A MESSAGE FROM THE DEAN

For the Wisconsin Partnership Program (WPP), 2009 was a time of rededication and rejuvenation. Since its inception in 2003, the WPP has made broad investments in the health of the people of Wisconsin, redesigning medical education, expanding the scope of research, and funding projects in communities around the state. During its first five-year plan, the WPP awarded more than $91 million to more than 200 research initiatives and community-academic partnerships around the state. These projects have contributed to the development of new health resources in Wisconsin and to our continuing transformation into a School of Medicine and Public Health.

The WPP’s new five-year plan went into effect in 2009, enabling the program to continue its work with communities and faculty and staff to improve the health of people in Wisconsin. The WPP will also make larger strategic investments in the state’s top health priorities, including infant mortality and obesity prevention, where targeted efforts will make a positive impact in the lives all.

The Oversight and Advisory Committee (OAC) funded the six grants awarded in 2008, but delayed by the economic downturn. These projects addressed improving nutrition for infants, children, and families throughout the state as well as developing strategies to treat mental illness and substance abuse. In November, the OAC identified the promotion of healthy weight; physical activity and good nutrition; and the reduction of the incidence and severity of obesity as its next targeted initiative. The epidemic of diseases related to obesity, inactivity, and poor nutrition is one of the most pressing health issues facing Wisconsin. Nearly a quarter of all community academic partnership applications to the WPP have focused on nutrition, fitness, and the prevention of obesity. Making this a strategic priority will help put Wisconsin on the cutting edge of developing innovative solutions to an issue facing the entire nation.

The OAC also continued its support of the Lifecourse Initiative for Healthy Families, which made significant progress this year in addressing infant mortality in the African American Community. A black child born in Wisconsin is three times as likely to die before his or her first birthday as a white child. The state’s infant mortality rate for African-Americans is among the worst in the nation. In 2008, the WPP committed $10 million to an effort to address this disparity. On October 15, 2009, wide-ranging organizations representing Beloit, Kenosha, Milwaukee, and Racine started planning proposals to help improve the outcomes in their communities.

The Medical Education and Research Committee (MERC) reauthorized a number of its bedrock programs. The Survey of the Health of Wisconsin (SHOW) started from a WPP grant in 2005, and now is providing high-quality data to health departments, researchers, and community groups, enabling them to focus on the state’s top health priorities. This project will be enhanced through a $5.5 million grant awarded by the National Institutes of Health. MERC renewed its support of the Health Innovation Program, which is uncovering and testing best practices in health care delivery and health policy in order to create a better health system for all Wisconsin residents. The Innovations in Medical Education program continued as well, and will be focusing on integrating public health principles into all four years of medical education. Because of these efforts, our school is producing a generation of Wisconsin physicians who will be prepared to
meet the needs of their individual patients and to simultaneously address population-level factors affecting the health of their communities.

In April 2009, the MERC reorganized around an enhanced mission, incorporating public and community health goals into its education and research efforts. The committee’s new mission includes an increased emphasis on collaboration with OAC, bringing research and best practices in community settings even closer together.

This work was accomplished in the most difficult economic environment the WPP has faced since its inception. By late 2009, the WPP’s endowment had started to recover some of the decline in value it experienced in the 2008 financial collapse. The WPP’s committees have adapted, learning how to work in a more constrained financial environment. Most importantly, the Partnership Program’s two committees have developed long-term financial guidelines that will ensure that the WPP is able to support new initiatives while maintaining the value of its endowment to meet the needs of Wisconsin for years to come.

The Wisconsin Idea maintains that the university’s work should bring a positive impact to every home in the state. As the WPP continues to align research, educational, and community-based efforts, to support the development of innovative and proven health interventions, and to identify the next promising steps, it is a true embodiment of this guiding principle.

INTRODUCTION

The UW School of Medicine and Public Health (UW SMPH), in coordination with the Oversight and Advisory Committee (OAC) and the Medical Education and Research Committee (MERC), is pleased to present the 2009 annual report of the Wisconsin Partnership Program (WPP).

This report covers activities and expenditures from January 1, 2009, through December 31, 2009. It has been prepared in accordance with the Insurance Commissioner’s Order, the Agreement*, and the 2009-2014 Five-Year Plan. Each of these documents was created to guide the distribution of the funds resulting from Blue Cross and Blue Shield United of Wisconsin’s conversion to a for-profit corporation.

It was an unusual year, with financial considerations influencing many of the WPP’s actions. Yet the WPP succeeded in making progress in improving health outcomes and completion of the new five-year plan. Here are some of the highlights, which are detailed in the pages that follow:

**Lifecourse Initiative for Healthy Families:** The WPP, through the OAC, continued its commitment to addressing the startling infant mortality rates in Wisconsin’s African-American community. The WPP has committed $10 million to this effort, which began to further take shape in 2009. Community coalitions in Beloit, Kenosha, Milwaukee, and Racine began developing plans for mobilizing resources toward improving birth outcomes in those cities.

