Minutes

Wisconsin Partnership Program
Reducing Health Disparities in Birth Outcomes Steering Committee
Wednesday, August 12, 2009  5:00PM
YWCA of Greater Milwaukee
1915 N Dr Martin Luther King, Milwaukee, WI 53212

Members Present: Georgia Cameron, Ron Cisler, Phil Farrell, C.C. Henderson, Tito Izard, Sheri Johnson, Murray Katcher (phone), Marilyn Kilgore, Katherine Marks, Tina Mason, Gwendolyn M. Perry-Byre, Stephen Ragatz, Betty Stinson

Members Absent: Bill Solberg

Staff: Cathy Frey, Lorraine Lathen, Tonya Mathison, Eileen Smith

Guests: Mary Jo Gerlach, Chris Holmes, Patricia McManus, Patrice Onheiber, Pat Remington

1. Welcome & review of agenda/ meeting materials

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

2. Review and approval of July 8, 2009 Minutes

Cisler moved approval of the draft July 8, 2009 minutes. Stinson seconded and the motion was unanimously approved.

3. Announcements and updates

UW Foundation Milwaukee Event
An event is being held by the UW Foundation on September 17, 2009 at Discovery World focusing on the work of the UW School of Medicine and Public Health in Milwaukee and featuring the Lifecourse Initiative for Healthy Families.

OAC Meeting, September 16, 2009
Farrell encouraged members to attend the Oversight and Advisory Committee (OAC) meeting at the Health Sciences Learning Center on the UW-Madison campus on September 16, 2009. OAC will consider the Community Action Planning Grant Request for Proposals (RFP).
Lathen announced that the ABC’s for Healthy Families Technical Advisory Group is meeting on October 14, 2009 to discuss translating the Lifecourse Perspective theory into practice in Wisconsin. Several experts, including Michael Lu, James Collins and Kumea Shorter-Gooden, will share their perspectives. A press conference will follow launching the social marketing campaign, *Journey of a Life Time: Healthy Babies through Healthy Families*.

4. Open Forum

Based on early feedback, Kilgore recommended further clarification in the RFP of the qualifications and expectations of the convening planning agency, especially upon implementation. Farrell agreed and recommended further discussion later in the meeting.

5. Logic Model and Program Brand (name)

Lathen will revise the logic model/program framework to incorporate the Steering Committee’s feedback in preparation for anticipated release of the RFP in September.

The Steering Committee members brainstormed possible program brand names. There was general agreement to include the following important concepts: Lifecourse Perspective, healthy babies, pregnancies, families and communities, love, life, and healthy beginnings. Lathen will give this further thought and follow-up with several possible brand names and logos for the Steering Committee’s consideration.

6. Small Group breakouts, reporting and discussion of RFP

Rather than breaking into small groups, there was general agreement by the Steering Committee that it would be most productive to have a full-committee discussion of each major section of the RFP. A summary of the discussion follows:

- Clarify who is available to provide technical assistance to applicants, and include more information on the training sessions.
- Incorporate the appendices into the main RFP, in particular the 12-Point Plan.
- Concern that the overall approach used in this RFP may be too academic.
- Consider balance between continuing and expanding work already underway in each community and moving in a new direction with supporting data, when possible.
- Clarify the role and requirements of the convening planning agency and the partnering agencies during the planning stage.
- Recognize that each targeted community has a different level of preparedness for implementation. General consensus that the 12-18 months of planning by the agencies should focus on developing strong proposals with solid work plans and budgets.
Specific wording changes:

- Change wording on page three related to the lifecourse model to focus on improving health and reducing disparities.
- Remove focus on health and health care in the goals of the Community Action Plans.
- Consider using “outcomes-based” or “outcomes-orientation” in place of “promising”, “best” or “evidence-based” practices.
- Delete phrase on page four, “responsibility of OAC and WPP staff”.

The recommended changes will be incorporated into the final version of the RFP as appropriate for discussion and approval by the OAC on September 16.

7. Continuation of Steering Committee (post RFP)

Purpose and composition
Farrell reported that although the purpose of the Steering Committee will change following release of the RFP, the composition will likely remain the same. This will be a strategic discussion topic at a future meeting.

Meetings
There was general agreement by the Steering Committee to meet bi-monthly on the second Wednesday of the month at the YWCA of Greater Milwaukee, possibly earlier in the day.

8. Adjourn

Farrell adjourned the meeting at 7:30pm.

Recorder, Tonya Mathison