Welcome & review of agenda/ Approval of November 3, 2010 minutes

Phil Farrell welcomed the committee members and reviewed the agenda meeting materials. Farrell requested approval of the draft November 3, 2010 minutes. After a motion made by Cisler and seconded by Marks, the minutes were approved as presented.

2. Announcements

Legislative Council Update

Lorraine Lathen provided an update on the activities of the Wisconsin Legislative Council, Interim Study Committee on Infant Mortality. The Special Committee is directed: (a) to study the causes of infant mortality in Wisconsin; (b) to evaluate efforts that have been undertaken to address this problem in both the private and public sectors; (c) to coordinate of public health and Medicaid funding; (d) to evaluate infant mortality prevention programs that have been successful in other cities and states; (e) to evaluate the public health costs of not addressing the causes of infant mortality in Wisconsin; and (f) to develop a strategic proposal, including any necessary legislation, to address infant mortality in Wisconsin, particularly disparities in infant mortality rates in different geographic areas of the state. The Study Committee met on December 16, 2010 and is in the process of drafting legislation in the following areas:

1. Cultural competency training for medical students and students enrolled in programs in a health care occupation in the University of Wisconsin-System and certain technical college students.
2. Electronic application and information system to determine eligibility and help people register for public assistance programs.

3. Directing the department of health services to request a medical assistance waiver.

4. Hospital best practices for postpartum patients and newborns requiring the exercise of rule-making authority.

5. Report on information related to infant morbidity and mortality.

6. Hospital staff privileges for and written agreements required for nurse-midwives and allowing nurse-midwives to elect to be covered under the injured patients and families compensation fund.

7. Eligibility for the Wisconsin earned income tax credit for certain parents.

8. Requiring informed consent for performance of certain elective procedures prior to full gestational term of the fetus.


10. Evidence-based home visiting programs.


Status of the WPP Endowment

Eileen Smith reported on the status of the WPP endowment, which has slowly recovered from its substantial drop in value. The WPP leadership, the OAC, and the MERC continue to follow the endowment very carefully and engage in an ongoing review process. The WPP remains committed to responsibly stewarding and honoring commitments to the Lifecourse Initiative for Healthy Families.

LIHF Program Officer

Cathy Frey reported that WPP is actively recruiting a Program Officer and distributed an announcement. The application deadline is February 15, 2011. Interviews will begin in March with an anticipated start date in late spring or summer. The Program Officer will provide oversight and management for LIHF grantees and assist the Senior Program Leader during the transition from planning to implementation. Frey encouraged members to assist in disseminating the announcement to qualified candidates.

Revised Conflict of Interest Policy

Cathy Frey distributed the revised conflict of interest policy approved by the OAC. Smith reported that the Steering Committee members must agree to abide by the policy and sign the conflict of interest questionnaire on an annual basis.

Nominations to LIHF Steering Committee

Phil Farrell reported on the Steering Committee membership, renewed terms and the nomination process and appointment by the OAC. There was a discussion on the need to replace vacancies left by previous Steering Committee members and to assure representation by the targeted communities,
Racine, Kenosha and Beloit. All current members were invited to continue to serve on the Steering Committee and to let staff know by the March 2011 meeting.

3. LIHF 2010 Program Recap and Milestones

Steering Committee Accomplishments

Katherine Marks thanked members for their significant contributions to the WPP, the Steering Committee and the Lifecourse Initiative. Since first meeting in January 2009, the Steering Committee has accomplished the following activities:

- Joined with a group of passionate individuals to solve the problem of disparities in birth outcomes
- Involved the four targeted communities in significant ways throughout the planning phase
- Provided leadership and formed four working groups for the significant work to be done
- Increased public awareness and sharing knowledge through media, educational materials, and state or local events
- Supported the development of four active coalitions all working collectively on efforts in their respective communities
- Creating metrics and a robust evaluation to measure impact and areas of improvement

Site Specific Accomplishments

Lorraine Lathen provided a report on project site specific an accomplishment including comprehensive community needs assessments, community engagement activities and attracting multiple sectors to develop responsive community action plans. Two of the four community groups have implemented two intervention projects. Project coordinators, representing the four collaboratives are actively involved with the WPP in cross site evaluation and communications activities.