**MERC’s Mission Expands:** In accordance with The Five-Year plan, the MERC reorganized around an expanded mission, adding community engagement to its existing educational and research commitments. This enhanced focus places a greater emphasis on quickly
translating research success and educational innovations into improved health outcomes for Wisconsin residents. <<(Page X)>>

**Focusing on the Future:** In November, the OAC identified promoting healthy weight, physical activity, good nutrition, and reducing the incidence and severity of overweight and obesity as its next targeted focus area. OAC will be seeking innovative evidence-based interventions to address inactivity and obesity. MERC will be participating in this effort as well, with an aim toward translating the latest research into effective new practices throughout Wisconsin. <<(Page X)>>

**Endowment recovers:** The WPP successfully weathered the difficult financial conditions of 2008-2009. Some of the steps were difficult, including reduction in award amounts to existing and future grantees. In response, the OAC and the MERC have crafted new funding guidelines that will ensure their ability to make awards annually in even the roughest economic conditions while protecting the value of the endowment. This will allow the WPP to remain an important resource for the people of Wisconsin for generations to come. <<(Page X)>>

**Key Grant Awards:** The MERC reauthorized a number of its key targeted initiatives, projects like the Survey of the Health of Wisconsin, the Institute for Clinical and Translational Research, the Health Innovations Program and the Transformation of Medical Education. These projects track the current health of the state’s residents, disseminate important new findings, and prepare future physicians to address Wisconsin’s public health challenges. Meanwhile, in September, the OAC allocated funds to six community grants projects that had been approved in 2008, but whose funding was delayed due to the deteriorating financial situation. <<(Page X)>>

**Measuring our Outcomes:** Between OAC and MERC, <<XX>> grant projects concluded in 2009. Outcome reports for all of these projects – including the ones that were renewed – can be found in the appendix.

These accomplishments, and the others detailed in this annual report, represent important progress toward achieving the goals of the WPP’s new *Five-Year Plan*. In taking these steps, the WPP continues working toward making Wisconsin a healthier state for all.

*Also known as the *Agreement between the Wisconsin United for Health Foundation, Inc. (WUHF), the University of Wisconsin Foundation, and the University of Wisconsin System Board of Regents.*

**Governing Committees**

The WPP fulfills its charge of “promoting public health initiatives that will generally benefit the Wisconsin population” through the work of two governing committees, the Oversight and Advisory Committee (OAC) and the Medical Education and Research Committee (MERC).

The primary responsibilities of the OAC are to:

- Direct and approve 35% of the available funds for Public Health Initiatives.
• Provide public representation through the OAC’s four community health advocates.
• Comment and advise on the MERC’s expenditures.

The primary responsibilities of the MERC are to:
• Direct and approve 65% of the available funds for medical education and research initiatives
• Maintain a balanced portfolio of investments in population health in Wisconsin.
• Strengthen collaboration with community and health leaders.

To fulfill their stewardship responsibilities, both committees adhere to the Program’s mission and vision.

Members of the Oversight and Advisory Committee (OAC)

The nine-member OAC is comprised of four community representatives determined by the Health Advocate; four representatives from the UW School of Medicine and Public Health, appointed by the Dean; and an appointee of the insurance commissioner.

The Executive Subcommittee carries out functions delegated by the OAC, including reviewing grants and making recommendations to the full committee. The Lifecourse Initiative for Healthy Families Steering Committee provides overall leadership and establishes strategic direction to the Wisconsin Partnership Program for the Lifecourse Initiative for Healthy Families. The Public Health Education and Training Subcommittee (PHET) provides advice and recommendations to the OAC regarding public education and training programs.

Health Advocate Appointees

Douglas N. Mormann, MS, Vice Chair
Health Officer, La Crosse County Health Department
Advocacy Category: Statewide Health Care

Gregory Nycz
Executive Director, Family Health Center of Marshfield, Inc.; Director, Health Policy, Marshfield Clinic
Advocacy Category: Rural Health

Christine P. Holmes (appointed May 2009)
President and CEO, Penfield Children’s Center
Advocacy Category: Children’s Health

Lorraine Lathen, MA (resigned July 2009)
Executive Director, Jump at the Sun Consultants, LLC
Advocacy Category: Women’s Health
Insurance Commissioner’s Appointee

Martha E. Gaines, JD, LLM
Director, Center for Patient Partnerships; Clinical Professor of Law, UW Law School

