Minutes
Wisconsin Partnership Program
Reducing Health Disparities in Birth Outcomes Steering Committee
Wednesday April 8, 2009
5:00 to 8:00 PM
YWCA of Greater Milwaukee
1915 N Dr Martin Luther King, Milwaukee, WI 53212

Members Present: Ron Cisler, Phil Farrell, C.C. Henderson, Tito Izard, Sheri Johnson, Marilyn Kilgore, Lorraine Lathen, Katherine Marks, Gwendolyn Perry-Brye, Bill Solberg, Betty Stinson
Members Absent: Georgia Cameron, Murray Katcher, Tina Mason, Laurel Rice
Staff: Eileen Smith, Cathy Frey
Guests: Trina Salm Ward

Farrell called the meeting to order at 5:10 pm.

1. Welcome & review of agenda/ meeting materials
Phil Farrell welcomed the committee members and reviewed the agenda, materials and meeting outcomes.

2. Review and approval of March 11, 2009 minutes
Farrell requested approval of the draft March 11, 2009 minutes. Marilyn Kilgore moved approval of the draft March 11, 2009 minutes. Katherine Marks seconded and the motion was unanimously approved.

3. Announcements and updates
Farrell discussed a potential opportunity to work with the UW Foundation in presenting the initiative at an upcoming Milwaukee event. The purpose of the event would be to bring attention to the birth outcomes initiative to potential funders. Steering committee members will receive an invitation to the event.

Frey presented a “Save the Date” flyer for the April 28, 2009 Statewide Advisory Committee meeting on Reducing Health Disparities in Birth Outcomes.

Frey distributed the Steering Committee meeting schedule through August 2009

Eileen Smith reported on the progress for the recruitment of the program officer. WPP staff are currently conduct initial interviews of the finalists. Final interviews and a hiring decision will be made by Eileen Smith, Director with input from co-chairs Phil Farrell and Lorraine Lathen.

4. Public Participation Guidelines
Farrell discussed the process for public participation at the Steering Committee meetings. The WPP encourages public input and participation at every stage in the development of the initiative. Therefore a standing agenda item will include an open forum to provide any member
of the public with an opportunity to offer input and feedback on the initiatives or the activities of the Steering Committee.

Farrell also suggested that the Steering Committee consider holding town hall meetings in each of the four communities to present the initiative to the public feedback prior to releasing the RFP. Marks suggested hosting a policy briefing for local policy makers and the state legislature. Frey will follow up on this suggestion and present at the next meeting.

5. **Review: The Life-Course Model for Improving Maternal, Child and Adolescent Health**

Farrell and Sheri Johnson provided an overview of the Maternal and Child Health Life-Course Model described by Michael Lu and colleagues. The model is based on two theoretical concepts that incorporate evidence to suggest that poor birth outcomes are related to adverse early childhood experiences and the psychological effects of stress over the life span.

The Life Course Model presents a multi-level, longitudinal, and intergenerational approach to improving birth outcomes. The model suggests that a complex interplay of biological, behavioral, psychological, and social protective and risk factors, contributes to health outcomes across the span of a person’s life.

Steering committee members discussed the Model and its application to the initiative including the need to coordinate efforts and to heighten public awareness of the approach collectively.

6. **Small Workgroup breakouts**

To accomplish the proposed Steering Committee timeline, three work groups agreed to continue to meet and focus on three major goals. The small workgroup assignments as follows:

- **Request for Application (RFA)** – This work group will develop a RFA for community capacity building planning grants apply the life-course model.
- **Public Awareness Campaign** – This work group will develop social marking strategies to raise awareness of health disparities in birth outcomes to build grassroots support for the funding initiative.
- **Engaging funding partners** – This work group will identify and secure funding partner support for the initiative.

7. **Small Workgroup Reporting and Discussion**

Each workgroup reported on the outcome of the breakout discussion, focusing on the goals, and next steps for each workgroup. Workgroup leaders will provide an overview from those discussions at the May 2009 Steering Committee meeting.

8. **Agenda Topics for next meeting**

Farrell requested input on agenda topics for next meeting. None noted, Farrell then adjourned the meeting at 7:35 pm.

Recorder, Cathy Frey