Minutes
Wisconsin Partnership Program
Reducing Health Disparities in Birth Outcomes Steering Committee
Wednesday, July 8, 2009
5:00 to 7:30 PM
YWCA of Greater Milwaukee
1915 N Dr Martin Luther King, Milwaukee, WI 53212

Members Present: Georgia Cameron, Ron Cisler, Phil Farrell, Tito Izard, Murray Katcher, Marilyn Kilgore (phone), Lorraine Lathen, Katherine Marks, Gwendolyn M. Perry-Byre, Betty Stinson

Staff: Eileen Smith, Cathy Frey

Guests: Trina Salm Ward, Mary Jo Gerlach, Patrice Onheiber, Patricia McManus, Chris Holmes

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 May 13, 2009 and June 10, 2009 minutes

Farrell requested approval of the draft May 13, 2009 and June 10, 2009 minutes. Motion was made and unanimously approved.

3. Announcements and updates

a. UW Foundation Milwaukee Event – Farrell reminded the group of the UW Foundation event at the Discovery World Museum in presenting the initiative at an upcoming Milwaukee event. The purpose of the event is to bring attention to the activities of the School of Medicine and Public Health, highlighting the birth outcomes initiative as an example. Steering committee members will receive an invitation to the event that is scheduled for the evening of September 17, 2009.

b. Program officer recruitment - Eileen Smith announced that Lorraine Lathen has been selected by the University Of Wisconsin School Of Medicine and Public Health's Oversight and Advisory Committee to be the senior advisor to the Birth Outcomes Initiative. In addition to her dedicated time and expertise as Co-chair of the steering committee and as a social marketing consultant for ABCs for Healthy Families makes her uniquely qualified to lead the initiative through the development and planning phase. Lorraine resigned as member of the steering committee and the OAC in June.
4. Presentation: The Zilber Neighborhood Initiative- Building on the Lessons of Comprehensive Community Development – the role of convening agency partners

Dr. Susan Lloyd presented an update on The Zilber Neighborhood Initiative, a long-term initiative of the Zilber Family Foundation to support comprehensive community development in 10 Milwaukee neighborhoods. The aim of the initiative is to providing long-term flexible support, so that efforts can be applied to the needs and unique characteristics of individual neighborhoods through quality-of-life plans. The purpose for the initiative is threefold:

- To create communities of choice and connection: neighborhoods that are good places for people to live, learn, and work.
- To increase the well-being of low-income Milwaukeeans: families are able to meet basic needs, obtain education and employment, and enjoy economic security, and
- Contribute to Milwaukee’s future prosperity in the global economy.

Dr. Lloyd described the efforts currently underway in Milwaukee neighborhoods. She also described the role of convening agency partners, to coordinate and organize communities towards an effective planning process. She shared successful examples from Chicago and other neighborhood planning efforts.

4. Capacity Development and Early Implementation Grant - Request for Proposal review and discussion

Farrell thanked the members of the workgroup for their work in the development of the Request for Proposal (RFP) to move the initiative into the first phase, “Capacity Development and Early Implementation”. Farrell began the discussion with a review of the draft RFP.

Members discussed each RFP section and made the following suggestions and recommendations:

- Clarify the purpose, scope, and level of funding for early implementation programs. Further discussion on assuring the primary focus is on planning efforts and suggests a cap on funds for early implementation programs
- Further discussion on scope of work during the implementation phase “The MCH Life-course Collaborative must agree to work collaboratively towards the identification of a subset of selected [HBOI] population health outcomes”, referring to the program logic model
- Funding is available for up to four Capacity Development and Early Implementation Grant awards not to exceed $200,000 for Racine, Kenosha and Beloit and $250,000 for Milwaukee
- Revised the timetable for release of the RFP according to the necessary review and approval process by the steering committee and the OAC
WPP staff will make the recommended changes and format the document for final review at the August 12 meeting. A final document will be presented to the OAC in September. If approved, the RFP will be released on September 21, 2009.

5. **Program logic model review and discussion** – Lathen presented a Healthy Birth Outcome Program Logic Model that describes the Birth Outcomes Initiative inputs and community, program and population health outcomes. Members were encouraged to review this document for input at the next meeting.

6. **Healthy Birth Outcome Initiative name – Suggestions and discussion** Lathen described the need to frame the program with a specific program title that captures the goal and strategy of the initiative. Members were encouraged to share ideas and suggestions to Lorraine to present at the next meeting.

7. **Agenda topics for next meeting**

Farrell requested input on agenda topics for next meeting. None noted, Farrell then adjourned the meeting at 7:30 pm.

8. **Adjourn**

Recorder, Cathy Frey