UWSMPH Appointees

Philip M. Farrell, MD, PhD
Professor, Departments of Pediatrics and Population Health, UW SMPH

Valerie J. Gilchrist, MD, Secretary
Chair, Department of Family Medicine, UW SMPH

Susan L. Goelzer, MD, MS, CPE, Chair
Professor, Departments of Anesthesiology and Population Health Sciences, UW SMPH

David A. Kindig, MD, PhD
Emeritus Professor, Department of Population Health Sciences, UW SMPH

OAC Executive Subcommittee

Susan L. Goelzer, MD, MS, CPE, Chair
Douglas N. Mormann, MS, Vice Chair
Lorraine Lathen, MA, Secretary (resigned July 2009)
Valerie J. Gilchrist, MD, Secretary (appointed September 2009)

Lifecourse Initiative for Healthy Families Steering Committee

Georgia Cameron, MBA, BS, RN
Deputy Director of Southeastern Office, State of Wisconsin Division of Public Health; Co-Chair, Division of Public Health Statewide Advisory Committee on Reducing Health Disparities in Birth Outcomes

Ron Cisler, PhD, MS
Associate Professor, Department of Population Health Sciences, UW SMPH; Director, Center for Urban Population Health, Aurora Sinai Medical Center

Phil Farrell, MD, PhD Co-Chair
Professor, Departments of Pediatrics and Population Health Sciences, UW SMPH

C.C. Henderson
Chief Executive Officer, Milwaukee Health Services, Inc.

Tito L. Izard, M.D
Chief Medical Officer, Milwaukee Health Services, Inc.; Clinical Associate Professor, Department of Family Medicine, UW SMPH
Sheri Johnson, PhD, MA  
Assistant Professor, Department of Pediatrics, Medical College of Wisconsin

Murray Katcher, MD, PhD  
Chief Medical Officer, Bureau of Community Health Promotion; State Maternal and Child Health Director

Marilyn Kilgore MA  
Chair, Beloit Infant Mortality Coalition

Lorraine Lathen, MA (resigned July 2009)  
Executive Director, Jump at the Sun Consultants, LLC

Katherine Marks  
Chief Executive Officer, United Way of Kenosha County

Tina Mason, MD, MPH, FACOG  
Director, Medical Operations, Aurora Sinai Medical Center; Associate Professor, Department of Obstetrics and Gynecology, UW SMPH

Gwendolyn M. Perry-Brye APNP, RN  
Advanced Practice Nurse Practitioner, Kenosha County Division of Health

Stephen C. Ragatz, M.D., F.A.A.P  
Chair and Staff Neonatologist, Department of Pediatrics, Wheaton Franciscan Healthcare-St. Joseph

Laurel Rice, MD  
Chair, Department of Obstetrics and Gynecology, UW SMPH

Bill Solberg LCSW  
CSM Director of Community Services, CSM Office Center

Betty Stinson BA  
Chair, Racine Infant Mortality Coalition

Public Health Education and Training Subcommittee

Kristin Hill, MSHSA  
Director, Great Lakes EpiCenter, Great Lakes Inter-Tribal Council, Inc.

Jan Klawitter  
Public Affairs Manager, Wisconsin State Laboratory of Hygiene; Board member, Wisconsin Public Health Association

Vacant  
Formerly Lorraine Lathen, MA, Executive Director, Jump at the Sun Consultants, Inc.
Nancy McKenney, RDH, MS
Director, Workforce Development, Department of Health and Family Services

George C. Mejicano, MD, MS, (Ex Officio)
Associate Dean, Continuing Professional Development, Director, Office of Continuing Professional Development in Medicine and Public Health

Douglas N. Mormann
Health Officer, La Crosse County Health Department

Lora de Oliveira, MPH, MBA, RD
Director, Partnerships for Healthy Milwaukee, UW-Milwaukee College of Health Sciences

Martin Schaller
Executive Director, Northeastern Wisconsin AHEC, Inc.

Pa Vang, MUP
Center for Urban Community Development, School of Continuing Education, UW-Milwaukee

Members of the Medical Education and Research Committee (MERC)
The MERC is broadly representative of the faculty, staff, and leadership of the UW SMPH, and also includes representatives from the OAC as well as an external appointee.

