Minutes
UW School of Medicine and Public Health (UW SMPH)
Wisconsin Partnership Program (WPP)
Targeted Obesity Initiative Planning Committee
June 3, 2013 at 1:00PM – Room 3330 Health Sciences Learning Center

Members Present:  Alex Adams, Aaron Carrel, Vince Cryns, David Gutterman (phone), Amy Meinen, Paul Moberg, Rick Moss, Javier Nieto, Mary Pesik, Dale Schoeller, Kenneth Taylor (phone), Karen Timberlake

Members Absent:  Pat Remington

Staff:  Mary Jo Knobloch, Amy Korth, Tonya Mathison, Eileen Smith

Guest:  Moira Urich (WPP consultant)

1. Call meeting to order

Adams called meeting to order at 1:05 p.m.

2. Follow-up items from May 24, 2013 meeting

Review and approve meeting minutes

Cryns seconded a motion by Schoeller to approve the draft May 24, 2013 minutes. The motion passed by unanimous vote.

3. Discussion/Feedback on draft plan on targeted obesity initiative

Adams asked members to review the draft plan for the targeted obesity initiative. The plan will be presented to the Partnership Education and Research Committee for initial feedback on June 10 and to the Oversight and Advisory Committee on June 12. The goal of the planning committee today is to work out the details of the report. Today’s discussion will be incorporated into an updated draft which will be distributed to the planning committee by email for further edits and revisions before going to the PERC and OAC later this week.

Adams provided an overview of the draft report which opens with an abstract, then provides details on background, methods, discussion, and ends with the four recommendations. The logic model was updated to incorporate the proposed organizational structure. An Executive Committee was added in the center of the organizational structure which will include representatives from the Nutrition and Obesity Research Center (NORC), the Prevention Research Center (PRC) and the Wisconsin Obesity Prevention Network (WOPN). Moss recommended renaming the Executive Committee as the Steering Committee as it will be a collaborative committee with participants from NORC, PRC and WOPN. At the top of the organizational structure, dotted lines to Director and Executive Committee, a committee which will have authority, reflect future initiatives once the structure is in place.

The planning committee provided the following feedback on the draft plan and the two figures, the logic model and the organizational structure:

- Include a glossary spelling out and describing the many acronyms in the plan (WOPN, Wi POD, WI PAN, PRC, NORC)
- The plan for the targeted obesity initiative will be incorporated into the Wisconsin Partnership Program (WPP) 2013-2019 Five-Year Plan. At this time, the plan must clearly describe the scope and structure of the initiative without going into too much detail. The RFA process targeting the initiatives described in the plan will likely be initiated this Fall and will require further details, with aims and objectives and a budget.
- Background:
  - Include justification of focusing the obesity initiative on children and adolescents with a secondary focus on families.
  - Instead of detailing each planning committee meeting, describe the work of the planning committee in general terms in a paragraph or two.
  - Explain that the School will take a broad-based approach from basic and clinical research to applied public health.
  - Clarify that WOPN is in place, funded through OAC. Funding for PRC and NORC to be sought through CDC and NIH grants, respectively.

- Figures
  - Refer to the two diagrams in the narrative and align recommendations with the logic model and the organizational structure by listing the recommendation number associated with each component in the figures.
  - Add description/activities of NORC and PRC to the organizational structure and remove the bottom portion with government, advocacy and communities. Those can be described in the presentation.

- Recommendation #2: Note existing data sources.
- Recommendation #4: Use positive messaging.

4. **Wrap Up/Goals for next meeting, June 17, 9:30-10:30am, 4201 HSLC/Adjourn**

Adams adjourned the meeting at 2:30 p.m.

Recorder, Tonya Mathison