Communications and Public Awareness Workgroup

Lorraine Lathen updated the committee on the Communications and Public Awareness Committee’s work. The group met on January 10, and was continuing work on a communications toolkit for the sites to use in their engagement efforts. The Racine site had worked with a UW-Parkside class to work on a marketing campaign for LIHF. Milwaukee’s site had contracted with Public Allies, an Americorps program, for outreach. The group also reviewed the Robert Wood Johnson Foundation’s document on Talking about Social Determinants of Health. That will be used in developing a media campaign related to the roll-out of the Community Action Plans.

Fund Development Workgroup

Phil Farrell reported that the WPP continues to work on a LIHF funding strategy that will include the UW Foundation and other funding partners. The Lifecourse Initiative will require more resources than WPP can provide. A workgroup of Steering Committee members will be involved in a more in-depth
discussion of these efforts including partnerships with donors and foundations at a future meeting. The WPP considers this a high priority.

Farrell introduced Mark Lefebvre, Vice President for Health & Life Sciences at the UW Foundation to discuss LIHF’s fund development goals. A campaign to raise additional funds will involve all four communities. Farrell stated that identifying funding partners could not begin until the conclusion of planning phase, after which WPP would develop a case statement that describes the projects that will be underway.

Lefebvre reported that when the UW Foundation established the WPP endowment there would be an expected leveraging effect with other funding partners. Lefebvre stated that the UW Foundation has decades of experience with funding partners in the four LIHF communities. Lefebvre concluded that the UW Foundation is pleased to have a partnership with WPP and to work with the Steering Committee. The intention is to implement a funding campaign to match WPP support with leadership and staffing support from the foundation and engagement with potential donors.

Evaluation Workgroup

Paul Moberg reported that the Evaluation Workgroup met at the Johnson Foundation at Wingspread on December 1, 2010. Draft minutes were distributed to the Steering Committee. The workgroup discussed the approved program logic model, evaluation questions that workgroup members generated and the community needs assessment tool. The workgroup will meet monthly through June 2011.

Lessons Learned for Moving Forward

Members agreed that strong deliberations with stakeholders and collaborative partners are essential to a strong strategic plan going forward into program implementation.

4. Transitioning from Planning to Implementation

Role and Responsibilities of Steering Committee and Collaborative

Cathy Frey and Lorraine Lathen distributed a discussion document describing the purpose and role of the Steering Committee and the four Collaboratives as the initiative transitions from planning to implementation. The purpose of the Steering Committee is to provide overall leadership and establish strategic direction for the initiative. The purpose of each collaborative is to act as ambassadors for the community action plan and facilitate a coordinated effort to achieve shared goals. Both groups serve as advocates for the Lifecourse model and Initiative. Members reviewed the document and made the following additions to the role of the LIHF Collaboratives:

- Execute community plan
- Educate the public, providers and professionals about issues that affect the African American community
• Build consensus within each community

Review of Revised Logic Model

Lorraine Lathen distributed copies of the approved logic model as a framework for the Lifecourse Initiative included in the planning Request for Partnerships. This logic model will be revised with input from the evaluation workgroup. Members will also have the opportunity to provide input into the refinement and revision of the logic model as the program transitions into implementation.

Request for Partnership Discussion

Frey and Lathen provided a draft timeline for the development of the implementation phase Request for Partnerships (RFP). Farrell recommended establishing a work group to provide input into the RFP. The group will report and present discussion drafts to the Steering Committee in March and May 2011.

5. Open Forum

Rich Brown, MD, MPH, Professor of Family Medicine, UW School of Medicine and Public Health and Clinical Director of the Wisconsin Initiative to Promote Healthy Lifestyles provided a presentation to the Steering Committee on “Improving Birth Outcomes through Behavioral Screening & Intervention (BSI)”. Dr. Brown concluded that tobacco, alcohol and drug use are important risk factors for adverse birth outcomes and that BSI is an important part of the solution for improving birth outcomes.

6. Adjourn

Farrell adjourned the meeting at 1:30 pm. The next meeting of the Steering Committee will be held on Wednesday, March 9, 2011 at 11:30 am at the United Way of Greater Milwaukee.

Recorder, Cathy Frey