UW SMPH Leadership

Marc Drezner, MD (appointed April 2009)
Professor, Department of Medicine; Senior Associate Dean for Clinical and Translational Research, UW SMPH

Patrick McBride, MD, MPH (appointed April 2009)
Professor, Department of Medicine; Associate Dean for Students, UW SMPH

Richard Moss, PhD (term as Focus Leader expired March 2009; appointed Chair August 2009)
Professor, Department of Physiology; Senior Associate Dean for Basic Research, Biotechnology and Graduate Studies, UW SMPH

Patrick Remington, MD, MPH (term as Faculty Representative expired March 2009; reappointed as SMPH Leader April 2009)
Professor, Department of Population Health Sciences; Associate Dean for Public Health, UW SMPH

Paul DeLuca, PhD (reappointed as Chair April 2009; resigned July 2009)
Professor, Department of Medical Physics; Vice Dean; Associate Dean for Research and Graduate Studies, UW SMPH
Jeffrey Grossman, MD, Vice Chair (term expired March 2009)
Professor, Department of Medicine; Senior Associate Dean for Clinical Affairs, UW SMPH;
President and CEO, UW Medical Foundation

Gordon Ridley (term expired March 2009)
Senior Associate Dean for Administration and Finance, UW SMPH

Jeffrey Stearns, MD (term expired March 2009)
Professor, Department of Family Medicine, UW SMPH; Associate Dean, Medical Education,
Milwaukee Clinical Campus, UW SMPH; Director, Medical Education, Aurora Health Care

Department Chairs

William Busse, MD (term expired March 2009)
Professor and Chair, Department of Medicine, UW SMPH

Norman Drinkwater, PhD (term as Department Chair expired March 2009; appointed as Faculty
Representative August 2009)
Professor, Department of Oncology, UW SMPH

Thomas Grist, MD (term expired March 2009)
Professor and Chair, Department of Radiology, UW SMPH

K. Craig Kent, MD (appointed March 2009)
Professor and Chair, Department of Surgery, UW SMPH

Rodney Welch, PhD (reappointed April 2009)
Professor and Chair, Department of Medical Microbiology and Immunology, UW SMPH

Faculty Representatives

Sanjay Asthana, MD (term expired March 2009)
Professor, Department of Medicine, UW SMPH

Molly Carnes, MD, MS (term expired March 2009)
Professor, Department of Medicine, UW SMPH; Director, UW Center for Women’s Health

Norman Drinkwater, PhD (term as Department Chair expired March 2009; appointed as Faculty
Representative August 2009)
Professor, Department of Oncology, UW SMPH

Cindy Haq, MD (term expired March 2009)
Professor, Departments of Family Medicine and Population Health Sciences, UW SMPH

Robert Lemanske, MD (appointed April 2009)
Professor, Departments of Pediatrics and Medicine, UW SMPH
Tom Oliver, PhD (appointed April 2009)
Professor, Department of Population Health Sciences, UW SMPH

Patrick Remington, MD, MPH (term as Faculty Representative expired March 2009; reappointed as SMPH Leader April 2009)
Professor, Department of Population Health Sciences; Associate Dean for Public Health, UW SMPH

Academic Staff Representative

D. Paul Moberg, PhD (appointed April 2009)
Research Professor, Department of Population Health Sciences, UW SMPH; Acting Director, UW Population Health Institute

Mary Beth Plane, PhD (term expired March 2009)
Senior Scientist, Department of Family Medicine, UW SMPH

Oversight and Advisory Committee Appointees

Susan Goelzer, MD, MS, CPE (reappointed by OAC April 2009)
Professor, Departments of Anesthesiology and Population Health Sciences, UW SMPH

Greg Nycz (reappointed by OAC April 2009)
Executive Director, Family Health Center of Marshfield, Inc.; Director of Health Policy Marshfield Clinic

External Appointee

Betty Chewning, PhD (appointed April 2009)
Professor, UW-Madison School of Pharmacy; Director, Sonderegger Research Center

Focus Areas of Excellence

Cynthia Czajkowski, PhD (term expired March 2009)
Professor, Department of Physiology, UW SMPH
Focus Area: Emerging Opportunities in Biomedicine and Population Health

Richard Moss, PhD (term expired March 2009, appointed as Chair August 2009)
Professor and Chair, Department of Physiology, UW SMPH
Focus Area: Disease Genomics and Regenerative Medicine

Javier Nieto, MD, PhD, MPH (term expired March 2009)
Professor and Chair, Department of Population Health Sciences, UW SMPH
Focus Area: Wisconsin Population Health Research Network
Susan Skochelak, MD, MPH (term expired March 2009)
Professor, Department of Family Medicine; Senior Associate Dean for Academic Affairs, UW SMPH
Focus Area: Innovations in Medical Education

George Wilding, MD, MS (term expired March 2009)
Professor, Department of Medicine; Director, UW Paul P. Carbone Comprehensive Cancer Center, UW SMPH
Focus Area: Molecular Medicine and Bioinformatics

MERC Executive Subcommittee (disbanded April 2009)

