Minutes  
Wisconsin Partnership Program  
Healthy Birth Outcomes LIHF Steering Committee  
United Way of Greater Milwaukee  
225 West Vine Street  
Milwaukee, WI 53212-3951  
Wednesday, September 14, 2011 11:30 AM

Members Present: Georgia Cameron, Ron Cisler, Phil Farrell (Co-Chair), Sheri Johnson, Murray Katcher, Marilyn Kilgore, Bill Solberg, and Betty Stinson

Members Absent: Tito Izard, Tina Mason, Katherine Marks (Co-Chair), and Stephen Ragatz, and Laurel Rice

OAC Member(s): Christine Holmes

Staff: Quinton Cotton, Madeline Duffy, Cathy Frey, and Eileen Smith

Invited Guests: Nancy Eberle, Lorraine Lathen, and Paul Moberg

Guests: Ethel Crittendon, Pam Johnson, Janice Litza, Edwardo Manuel, Patricia McManus, Clarene Mitchell, Samantha Perry, Patrice Onheiber, Parvathy Pillai, and Kathleen Pritchard

1. Welcome and Review of Agenda

The meeting was called to order at 11:35 am. Phil Farrell welcomed the committee members and reviewed the agenda meeting materials.

2. Decision on July 13, 2011 Meeting Minutes

Farrell requested approval of the draft July 13, 2011 meeting minutes. After a motion made by Johnson and seconded by Cisler, the meeting minutes were approved.

3. LIHF Collaborative and Planning Grant Update

LIHF Site Report-Out Lathen provided an overview of activities underway in each LIHF community. It was noted that sites were trying to manage the completion of paper work for no-cost extensions, writing local community action plans, and applying for continuation planning funds.

Beloit: An application from Beloit was accepted by the Healthy Wisconsin Leadership Institute to bring a team of residents together for the purpose of leadership and capacity building. Sites visits were conducted in Milwaukee and Madison to learn about evidence-based programs and hear from practitioners in those communities. Efforts are being made to identify and seek additional funding to support local efforts.
**Kenosha**: Project staff attended an undoing racism training. The local collaborative is working to formalize its governance structure and identify a fiscal sponsor.

**Milwaukee**: The local collaborative was able to fundraise dollars needed to continue with planning activities. The structure of the collaborative is evolving with the merger of the African-American Taskforce and the Steering Committee. Efforts are being made to identify a fiscal sponsor for the implementation phase. A Request for Qualifications (RFQ) was released to assure that communities agencies interested in working with the local collaborative could be adequately assessed.

**Racine**: A draft of the Community Action Plan was submitted to the Wisconsin Partnership Program and is currently under review. Community briefings are being held to share preliminary recommendations listed in the Community Action Plan and to gather additional input from community residents to inform final recommendations.

**LIHF Project Timeline** Cotton provided an overview of the timeline for discussion with the Steering Committee. By 2011 year-end, a communications plan and evaluation plan would be developed for the overall initiative and local plans with evidence-based strategies and recommendations would be finalized. In early 2012, a cross-site meeting would be held and applications to fund local collaboratives during the implementation period would be released. There was some discussion on the need to have local plans finalized prior to moving forward with fund development activities and the need for a closer look at transitioning into the Implementation and Evaluation Phase. In reviewing the timeline, there was general consensus on the following: (1) greater involvement of Steering Committee members in the review process of LIHF Community Action Plans and (2) the delivery of oral presentations to the Steering Committee by LIHF communities.

**Request for Application (RFA) for Continuation Planning** Cotton reported that continuation planning grants were to assure that communities had sufficient time to formalize the governance structure of local collaboratives and produce local plans that have strong community buy-in and support. The continuation grant time-period is from October 2011 to March 2012 and local collaboratives can apply for funds up to $50,000. WPP Staff along with the Senior Program Leader conducted reviews of funding applications and provided feedback to each community to strengthen their applications. The Oversight and Advisory Committee is planned to make funding decisions on the application on September 21, 2011.

4. **Steering Committee members**

**Process for Accepting Nominations** Farrell reported that the OAC will need to appoint six new Steering Committee members in 2012. It was noted that several committee members are expected to rotate off the Steering Committee and that bringing on new members could assist with having additional expertise to support the initiative. Farrell asked each Steering Committee member to nominate two individuals and provide those names to Cotton for follow-up.
2012 Meeting Schedule Farrell introduced a proposed meeting schedule for 2012 to Steering Committee members. It was suggested that LIHF Steering Committee meetings rotate locations among the four communities (Beloit, Kenosha, Milwaukee, and Racine).

5. LIHF Workgroup Update

Data Workgroup Farrell reported that a medical student along with Cisler and several statisticians convened to discuss ways to understand with confidence the reduction of infant mortality. A report was prepared that included a statistical power analysis that may be used to help establish metrics for evaluation. Cisler noted that the report may be published in the Wisconsin Medical Journal.

Communications and Public Awareness Workgroup Lathen reported that the workgroup met in July 2011 and that efforts were made to include the voices of mothers and pregnant women. The current workgroup’s discussions were to inform the development of a communications campaign to increase the response rate for African-American women completing the Pregnancy Risk Assessment and Monitoring Survey (PRAMS) survey. It was noted that the workgroup is also working to develop a template of Community Action Plans to assure dissemination to a broad community audiences. The next workgroup meeting is scheduled for September 22, 2011 in Milwaukee.

Evaluation Workgroup Moberg and Eberle reported that the evaluation for LIHF has multiple purposes, interests, and questions. Evaluation activities will be focused on the overall project, LIHF Collaboratives and LIHF project grantees. The design of the evaluation has been through a participatory process and efforts are being made to identify evaluation questions, identify indicators and outcome measures. A formal evaluation plan will be prepared for review by December 31, 2011.

6. Announcements and Updates

LIHF Media Coverage Farrell reported that efforts in Wisconsin to support healthy birth outcomes have garnered national attention by media outlets. It was noted that an announcement had been made regarding United Way of Greater Milwaukee campaign to focus on infant mortality and that Mayor Barrett of the City of Milwaukee had created a strong baby campaign to raise public awareness about infant mortality.

March of Dimes Cotton reported that the Program Services Committee March of Dimes is sponsoring an information session on Centering Pregnancy. The information session is for teams of administrators and medical professionals from health centers, clinics, or hospitals interested in learning more about the centering approach. The training is schedule to take place on October 29, 2011.

Statewide Advisory Committee on Healthy Birth Outcomes Katcher reported that the advisory committee along with the Wisconsin Healthiest Women’s Initiative held a combined meeting in Beloit, WI to identify priorities for women’s health. It was noted that there representation from the four LIHF Collaborative and HMOs at this meeting.
7. **Open Forum**

Farrell opened the meeting to guests and members for comments. Remarks from guests and members:

- The inclusion of and focus on fathers is missing from public awareness campaigns
- While there has been increased awareness and cooperation on the issue of infant mortality, agencies and institutions are still working very separately
- There is a need to engage mayors and the media beyond Milwaukee
- An understanding of collective impact will help strengthen a collaborative strategy undertaken by local coalitions

8. **Adjourn**

Farrell adjourned the meeting at 1:30 pm. The next meeting of the Steering Committee will be held on Wednesday, November 14, 2011 at 11:30 am at the United Way of Greater Milwaukee.

Recorder, Quinton Cotton