Members Present:  Phil Farrell, Meg Gaines, Valerie Gilchrist, Susan Goelzer, Christine Holmes, David Kindig, Doug Mormann, Greg Nyocz

Staff:  Chris Blakey, Cathy Frey, Lorraine Lathen, Tonya Mathison, Mike Mirer, Ken Mount, Dick Reynolds, Eileen Smith, Karla Thompson

Invited Guests:  Bridget Booske (SMPH), Pat Remington (SMPH)

Other Guests:  Liz Shaley (ABC for Health, Inc.)

1. **Call meeting to order**

Goelzer called the meeting to order at 1:05pm.

2. **Announcements**

   **Recruitment of public member**
   The original deadline for nominations to fill the vacant public member position will be extended to December 15. Nominations will be reviewed by OAC’s Nominating Subcommittee, made up of OAC’s public members and the Insurance Commissioner’s appointee. The Subcommittee will make a recommendation to OAC, which upon approval will be forwarded to the UW System Board of Regents.

   **Revised 2010 meeting schedule**
   The revised meeting schedule for 2010 was distributed. Meetings will continue to take place on the third Wednesday of each month, 1-4pm. Joint meetings of the OAC and the Medical Education and Research Committee (MERC) are scheduled on May 19 and November 17.

   **Nyocz appointed to NIH Director’s Council of Public Representatives**
   Goelzer congratulated Greg Nyocz who was recently appointed to the National Institutes of Health (NIH) Director’s Council of Public Representatives (COPR). The COPR is a federal advisory committee comprised of members of the public who advise the NIH Director on issues related to public input and participation in NIH activities, the NIH research priority setting process, and public outreach programs and efforts.

   **Update on general principles for endowment growth and distributions**
   The general principles for endowment growth and distribution have been revised incorporating feedback from the OAC and MERC. These will be discussed as part of strategic financial planning in December 2009.
**SMPH/MCW Five-Year Celebration**

The SMPH and the Medical College of Wisconsin (MCW) have agreed to co-sponsor an event celebrating the accomplishments in the first five years of the Wisconsin Partnership Program and Healthier Wisconsin Partnership Program. A joint committee will be convened to plan this event.

3. **Decision on draft October 21, 2009 minutes**

Mormann moved approval of the draft October 21, 2009 minutes. Nycz seconded and the motion was approved with six affirmative votes. Gaines and Goelzer abstained.

4. **Medical Education and Research Committee (MERC) report**

Nycz provided an overview of the November 9, 2009 MERC meeting. Mike Fiore, MD, MPH, MBA, presented the final report for the 2006 targeted grant, *The Wisconsin Smokers’ Health Studies*. These studies, supported by a National Institute for Drug Abuse center grant to the UW Center for Tobacco Research and Intervention (UW CTRI), make up the largest smoking cessation trial ever undertaken nationally to address the long-term health and psychosocial effects of smoking and quitting. MERC’s grant supported expanding the number of smokers being followed to 2,600 and increasing the time period for follow-up to three years, enriching the information about the health and health system consequences of successful or non-successful quitting.

The *Master of Public Health Program* (MPH) budget is being transferred from MERC to the School over the next two years with 2/3 of the total budget covered by MERC in 2009-10, 1/3 covered by MERC in 2010-11, and then the MPH will be fully funded by the School starting fiscal year 2011-12. Overall, the MPH budget was reduced by 10% to match reductions made by the School to other programs. There was general agreement by MERC to this staged transfer of the MPH budget.

5. **Lifecourse Initiative for Healthy Families report**

Lathen gave an update on the Community Action Planning Grant Request for Proposals process. Letters of invitation were sent to the Convening Planning Agencies from each of the four targeted communities: Beloit, Kenosha, Milwaukee and Racine. Lathen indicated that conference calls with the agencies will take place regularly for information sharing among applicants.

Farrell proposed the following areas of emphasis for the LIHF Steering Committee going forward: coordinating a public awareness and media campaign, reviewing Community Action Planning Grant progress reports and evaluating the overall planning process, promoting cohesiveness among the Convening Planning Agencies, and engaging funding partners. There was general agreement by OAC that these areas are important. The Steering Committee will discuss its future role in December 2009.
Katherine Marks submitted a letter of interest to fill the vacant co-chair position left by Lorraine Lathen on the LIHF Steering Committee. Marks is the Chief Executive Officer of United Way of Kenosha County and has been a member of the LIHF Steering Committee since its inception. Farrell interviewed Marks and recommended her appointment as co-chair by OAC. Gaines commented on Marks’ strong qualifications for the position and made a motion to approve her appointment as co-chair. Gilchrist seconded and the motion was unanimously approved.

6. **Financial planning: Update on OAC’s projected 2009-2010 budget status**

Mount presented the financial projections for the WPP through October 2009. The projected value of the endowment is $292.5 million. OAC will continue its strategic discussions on the endowment growth and distributions in December 2009.