Paul DeLuca, PhD, Chair
Jeffrey Grossman, MD, Vice Chair
William Busse, MD
Norman Drinkwater, PhD
Susan L. Goelzer, MD, MS, CPE (Ex-Officio)
Cindy Haq, MD
Patrick Remington, MD, MPH
George Wilding, MD, MS

Wisconsin Partnership Program Staff

Eileen Smith, Assistant Dean and Director
Cathy Frey, Associate Director
Christine Blakey, Administrative Assistant
Tonya Mathison, Administrative Manager
Michael Mirer, Communications Project Assistant
Kala Thompson, Accountant

Board of Regents Liaison

Roger E. Axtell
Regent Emeritus and Liaison to the Wisconsin Partnership Program, UW System Board of Regents

OVERSIGHT AND ADVISORY COMMITTEE (OAC) INITIATIVES

OAC Summary

Total funds awarded: $28,180,867
Total collaborations supported: 111
Funds awarded in 2009: $2,723,650
Collaborations supported in 2009: 8
Collaborations concluded in 2009: 22
2009 in Brief

Supporting LIHF: The OAC continued support for the Lifecourse Initiative for Healthy Families, a $10 million commitment to improving birth outcomes in Wisconsin's African-American community. On September 17, nearly 200 people attended a UW Foundation event in Milwaukee highlighting this pressing issue and featuring LIHF’s work in addressing it. Meanwhile, in October, coalitions representing Beloit, Kenosha, Milwaukee, and Racine formally started developing locally targeted strategies to improve birth outcomes in their communities.

New Member Joins OAC: Christine Holmes, President and CEO of the Penfield Children’s Center in Milwaukee, joined the OAC as a public member in May 2009. Holmes has been an advocate for children's health for nearly three decades. There also was one departure, as Lorraine Lathen left her seat to take a position as Project Leader for the Lifecourse Initiative for Healthy Families.

Investing in interventions: In September, with the financial situation improving, the OAC authorized funds for six grants. The proposals had been approved during 2008, but funding had been delayed by the drop in WPP endowment in late 2008. Descriptions of these funded proposals can be found on Page <<X>>.

New Priorities Come Into Focus: In November, the OAC adopted a new focus area: promoting healthy weight, physical activity, and good nutrition, and reducing the incidence and severity of overweight and obesity. This discussion concluded six months of discussion, which centered on identifying an issue where WPP could make an impact and drive a reduction in health disparities. In July, an OAC workgroup reviewed data from the report *Opportunities to Make Wisconsin the Healthiest State*, focusing the discussion around potential new priorities based on an overview of the state’s current needs. This data showed how obesity and inactivity are contributing to health conditions that may lead to declines in life expectancy and quality of life. In addition, a WPP survey of the state’s research and public health community showed a strong interest in pursuing interventions in this area. This decision starts the process of developing a strategy and identifying the first steps needed to develop interventions. The OAC envisions collaborating with MERC on steps that will evolve over the course of this five-year plan.

Committed to Building Public Health Resources: The OAC renewed its support for the Wisconsin Population Health Fellowship Program, which improves the health of Wisconsin’s communities by placing talented new professionals in state, local, and non-profit positions around the state. Since its inception it has placed 23 fellows at 15 agencies across the state. These Fellows have made lasting contributions in the organizations in which they have been placed. The OAC voted to continue this program in 2009, with an emphasis on finding fellows who display a commitment to improving health outcomes in Wisconsin after their terms ends.

Training Community Health Professionals: The Healthy Wisconsin Leadership Institute continued delivering continuing education to public health professionals around the state, though regional workshops and other resources. This collaboration between the WPP and the Medical College of Wisconsin’s *Advancing a Healthier Wisconsin* also provides in depth guidance to community teams to help them gain the skills to lead community health projects. In 2009, several community teams joined the program: Challenge Chippewa (Chippewa County); U-CAN
(Calumet County); Healthy Kids (Eau Claire County); Greater Green Bay Cancer Network; Green Lake Area Health & Wellness Coalition (Green Lake County); Milwaukee Consortium for Hmong Health; Urban Indian Wellness Consortium (Milwaukee); Polk County Nutrition and Physical Activity Coalition; and re:TH!NK (Winnebago County).

Adapting to Financial Pressures: In response to the declining financial markets, OAC opened the year by voting to reduce its total expenditures by 15 percent. It achieved this by requesting smaller budgets from Community-Academic Partnership Fund Implementation grantees, the Healthy Wisconsin Leadership Institute (HWLI), and the Population Health Fellowship Program. It also extended the timeline for LIHF while maintaining its full financial commitment. These decisions, while difficult in the short term, were necessary to ensure the long-term viability of the WPP.

