Members present: Georgia Cameron, Ron Cisler, Veronica Lawson Gunn, Cindy Haq, Mark Huber, Cheryl Jackson, James Ivy, Sheri Johnson, Murray Katcher, Katherine Marks (co-chair), Betty Stinson and Lora Wiggins

Members Absent: Fritz Broekhuizen, Deborah Embry, Phil Farrell (co-chair), Tito Izard, Steve, Ragatz and Jack Waters

Staff and Consultants: Quinton Cotton, Nancy Eberle, Cathy Frey, Mary Jo Knobloch, Lorraine Lathen, Paul Moberg, and Eileen Smith

Phone Guests: Lisa Brunette and Linda Dietrich, UW Public Affairs

In-Person Guests: Jim Addison, Kate Baldwin, Sarah Blackwell, Karen Dotson, David Frazer, Shawn Green, Pat McManus, Angela Moore, Patrice Onheiber, Samantha Perry, Angela Rohan, Jeffrey Rowan, Pamela Smith, and LaShawndra Vernon.

1. Welcome and Review of Meeting Agenda
Marks called the meeting to order at 11:35 am, asked members and guests to introduce themselves and reviewed the meeting agenda and background materials.

2. Decision on March 13, 2013 meeting minutes
After a motion made by Cisler and seconded by Jackson, the March 13, 2013 meeting minutes were unanimously approved.

3. OAC Decision on Request for Partnerships for Development and Implementation Project Grants
Summary of OAC Meeting
Cotton reviewed OAC’s decision at the February 27, 2013 meeting to fund 20 project grants and to defer making a funding decision on six LIHF project grant applications that required further clarification and review. The OAC reviewed the six applications at the April 17, 2013 meeting. In consultation with the Steering Committee Co-Chairs, the staff made a recommendation to fund three of the six. The three recommended for funding include:

- Healthy Families Kenosha (Large-scale Implementation), Kenosha County Departments of Human Services (Kenosha)
- PWNS Birthing Project (Small-scale Implementation), Professional Women’s Network for Service, Inc. (Racine)
- The BYIn Program – Beloit Youth Internship Program (Development), Pentecostal Tabernacle Church of God in Christ (Beloit)

Cotton distributed copies of the project grant abstracts and provided an overview of the review process. By unanimous consent, the OAC accepted the recommendation to award the three grants as presented by staff. In total, the OAC funded 23 project grants for $4 million. Individual grant awards ranged from
$50,000 to $400,000. Common strategies and focus areas included Centering Pregnancy and the Birthing Project model, father Involvement (jobs, prenatal care, men’s health) and home visitation services. Staff conducted orientation meetings with grantee representatives following the OAC meeting.

4. Milwaukee LIHF Transition Team Update
Lathen, President of Jump at the Sun Consultants, introduced members of the Milwaukee Transition Team and presented the draft recommendations developed in collaboration with the Team members. Nineteen members participated on the Team over the course of five months. Members represented a diverse mix of community representatives and professionals with knowledge and experience in Milwaukee. The WPP commissioned Jump at the Sun Consultants to make informed recommendations to the OAC in three key areas to help transition Milwaukee LIHF: (1) develop options and a process to select an anchor (backbone) agency, (2) identify leadership, resource, staffing, capacity and infrastructure needs, (3) Collaborative role with grantees. Lathen also described the eight part Milwaukee Courier Series, “Gone Too Soon: Healthy Babies Need Healthy Communities” and the digital story plan, “Unlit Candles”. The final report will have 10 recommendations that Lathen and the Team will finalize and present to the OAC at the June 12, 2013 meeting.

Johnson asked how the geographic focus of the project grants aligned with the recommendation to focus in the targeted geographic zip codes. Lathen noted that there was good alignment with all projects serving one or more of the three zip codes. Huber stated that Milwaukee needs adequate resources to coordinate and actively engage many organizations and that the scope of work and issues in Milwaukee are great. Katcher noted that it is important to understand the extent of Milwaukee’s needs for continued success, including training and empowering individuals. Lathen commented on the need for strong fund development staffing and capacity, as it is the Collaborative’s responsibility to demonstrate impact and diversify funding. Johnson reinforced the need for good governance structures and the importance of respecting previous work and input into the development of the Community Action Plan (i.e., structure and Bylaws). Marks noted the importance of involving African American affected population members. Gunn noted that community support and buy-in is critical to success in addition to leveraging resources.

