Minutes

Wisconsin Partnership Program
Reducing Health Disparities in Birth Outcomes
Steering Committee
Wednesday, February 10, 2010 11:30 AM
Conference Call

Members Present: Marilyn Kilgore, Katherine Marks, Ron Cisler, Murray Katcher, Bill Solberg, Phil Farrell, C.C. Henderson, Tito Izard, Sheri Johnson

Members Absent: Georgia Cameron, Tina Mason, Gwendolyn M. Perry-Byre, Stephen Ragatz, Betty Stinson, Laurel Rice, Stephen Ragatz

Staff: Cathy Frey, Lorraine Lathen, Eileen Smith

Guests: Carol Johnson, Sharon Schulz, Cindy Johnson, Trina Salm Ward, Tara Tinder, Kathleen Pritchard, Chris Holmes, Patrice Onheiber, Elaine Maly

1. Welcome & review of agenda/ meeting materials

Farrell welcomed the committee members and reviewed the agenda meeting materials.

2. Review and approval of December 10, 2009 Minutes

Farrell requested approval of the draft December 10, 2009 minutes. Minutes were approved as presented.

3. Announcements and updates

Discovery World Follow-up: Farrell provided an up-date on the Discovery World Museum, September 17, 2009 event. UW SMPH Dean Robert Golden and Phil Farrell sent a December 29, 2009 thank you and response letter to all individuals who attended the event.

Legislative Briefing: Lathen reported the Representative Cory Mason, Racine, along with 30 other representatives made a request for a Joint Legislative Council study on Wisconsin Infant Mortality. WPP Staff will report on the outcome of this request at a future meeting.

HRSA Debriefing: Lathen provided an update on her debriefing for the Health Resources Services Administration (HSRA) maternal and child health staff, where she presented an overview of the WPP Lifecourse Initiative for Healthy Families.

RFP Update: Lathen reported that WPP received four Community Action Planning Grant Request for Proposals by the due date on January 31, 2010:
Lathen provided an overview of the external review and grant award process discussed by the Steering Committee in December 2009. The WPP staff will review each application to assure that applicants meet the minimum requirements. The OAC approved a ten member external review panel that include members of the OAC, Steering Committee and experts in maternal and child health. The review panel is advisory to the OAC, which will make final funding decision. External reviewers will be required to sign Conflict of Interest and Confidentiality Statements. The OAC may request that applicants provide an oral presentation prior to making awards and will consider the four applications at a special meeting in March 2010.

Conflict of Interest: Lathen introduced the topic of how best to deal with potential conflicts of interest as the Steering Committee moves into the planning phase. Lathen will discuss a proposed framework to address this at the April 2010 meeting.

Evaluation Meeting: Frey reported that WPP is planning an information session for members of the OAC, the Steering Committee and other SMPH experts on designing a full-scale LIHF evaluation. The purpose for the session is to discuss a long-term strategy for evaluating the progress of the initiative, the Lifecourse model and approach, desired outcome metrics, and an information system to measure outcomes. The evaluation planning process will encourage participation from the local coalitions. This informational evaluation session will be held in April 2010.


Farrell thanked representatives from the four convening agencies for their participation in the Steering Committee meeting. Convening agency representatives included the following:

- Planning Council for Health and Human Services (Kathleen Pritchard, Elaine Maly)
- Johnson Foundation at Wingspread (Carol Johnson, Sharon Schulz)
- Black Health Coalition of Greater (Cindy Johnson)
- Stateline Community Foundation (Tara Tinder)

Each convening agency representative provided overview of progress on their planning efforts and described how they are engaging community participation in the development of their planning grant applications.

5. Public Awareness Campaign

Lathen provided an overview of the LIHF Communications Plan that was distributed to the
Steering Committee for review. The goal is the support the overall strategy of the Public Awareness Campaign Work Group for five key objectives:

- Build awareness on the issue of infant mortality in Southeastern WI
- Raise money
- Educate to reduce risk
- Ignite a grassroots effort, ("We can do better." “This is unacceptable”)
- Secure the commitment of a defined group of stakeholders (general public, business community, government, policymakers, insurance providers, communities outside of Southeastern) to support the project goals

Committee members provided the following comments and recommendations in response to the communications plan:

- Need a sustained campaign for reducing health disparities in birth outcomes using the lifecourse framework
- Coordination among the four communities in the campaign will result in greater impact
- Need to involve the medical community, clinicians and practitioners, Medicaid contracted HMO’s, and other UW system campuses.
- Develop web-based resources to share information across communities and identify or refer participants to programs and services.
- Need a successful grassroots effort to create demand and build bridges between community based organizations, providers, policy makers and families who need services.

WPP staff encouraged Steering Committee members to review the UW Board of Regents video on LIHF now posted on the Program’s website.

6. **Budget Overview** Due to time restriction, this agenda item was postponed for a future meeting.

7. **Adjourn**

Farrell adjourned the meeting at 12:30 pm.

Next Meeting: April 14, 2010  11:30 – 1:30
YWCA of Greater Milwaukee
1915 N. Dr. Martin Luther King,
Milwaukee, WI 53212

Recorder, Cathy Frey