Looking to the Future: As the year concluded, the OAC was preparing its 2010 Request for Partnerships (RfP). This new document reflected the objectives identified in The 2009-2014 Five-Year Plan. These objectives include maintaining a balanced portfolio across geographic regions; helping promising applicants develop strong proposals; creating stronger community-academic partnerships; strengthening OAC/MERC collaboration; and increasing impact through greater emphasis on evidence-based practices or more rigorous evaluation of interventions. The OAC also endorsed a strategy of partnership development and idea testing to allow applicants to expand and develop innovative practices that can serve as models of best practices.

Community-Academic Partnership Fund (CAPF)

The Community-Academic Partnership Fund (CAPF) operates with the belief that combining the skills of UW SMPH faculty and staff with the expertise of community groups yields uniquely beneficial outcomes. Programs are initiated by community groups, non-profits, or government agencies. Each joins with an academic partner to plan, pilot, or implement a health intervention aimed at addressing some of Wisconsin’s most pressing issues as defined in the state health plan.

Initiatives

The CAPF administers two types of grants:

- **Collaboration Development Grants** support small implementation programs, development or evaluation activities, community-needs assessment, capacity building initiatives, partnership development and pilot or feasibility projects.

- **Collaboration Implementation Grants** fund more expansive population and public health projects that address priority health issues.

Training and Technical Assistance

The OAC uses a standard, competitive Request for Partnerships (RfP) process. Training and technical assistance are available to ensure the greatest potential for success in developing and submitting proposals. The WPP provides resources for grant writers on its website, assists in capacity building in community groups, and connects applicants with academic partners interested in similar health interventions.
Multi-Step Review

All CAPF grant applications undergo a uniform three-step review, including (1) a technical review verifying eligibility and compliance with proposal requirements, (2) an external review consisting of independent and anonymous assessment and scoring by faculty and expert reviewers, and (3) a full committee review by the OAC of top-ranked proposals. All applicants receive copies of the review comments. Unsuccessful applicants can use these to help revise and resubmit the proposal for a future funding cycle.

Grant Monitoring

Funded partnerships must agree to provide financial and progress updates semiannually. WPP staff review these documents and report them to the OAC quarterly. WPP Staff also conduct site visits of active grants.

CAPF Awards in 2009

The OAC allocated funds for six programs through the Community-Academic Partnership Fund in September of 2009. All six of these proposals had been approved by the OAC in 2008, but funds were delayed due the impact of the economic decline on the WPP’s endowment.

Collaboration Implementation Grants

Assessing the Nutrition Environment in Wisconsin Communities
Community applicant: The Wisconsin Partnership for Activity & Nutrition WI PAN (statewide)
Academic partner: Javier Nieto, MD, PhD, UW School of Medicine and Public Health, Department of Population Health Sciences
Award: $403,750 over three years.

The project will aim to improve food options for Wisconsin residents by assessing and attempting to upgrade the state’s food and nutrition environment in restaurants, grocery and convenience stores.

Fit Families-Fit Communities
Community applicant: Portage County CAN (Portage County)
Academic partner: Annie Wetter PhD, UW-Stevens Point, School of Health Promotion and Human Development
Award: $403,101 over three years.

This project seeks to reduce the rates of obesity by promoting community strategies for improving lifelong physical activity for residents of Portage County.

Implementing Strategies to Increase Breastfeeding Rates in Milwaukee County
Community applicant: The Milwaukee County Breastfeeding Coalition (Milwaukee)
Academic partner: Teresa Johnson PhD, UW-Milwaukee, College of Nursing
Award: $403,750 over three years.
The project aims to improve the health and nutrition of infants by implementing evidence-based and culturally relevant strategies to increase breastfeeding rates in Milwaukee County.

**Collaboration Development Grants**

**Piloting the SHOW Project Community Advisory Board: Partners in Dissemination**

Community applicant: The Social Development Commission (Milwaukee)
Academic Partner: Loren Galvao, MD, MPH, UW School of Medicine and Public Health
Department of Population Health Sciences
Award: received $56,950 over 15 months.

The Survey of the Health of Wisconsin (SHOW), which is also funded by the Wisconsin Partnership Program, is an innovative program that provides researchers and policymakers a real-time picture of the health challenges facing the state. These funds will be used to create a community advisory board from the African American community to recruit volunteers and disseminate findings from SHOW.

**Child and Adolescent Mental Health Scorecard**

Community applicant: Wisconsin Family Ties, Inc. (statewide)
Academic Partner: Susan Zahner, PhD, RN, UW School of Medicine and Public Health, Department of Population Health Sciences and UW-Madison School of Nursing
Award: $56,948 for one year

This program will examine the feasibility of a scorecard of key indicators to measure the status of Wisconsin's child and adolescent mental health system and inform health policy and decision making.