Cisler made a motion, seconded by Stinson, to support the recommendations of the Transition Team as presented by Lathen. Marks thanked Lathen and the members of the Team for their work and important contributions to the Initiative.

5. Evaluation Workgroup Update
Moberg and Eberle provided an overview of the information submitted by LIHF Collaborative project coordinators from Beloit, Kenosha and Racine for the January-March 2013 period. Eberle noted that there were slightly fewer public awareness and educational events across the three Collaboratives during this period compared to the previous quarter, but that more people were estimated to have been reached by the events. The group also reviewed the topics discussed at these events, noting that basic information about infant mortality and racial disparities in birth outcomes, data related to infant mortality, and the work of the Collaborative were the most frequently discussed topics. Eberle also noted that there were 243 participants at Collaborative meetings during this quarter and reminded the group that this is not an unduplicated count, as individuals are counted each time they attend a meeting. Eberle presented a breakdown of meeting attendees by sector, with human/social service organizations, non-profit advocacy organizations and individuals participating primarily as community
residents as the most well represented sectors. The workgroup discussed how best to report on the full range of fundraising activities Collaborative staff and leaders engage in, including the long-term work of building relationships with potential funders.

Moberg presented preliminary results from the first round of the Collaborative self-assessment surveys, which was implemented with Beloit, Kenosha and Racine Collaborative members in March. He noted that the overall response rate was approximately 50% and that response rates were not notably different between the three communities. He also presented preliminary results for each of nine “domains” covered in the survey, and noted that in general the scores for all of the domains were relatively high, indicating favorable views of the Collaboratives’ functioning. Moberg noted that further analysis will be done by the central evaluation team to confirm preliminary findings and to look for notable differences between sub-groups of respondents. Individual reports for each Collaborative containing responses from their members will be completed in the next few weeks, as will an overall report for the WPP.

6. Communications Plan Update
Frey disseminated and presented a document listing LIHF communications activities conducted over the past year by staff at the regional level and by project coordinators or Collaborative members at the local level. Activities included print and radio media, community events, updated websites, technical assistance on editorial boards and press releases, speaker’s bureau, and social media. The WPP is working with UW Health Public Affairs on implementing a communications plan into the next five year plan. Frey introduced Lisa Brunette and Linda Dietrich, who were on the phone to describe the UW Health staff skills, capacity and contributions to the Initiative. Staff distributed copies of the case statement/ LIHF brochure developed by UW Health Public Affairs.

7. State/Federal Maternal and Child Health Update
Onheiber reminded the Steering Committee of the upcoming June 5, 2013 meeting of the MCH Advisory Committee and Statewide Advisory Committee on Disparities in Birth Outcomes. Highlights include a report from the Wisconsin Healthiest Women Initiative and common priorities from the Collaborative Improvement & Innovation Network (COIIN) to Reduce Infant Mortality.

Two Wisconsin articles will be published in a special issue on MCH Life course for the Maternal and Child Health Journal:


- Wisconsin’s Lifecourse Initiative for Healthy Families: Application of the Maternal and Child Health Life Course Perspective Through a Regional Funding Initiative authored by Catherine A. Frey, Philip M. Farrell, Quinton D. Cotton, Lorraine S. Lathen & Katherine Marks.

8. Announcements and member updates
Project coordinators from Racine, Kenosha and Beloit gave a brief update on Collaborative activities in their respective communities, noting progress made and new events since the last report to the Steering Committee.
9. **Open Forum**  
There were no comments made by meeting attendees.

10. **Adjourn**  
The next meeting will be held on September 11, 2013 from 11:30 am – 1:30 pm at the United Way of Greater Milwaukee, 225 West Vine Street; Milwaukee, WI 53212.

The meeting was adjourned at 1:30 pm.

Recorder, Cathy Frey