7. **Community-Academic Partnership Fund quarterly financial and progress report**

Frey and Thompson gave the quarterly grant financial and progress report for the Community-Academic Partnership Fund. There are 52 active development and implementation grants. WPP staff is following-up with two grantees regarding overdue interim progress reports. There are no active no-cost extension, re-budgeting or work plan change requests. WPP staff will email OAC the summary report on expenditures inception-to-date for period ending September 30, 2009.

Five of the six new grants that OAC funded in September 2009 have submitted revised budgets at the reduced amount. Each has received a Memorandum of Understanding and orientation visits are underway. *Assessing the Nutrition Environment in Wisconsin Communities* from the Wisconsin Partnership for Activity & Nutrition (WI PAN) will submit a budget reduction by the end of November 2009. The new grants have start dates of either December 2009 or January 2010. The Institutional Review Board application, if required, is also underway.

WPP staff will distribute closeout reports for all grants that closed in 2009 at the January 2010 meeting. The reports will also be included in the appendix of the 2009 Annual Report.

8. **OAC strategic planning discussion**

**Introduction and Background**

In 2009, the OAC began discussions on strategic grant making and priority setting. The goal is to develop one or more major project priorities to leverage School and MERC strengths and collaborative opportunities to achieve a meaningful impact in Wisconsin’s population health outcomes over the next five to ten years.

Following a presentation by David Kindig and his colleagues in July 2009 on *Opportunities to Make Wisconsin the Healthiest State*, there was consensus by OAC to convene a workgroup to review and analyze the results of the *Making Wisconsin the Healthiest State* project and other
relevant sources to identify a smaller set of potential priorities for OAC’s consideration. The workgroup consisting of Susan Goelzer, Rick Moss, Eileen Smith, Cathy Frey, David Kindig, Bridget Booske and Pat Remington met in October 2009 and identified criteria for selecting potential priorities for the Community-Academic Partnership Fund, which would also support strong collaborations with MERC.

Review of Relevant Healthiest State Findings

Bridget Booske reported that as part of the Making Wisconsin the Healthiest State project, a series of publications were developed characterizing Wisconsin’s population health through a variety of measures and comparing it with that of other US trends currently and over time. Booske gave an overview of the following publications considered in detail by the workgroup:

- The Burden of Excess Deaths in Wisconsin
- The Causes of Excess Deaths in Wisconsin by Life Stage
- Measuring the Burden of Non-Fatal Illness in Wisconsin
- Health of Wisconsin Report Card
- Opportunities to Make Wisconsin the Healthiest State
- What Works: Policies and Programs to Improve Wisconsin’s Health

Presentation of Healthiest State project recommendations to OAC regarding setting strategic priorities

Kindig reported that the workgroup considered the following questions to help select a focus area. Does the focus area:

- Provide collaborative opportunities to work with the MERC to develop an integrated program of research, education and community partnerships across a balanced continuum of basic to translational and clinical research?
- Take advantage of faculty expertise, interest and leadership in the School?
- Offer collaborative opportunities cross-campus and with other partners, such as the Medical College of Wisconsin?
- Offer opportunities to leverage other resources?
- Have a statewide geographic focus?
- Contribute to one or more diseases/conditions that present a significant burden?
- Have a significant disparity by socioeconomic status, race/ethnicity, geography, and other population subgroup with room for improvement although showing continuing decline?
- Have associated evidence-based programs and policies that will improve Wisconsin’s performance within a reasonable period?
- Have a lifecourse perspective?

After considering the above questions, the workgroup identified twelve health topics and prioritized the following three focus areas:
Focus Area Recommendation: Promoting healthy weight, physical activity, and good nutrition, and reducing the incidence and severity of overweight and obesity, which increase the risk of developing cardiovascular disease and diabetes. Goelzer noted that Dean Golden identified addressing the obesity epidemic as a strategic education and research priority. Also, over 23% of all community grant proposals received from 2004-2008 focused on obesity, physical activity or nutrition.

Other top two areas that met criteria but not as highly ranked: Promoting healthy child development and reducing child health disparities, and reducing the misuse and abuse of alcohol and other substance abuse through policy, prevention and effective treatment.

Discussion
Mormann seconded a motion made by Farrell to endorse the recommendation of the workgroup to promote healthy weight, physical activity, and good nutrition, and reduce the incidence and severity of overweight and obesity. The OAC considered the following:

- Resources needed to make an impact on this health problem in Wisconsin
- Level of importance in distinguishing OAC’s efforts to address this health issue
- Collaboration with MERC, for example through the Survey of the Heath of Wisconsin to collect data on outcomes, or targeting this issue through the competitive Collaborative health Sciences Program and the New Investigator Program
- Concern over determining appropriate outcome measures
- LIHF as a “roadmap” for implementing this priority area
- Collaboration with the Medical College of Wisconsin
- Target population, for example, an emphasis on children

The motion was approved with seven affirmative votes. Gaines was not present. This priority will be shared with MERC and the Medical College of Wisconsin for consideration.


Goelzer adjourned the meeting at 3:40pm.

Recorder, Tonya Mathison
Secretary, Val Gilchrist