Minutes

Wisconsin Partnership Program
Reducing Health Disparities in Birth Outcomes Steering Committee
February 11, 2009 at 5:00PM
YMCA of Metro Milwaukee-Parklawn

Members Present: Georgia Cameron, Ron Cisler, Phil Farrell, C.C. Henderson, Tito Izard, Marilyn Kilgore, Lorraine Lathen, Katherine Marks, Tina Mason, Gwendolyn Perry-Brye, Stephen Ragatz, Laurel Rice, Bill Solberg, Betty Stinson

Members Absent: Sheri Johnson, Murray Katcher

Staff: Eileen Smith, Cathy Frey

Guests: Trina Salm Ward, Patrice Onheiber, Chris VanMullem, Christy Brooks, Jazmine Zapata, Patricia McManus, Johnna Scott, Claudette Hamm, Sarah Esmond, Susan Lampert-Smith, Curtis Marshall, Robert Harris

Farrell called the meeting to order at 5:20 pm.

1. Welcome and YMCA Program Overview

Michael Carter, CEO, and Julie Borum-Dixon, Outreach Director of the Parklawn YMCA welcomed the steering committee and provided an overview of the YMCA Parklawn history, programs and services. Committee members were invited to tour the facility.

2. Welcome and review of agenda/meeting materials

Phil Farrell and Lorraine Lathen welcomed the committee members and reviewed the agenda, materials and meeting outcomes.

3. Announcements and Updates

Patrice Onheiber invited members to join the Wisconsin Department of Health Services, Healthy Birth Outcomes Statewide Advisory Committee meeting on April 28, 2009. She also referred them to the 2007-2009 Charter describing the purpose and charge of the advisory committee.

Lorraine Lathen provided an update of ABC for Healthy Families. In 2008, Wisconsin Department of Health Services (DHS) was awarded $497,777 for a 2-year federal grant from the Health Resources and Services Administration (HRSA) Maternal and Child Health Bureau, for the First Time Motherhood/New Parents Initiative. The purpose of this grant, fully funded by HRSA, is to integrate the life-course perspective into a social marketing campaign to improve birth outcomes among African American women in Wisconsin.

4. Scheduling of Future meetings: dates and times
Cathy Frey distributed a committee member survey to determine the most appropriate dates and times for future meetings. Meetings will be scheduled through August 2009 as a result of the survey.

5. Status of WPP

Eileen Smith provided an update on the status of the Wisconsin Partnership Program (WPP) endowment. The decline in the available funds will slow down the timing of the funding initiative. However, the OAC’s commitment remains firm for this priority program. Planning efforts will move forward according to the timeline proposed by the OAC with funds to be released for the planning phase in the coming year.

6. Healthy Birth Outcomes Program Officer Recruitment

Eileen Smith reported on the progress for the recruitment of the program officer, who will provide leadership and management of the special funding initiative to reduce health disparities in birth outcomes. The position vacancy listing has been approved and will be posted the week of February 9, 2009. Applications must be received by March 13, 2009. Smith asked members to help disseminate the announcement to qualified candidates.

7. Report on Northern Manhattan Perinatal Partnership and on “Healthy Mom, Healthy Next Baby”

Dr. Tina Mason reported on her experience with the Northern Manhattan Perinatal Partnership and presented “Translating Lessons Learned in Central Harlem to Wisconsin”. Chris VanMullem reported on Healthy Mom’s Healthy Next Baby and several other Aurora community-based maternal and child health services.

8. Local Activity Reports:

Committee member representatives provided updates of local activities in the Racine, Beloit, Kenosha and Milwaukee targeted service areas. The Racine Infant Mortality Coalition is hosting community forums to view and discuss the PBS Unnatural Causes Series, “When the Bough Breaks”. The Racine coalition is also implementing two new programs including Safe Sleep Cribs for Kids and the Racine Kenosha Birthing Project. The Beloit Infant Mortality Coalition is currently involved in conducting public awareness activities to promote community partnership development among local agencies, individuals and health care providers. The Beloit coalition is also developing a community resource guide and hosting community and town hall meetings where the PBS video, “Place Matters” will be viewed and discussed. Kenosha Infant Mortality Delegation is hosting an open community discussion to highlight and promote public awareness of the issue and to discuss where there are needs and gaps in services. The Delegation is hosting a baby wellness week to include a series of community events including a public information session and baby expo.
9. Discussion and input on initial steps

Farrell stated that initial focus for the committee will be threefold: 1) to coordinate a public awareness and multi-media campaign, 2) to identify and provide a structure to engage funding partners, and 3) to develop a RFA and release funds for community organizing and planning to apply the life-course model across communities. To accomplish this, the committee must develop realistic work plan for the coming years. Frey proposed a steering committee draft timeline for implementation of the work of the committee through its first five years. The three phases include pre-planning through August 2009, a planning or development project grant period through December 2010 and an implementation grant period, with a formal mid-course assessment through March of 2014. The committee discussed this timeline and suggested key strategies necessary for success.

10. Public awareness activities

Farrell and Lathen distributed copies and provided an overview of the press release disseminated on February 9, 2009 by UW Health entitled, "Wisconsin Partnership to join fight against a silent tragedy: African-American babies die in Wisconsin at Third World Rates" Members were asked to report to the staff any local articles or media reporting as a result of the press release. Staff will report on the outcome of the press release at the next steering committee meeting.

Farrell adjourned the meeting at 7:55pm.

Recorder, Cathy Frey