**Collaborative AODA Service - Identifying Cost Effective Models**

Community applicant: Jewish Family Services, Inc. (Milwaukee)
Academic Partner: Randall Brown, MD, UW School of Medicine and Public Health, Department of Family Medicine
Award: $55,281 for one year

This initiative will explore best practice or evidence-based models for the development of multi-agency shared services and training in outpatient treatment of substance abuse and dependence.

**Grant Outcomes**

The 16 CAPF awards that concluded in 2009 are listed below. The concluded projects are summarized on Page <<X>>. Final outcome reports are available in the Appendix.

**Development Grants:**

- *Flouridation for Healthy Communities*, CouleeCap, Inc.
- *(Kev Noj Qab Haus Huv Ntawm Pojniam Hmoob Lub Neej) Staying Healthy as a Hmong Woman: Building Capacity to Address Cancer Disparities*, House of Peace Community Center
• Promoting a Safe and Healthy Deaf Community, Deaf Unity
• Creating Healthy Rural Communities, Juneau County Health Department
• Uniting a County, Marshfield Clinic Research Foundation: A Division of Marshfield Clinic
• Oral Health Improvement for Adults with Developmental Disabilities, Community Health Partnership, Inc.
• Healthiest WI 2020: A Partnership Plan to Improve the Health and Safety of the Public, Wisconsin Department of Health and Family Services

Implementation Grants:

• Fit Kids Fit Families Project in Washington County, Aurora Medical Center of Washington County
• Strong Rural Communities Initiative, Rural Health Development Council
• Expand Behavioral Risk Factor Survey Coverage to Provide Local Tracking of Healthiest Wisconsin 2010 Priorities, Division of Public Health, Wisconsin Department of Health Services
• Influencing Wisconsin's Public Health System by Defining, Understanding and Diffusing a Treatment Model for Hmong Mental Health, Mental Health Center of Dane County, Inc.
• Polk County Alcohol and Drug Outreach and Training (PolkADOT) Program, Polk County Health Department
• Transporting Children Safely A Public Health Model for WIC (Women, Infants, and Children) Families, American Family Children's Hospital
• The Wisconsin Healthy Air Initiative An Outreach Program Promoting Voluntary Reductions of Toxic Air Emissions, Dane County Clean Air Coalition
• Sí Se Puede! (Yes You Can!), Northeastern Wisconsin Area Health Education Center, Inc. (AHEC)
• Latino Geriatric Center, Centro De La Comunidad/United Community Center, Inc.

Lifecourse Initiative for Health Families

About LIHF: The OAC established its Lifecourse Initiative for Healthy Families (LIHF) in 2008, a $10 million commitment to improving birth outcomes in Wisconsin’s African-American community. This long-term investment seeks to address one of the most pressing health disparities in the state. A black baby born in Wisconsin is three times more likely to die before his or her first birthday than a white baby. In 2009, much progress was made in defining the initiative, attracting coalitions, raising awareness, and planning local interventions.

Notices of Intent Filed: On October 15, convening agencies representing four cities, submitted formal notices of intent on behalf of their targeted communities: Milwaukee, Beloit, Kenosha and Racine. Following a technical review, the WPP staff invited all four coalitions to submit a Community Action Planning Grant in January 2010. If approved, the planning funds would be used to set a course toward improving coordination of maternal and child health resources and tailoring community-specific action plans that use evidence-based practices to close the racial disparity in birth outcomes.

From Idea to Action: In January 2009 the LIHF steering committee, which includes representatives from all four cities, set out three priorities for the year: 1) to coordinate a public
awareness and media campaign, 2) to identify and provide a structure to engage funding partners, and 3) to release funds for community organizing and planning. Progress was made in all three areas, most notably in through the development of the Request for Proposal process. With community leaders engaged at all steps of the process, they helped build a structure for the community coalitions to connect with. In this way the initiative belongs to the four cities from the very beginning.

**Hiring a Program Leader:** Early in 2009, the steering committee hired Lorraine Lathen as LIHF’s program leader. Lathen provides strategic leadership to the Steering Committee, acts as a technical consultant and adviser to our community partners, implements the overall communications strategy, and provides oversight for the capacity and development phase of the program. Her efforts have been central to the successes of the program this year.

**Bringing the Issue Front and Center:** The Healthy Birth Outcomes Initiative featured prominently in a September 17 event hosted by the UW Foundation, the UW School of Medicine and Public Health, and philanthropist Michael Cudahey at the Discovery World Museum in Milwaukee. Dean Robert Golden presented the initiative to a crowd of more than 200 people, including Milwaukee Mayor Tom Barrett and Commissioner of Health Bevan Baker. This event highlighted the early efforts of the LIHF to address this disparity. It was one of a number of ways in which we worked to call attention to the issue of infant mortality throughout the year. This is an example of how we are working to build statewide awareness and contacts made through these events will help build our efforts going forward.

