The prevention medicine residency being planned is a prerequisite.
NIH Center program - NORCS (National Obesity Research Center) multi-disciplinary center to galvanize interdisciplinary efforts

Cryns notes obesity work within the University is fragmented and there is a potential for a lot more synergy. For example, the Department of Cell and Regenerative Biology is recruiting two faculty positions with metabolism expertise. There are also opportunities for collaboration with MCW.

Schoeller reported a community survey is being done that will gather statewide information on all the groups involved in obesity research and programs. This will be helpful once complied. Foundations and large funding entities are yet to be tapped. We need to look into those opportunities for funding. Cryns looks at obesity and cancer, especially breast cancer. He indicated there will be funding potential for these efforts, such as the Transdisciplinary Research on Energetics and Cancer Centers (TREC Centers). Cancer, obesity, and sleep have potential connections.

Actions to be taken for the April 4 agenda:
- Funding source options
- CTG information
- Discuss the health-care gap in more detail
- Initial look at the WOPN Survey which just received IRB approval (more likely at meeting later in April)
- Report on the March 22, 2013, WOPN meeting

Schoeller noted the big impact of working with children, young children and mothers. Knobloch suggested considering the different, non-traditional areas that could have an impact on obesity reduction.

7. Adjourn – next meeting April 4, 2013, 10:30 – 11:30 a.m., 4201 HSLC

The meeting adjourned at 12:40 p.m.

Recorder, Catherine Puisto