Members Present: Georgia Cameron, Marilyn Kilgore(phone), Katherine Marks, Phil Farrell, C.C. Henderson, Tito Izard, Sheri Johnson, Laurel Rice (phone), Bill Solberg (phone)

Members Absent: Ron Cisler, Murray Katcher, Tina Mason, Stephen Ragatz, Betty Stinson

Staff: Cathy Frey, Lorraine Lathen, Eileen Smith

Guests: Nancy Eberle, Paul Moberg, Patrice Onheiber (phone)

1. Welcome & review of agenda/ Approval of April 14, 2010 minutes

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

Farrell requested approval of the draft April 14, 2010 minutes. Minutes were approved as presented.

2. Announcements and updates

Healthy Equity Leadership Institute Building Collaborative Research Teams-June 14-18: Lorraine Lathen and representatives from convening agencies will give a presentation on LIHF for the June 17 Health Equity Leadership Institute scholars. The Institute is sponsored by the Collaborative Center for Health Equity (CCHE), which is part of the NIH-funded UW SMPH Institute for Clinical and Translational Research with a grant from the National Center on Minority Health and Health Disparities. The CCHE works to promote underserved, minority, and immigrant health; to increase health equity and improve health outcomes; and to assist in the development of health-care providers’ and researchers’ skills in intercultural communication.

Statewide Advisory meeting-July 1: The Statewide Advisory Committee on Eliminating Racial and Ethnic Disparities in Birth Outcomes will meet on July 1, 2010 5:00-8:30 PM at the St. Joseph’s Hospital 5000 W. Chambers Street in Milwaukee. This is a joint meeting with ABCs for Healthy Families Technical Advisory Group and Community Advisory Board with a guest presentation from Fleda Mask Jackson, PhD, MS, Emory University, on racism and infant mortality. Steering Committee members were invited to attend.

WPHA Conference: Lathen reported that she participated in a poster session on LIHF at the May 2010 annual Wisconsin Public Health Association meeting in Middleton, Wisconsin.
Legislative Study: Farrell reported that the Wisconsin Legislative Council will convene a Special Study Committee on Infant Mortality this fall. The Committee will study the causes and public health costs of infant mortality as well as steps taken in other regions to remedy the problem. The committee will develop a strategic plan to reduce infant mortality in Wisconsin and make recommendations to the Legislature.

3. LIHF Project/Grantees Updates

Lathen and other members provided an update on the activities of each convening agency and their representative collation, including an overview of progress on their planning efforts and efforts to engage and promote community participation.

4. June 28 Grantees Meeting

Marks and Lathen provided an overview of the June 28 LIHF grantees meeting to be held at the Wingspread Conference Center in Racine. Members of each local coalition and convening agencies were invited along with WPP staff and Steering Committee members. The purpose of the meeting is to introduce participants, provide a WPP orientation, describe the grant requirements and expectations, and begin to promote a shared vision and learning environment for grantees. This will be the first of four training meetings that will be held over the next year that will include national experts and dialog among the four grantees and their respective coalition membership.

5. Open Forum

Farrell opened the meeting to guests and members for comments. None reported.

6. Communications Strategy

Farrell introduced the communications strategy discussion. Lathen will be the primary point of contact as spokesperson for LIHF and will coordinate the communications strategy. The goal of the communications strategy is to:

- Build awareness on the issue of infant mortality in Southeastern WI
- Raise money
- Educate to reduce risk
- Ignite a grassroots effort
- 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

Lathen introduced two earned and paid media video spots, including the UW Board of Regents video on LIHF now posted on the Program’s website.

Members suggested that the strategy should include mainstream as well as minority media. Lathen then involved Committee members in a discussion of core message strategies to various audiences using the LIHF message development grid.
7. Other Topics

a. Evaluation – Paul Moberg and Nancy Eberle reported on the LIHF evaluation planning process. The WPP will support and coordinate the evaluation activities of the LIHF. The evaluation plan will be developed with a broad based evaluation workgroup to plan, oversee and support evaluation of the initiative, which will include:
   - Members of the LIHF Steering Committee
   - Wisconsin Partnership Program (WPP) staff
   - UW SMPH’s Population Health Institute staff members
   - Stakeholders from each convening agency
   - Local evaluation experts

The evaluation will determine achievement of the LIHF program goal of elimination of racial and ethnic disparities in birth outcomes. Evaluation activities will examine the function and effectiveness of LIHF overall and focus on individual communities and programs. The WPP and the evaluation workgroup will be responsible cross-site evaluation activities. The goal for workgroup is to establish appropriate, useful, consistent and scientifically sound outcome and process evaluation for both the planning and implementation phases.

During the Community Action Planning Phase, evaluation activities will focus on two areas, laying the foundation for outcome and process evaluation and document and assess the Community Action Planning process. This will include measuring changes in the number and quality of relationships between coalition participants with the Wilder Collaboration Factors Inventory.

The first evaluation workgroup meeting will be held in August following the Steering Committee meeting.

b. Fund Development – Farrell and Smith reported that the WPP is working on a funding strategy that will include the UW Foundation and other funding partners. Efforts are also underway to engage local physicians through the State Medical Society. The Steering Committee will be involved in a more in-depth discussion of these efforts including partnerships with donors and foundations at a future meeting. The WPP considers this a high priority.

Onheiber reported on new state and federal activities that will augment state and local efforts including federal home visitation funding, the new contract with Badgercare HMOs in the southeastern area of the state, and the expansion of the Family Planning Waiver for men.

c. Members suggested topics for future meeting including conflict of interest and the evolving role of the Steering Committee.
7. Adjourn

Farrell adjourned the meeting at 1:30 pm.

Recorder, Cathy Frey