



## Community Grant Outcome Report

**Name:** Healthiest Wisconsin 2020: A Partnership Plan to Improve the Health and Safety of the Public

**Grantee:** Wisconsin Department of Health and Family Services

**Contact Name; phone; email:** Margaret Schmelzer, MSN; (608) 266-0877; schmemo@dhfs.state.wi.us

**Academic Partner:** Susan K. Riesch, PhD, RN, FAAN, Professor, UW Madison School of Nursing

**Program:** Development

**Grant Duration:** 03-01-2008 to 12-31-2009 (22 months)

**Expenditures:** \$66,873 (100%)

**Use of Funds:** Needs assessment and statewide plan, public policy

► **Description:** The project supported the creation a new state health plan: *Healthiest Wisconsin 2020: Everyone Living Better, Longer*. Planned for released in the summer of 2010, it will be both a policy document and a blueprint for health priorities to increase productivity, prosperity, participation, and well being of the people and communities of Wisconsin over the next decade.

► **Results:** Grant funds supported the overall process, which incorporated input from formal stakeholders and community members alike.

In 2008, Department of Health Services Secretary Karen Timberlake appointed a 54-member Strategic Leadership Team (SLT) representing government, public, private, nonprofit, and voluntary sectors. This group developed a framework for the plan and served as initial champions for HW2020. The SLT analyzed, debated, and supported a series of expert recommendations. They added two additional focus areas and carved out the two overarching focus areas leading to a total of 23 focus areas for the decade.

Grant funds then supported the seeking of community input for the plan. The project team hosted ten Community Engagement Forums, involving more than 650 in the setting of the state's health priorities. To expand the number of voices further, two "Select Surveys" were conducted, inviting the opinion of more than 1,500 others. This should all be reflected in HW2020.

► **Met Objectives:** Project complete

► **Baseline Progress on State Health Plan Objectives:** Healthiest Wisconsin 2020 is the successor document to Healthiest Wisconsin 2010. This policy document sets the pace for change as articulated in its goals and objectives.

► **Academic Partner Role:** Consultation, technical assistance and policy advocacy. The academic partner was actively involved with the planning.

► **Matched Dollars (cash or in-kind):** The Wisconsin Department of Health Services made significant non-financial contributions for this project, including administrative and operational support.

► **Dissemination:** The Department of Health Services maintains a Healthiest Wisconsin 2020 website, which provides information for the public about the process. One newspaper article, in the Wausau Daily Herald, has been produced about the development of the plan. The release of the document is expected to generate significant media attention.

► **Sustained:** Healthiest Wisconsin 2020 is a policy plan that relies on shared leadership and shared accountability for the public's health. All sectors have a responsibility in addition to government. Healthiest Wisconsin 2020 enjoys the "good will" of the partners but financial and staff resources are necessary to navigate, launch, track, and evaluate the plan. Planning is underway to determine long-term strategies for funding implementation and marketing.