Minutes
Wisconsin Partnership Program (WPP)
Healthy Birth Outcomes/Lifecourse Initiative for Healthy Families (LIHF)
Steering Committee
United Way of Greater Milwaukee
225 West Vine Street
Milwaukee, WI 53212-3951
Wednesday May 11, 2011 11:30 AM

Members Present: Phil Farrell, Murray Katcher, Marilyn Kilgore, Katherine Marks, Stephen Ragatz, Georgia Cameron, Ron Cisler, Sheri Johnson, Bill Solberg, Tito Izard

Members Absent: Betty Stinson, Tina Mason, Laurel Rice, Tito Izard

OAC Members: Christine Holmes

Guests: Mark Lefebvre, Edwardo Manuel

Staff/Consultants: Eileen Smith, Cathy Frey, Lorraine Lathen, Nancy Eberle

1. Welcome & review of agenda/ Approval of March 9, 2011 minutes

Katherine Marks welcomed the committee members and reviewed the agenda meeting materials.

Marks requested approval of the draft March 9, 2011 minutes. The minutes were approved as presented.

2. Announcements

Program Officer Position Eileen Smith reported that the WPP is very pleased to report that Quinton Cotton has accepted the LIHF program officer position. Cotton joins the WPP from the Planning Council for Health and Human Services where, among other duties, he served as project coordinator for the Milwaukee Lifecourse Initiative for Healthy Families during the planning process. Cotton will provide oversight and management for LIHF grantees and assist the Senior Program Leader during the transition from planning to implementation. Cotton will begin his new position in July, 2011.

Data Workgroup Phil Farrell reported that the Data Workgroup met on March 9, 2011. The purpose for the Workgroup is to advise the WPP and others on statistically appropriate methodology for interpreting mortality and morbidity data. The Workgroup is formulating a charge that will include addressing data questions on specific indicators. The Data Workgroup, led by Ron Cisler, will meet bimonthly in conjunction with the Steering Committee meetings.

Rotary Club Presentation Lorraine Lathen reported that she will give a LIHF presentation on May 24, 2011 for the Milwaukee Rotary Club.
Healthy WI Leadership Institute  Lorraine Lathen reported that initiations were sent to the four LIHF Collaboratives to apply to the Healthy Wisconsin Leadership Institute, Community Teams program in leadership training.

Robert Wood Johnson Foundation Proposal  Lorraine Lathen reported that the Milwaukee Health Department will respond to the Robert Wood Johnson, Mobilizing Action Toward Community Health: Community Grants Program. The proposal will incorporate plans to address programs identified in the Milwaukee LIHF Community Action Plan.

AWHONN State Conference and Healthy Babies Summit  Lorraine Lathen announced the Association of Women’s Health, Obstetric, and Neonatal Nurses October 13, 2011 conference and Healthy Babies Summit in Waukesha, Wisconsin.

Milwaukee Journal Sentinel Coverage  Farrell reported that the Milwaukee Journal Sentinel (MJS) is conducting a yearlong series on the death of children before their first birthday in 2011 titled, “Empty Cradles”. The series will examine the problem and point to solutions, with a focus on research efforts needed to define factors that lead to infant mortality, including the role of stress. Farrell wrote an editorial on the series, recommend national experts in the field, provided information on the epidemiology of the problem, and data analysis. Members of the Milwaukee LIHF Collaborative and Lorraine Lathen are also providing MJS interviews. Farrell will meet with the MJS editorial board on June 1, 2011.

State Advisory Committee on Healthy Birth Outcomes  Murray Katcher reported on The Wisconsin Department of Health Services efforts to reduce health disparities in birth outcomes. He described two major Medicaid/Badgercare policy efforts, Pay for Performance and the Medicaid Home Pilot program.

Public Health Impact Initiative to Improve Birth Outcomes  Ron Cisler reported on the Public Health Impact Initiative to improve Birth Outcomes, a joint initiative with the Center for Urban Population Health and the UW Milwaukee School of Public Health.

LIHF Workgroup Updates

Evaluation Workgroup  Cathy Frey and Nancy Eberle reported on the Evaluation Workgroup April 6, 2011 meeting. The Workgroup is continuing to meet monthly with participation by each of the four LIHF project staff, WPP, Center for Urban Population Health and the WI Division of Public Health. The workgroup is continuing to develop an evaluation plan for the Implementation Phase of LIHF. The workgroup offered input into the revised LIHF logic model and a “summary of evaluation scope and responsibilities” document, both of which will directly inform the evaluation plan. The evaluation plan will include specific categories of process and outcome measures (including data collection plans) for the four LIHF Collaboratives, the individual LIHF grantees, as well as the LIHF project overall. The collaboration between the WI Partnership Program and WI Division of Public Health to increase responses rates among African American mothers on the Pregnancy Risk Assessment Monitoring System (PRAMS) survey enabled the Evaluation Workgroup to provide input on which optional questions should be included in the next version of the survey tool. The group reviewed the list of potential survey
questions and identified several additional questions that will capture information particularly relevant to the LIHF project.

**Request for Proposal (RFP) Workgroup** Cathy Frey reported that the RFP Workgroup met on April 29, 2011 to review the draft RFP for LIHF implementation and development project grants. The Workgroup will present a draft for review at the July Steering Committee meeting.

**Fund Development** Farrell reported that Fund Development Workgroup will reconvene as WPP continues to work on a LIHF funding strategy with an emphasis on Milwaukee that will include the UW Foundation and other funding partners. This will be extended to the other three communities. All local fund development efforts will be supported in a coordinated fashion. A workgroup of Steering Committee members and others will be involved in a more in-depth discussion of these efforts including partnerships with donors and foundations at a future meeting.

**Communication and Public Awareness** Lorraine Lathen reported on the Communications and Public Awareness workgroup. The workgroup will meet on March 30, 2011 to focus on a modest campaign to promote the participation in the PRAMS survey in the four local communities. The WPP is supporting media spokesperson training for LIHF collaborative members in the coming months.

### 3. LIHF Project/Grantee Updates

**Report-Out Summary** Lorraine Lathen provided a report on project site specific accomplishments including a comprehensive community needs assessments, community engagement activities and attracting multiple sectors to develop responsive community action plans. Project coordinators, representing the four collaboratives are actively involved with the WPP in cross site evaluation and communications activities.

**Beloit Midterm Report-Out** Tara Tinder, Angela Moore on behalf of Beloit LIHF provided a midterm progress report presentation.

**Milwaukee Midterm Report-Out** Quinton Cotton on behalf of Milwaukee LIHF provided a midterm progress report presentation.

### 4. Open Forum

Marks opened the meeting to guests and members for comments. None reported.

### 5. Adjourn

Marks adjourned the meeting at 1:30 pm. The next meeting of the Steering Committee will be held on Wednesday, July 13, 2011 at 11:30 am at the United Way of Greater Milwaukee.

Recorder, Cathy Frey