**New Co-Chair:** In November, Kenosha’s Katherine Marks was named co-chair of the LIHF Steering Committee. Marks is a alderwoman in Kenosha’s 8th district and CEO of the Kenosha County United Way. She had served on the steering committee at its inception and joined former Medical School Dean Philip Farrell as leaders of the committee.

**Public Health Education and Training Initiatives**

**About PHET:** The Public Health Education and Training (PHET) Subcommittee advises the OAC on its three service learning programs – The Wisconsin Population Health Fellowship Program, the Healthy Wisconsin Leadership Institute (HWLI), and Continuing Public Health Education. These programs provide direct benefits to communities throughout the state by placing health professionals in local agencies and providing training programs to the current public health workforce. The subcommittee works closely with the Wisconsin Public Health Association, the Wisconsin Department of Health Services, and other public health education programs.

**PHET’S Mission:** The PHET Subcommittee continues to be guided by four goals: (1) seek engagement from the broad public health workforce, (2) collaborate with other educational institutions, (3) develop programs in collaboration with community partners, and (4) review proposals and make recommendations as needed.

**Outcomes and Extensions:** The initial awards for the three grants PHET advises the OAC on concluded in 2009. The OAC voted to continue two of them, the Fellowship Program and the HWLI. The third program, Continuing Public Health Education, came to its scheduled conclusion at the expiration of the grant. Outcome reports for all the grant programs appear in the
Appendix to this report. Below is a description of some accomplishments of all three programs in 2009.

**Wisconsin Population Health Fellowship Program:** The Wisconsin Population Health Fellowship Program places MS, MPH, or PhD graduates in public health or allied sciences around the state. The goal is to give the next generation of public health practitioners experience in planning, implementing, and evaluating public health programs. The fourth cohort of fellows graduated in 2009. The Fellowship Program has the following outcomes:

- To date, the program has enrolled 23 fellows, with six of the 15 graduates currently working in Wisconsin.
- Fellows in the program are intensively working with community organizations and contributing to public health in numerous ways. Fellows who completed the program in 2009 gained experience in the:
  - State of Wisconsin Division of Public Health
  - Madison and Dane County Public Health Department
  - The Milwaukee County Department on Aging
  - The Milwaukee Health Department.

**Healthy Wisconsin Leadership Institute:** The HWLI provides continuing training for the state’s public health workforce. It is a joint program of the UWSMPH and the Medical College of Wisconsin. The HWLI manages two programs. The Community Teams program provides training in community mobilization and public health leadership to teams from around the state. In addition, the HWLI sponsors workshops around the state to help provide continuing training. In 2009, the HWLI held a workshop on conflict management at the Wisconsin Public Health Association Annual Meeting. The HWLI has achieved the following outcomes. Program components include the following:

- To date, there have been more than 800 participants in HWLI programs focused on improvements in public health practice.
- The third cohort completed the Community Teams program in 2008 and the <XX> participants continue to work on their community health priorities. The fourth cohort is on track to complete the program in 2010.
- Distance modules in community health improvement, social marketing, and grant writing basics are helping to meet the needs of the broader public health workforce.

**Continuing Public Health Education:** As part of the UWSMPH, the Office of Continuing Professional Development in Medicine and Public Health (OCPD) focused on education of the public health workforce. The program created new resources for training, which were used to build competencies for public health professionals in Wisconsin. This program concluded in 2009. The final outcome is available in the Appendix to the report.

**MEDICAL EDUCATION AND RESEARCH COMMITTEE (MERC) INITIATIVES**

**MERC Summary**

Total funds awarded: $62,715,759  
Total projects supported: 89  
Funds awarded in 2009: $20,397,795
Projects supported in 2009: 12
Projects concluded in 2009: 27

2009 in Brief

A new Chair: Dr. Richard Moss, Senior Associate Dean for Basic Research, Biotechnology and Graduate Studies of the School of Medicine and Public Health and a professor in the physiology department, took over as chair of the MERC in August. Moss has been a member of the committee since its inception. He succeeded Paul DeLuca, who moved into a new role as UW-Madison provost and vice chancellor for academic affairs.

A new MERC: In accordance with The 2009-2014 Five-Year Plan, MERC reorganized around a broader mission, adding a focus on community engagement to its ongoing commitments to research and education. The membership of MERC has been reduced from 20 to 13, with representation from a more diverse range of interests in research and education.

Budget adjustments: The sudden drop in the WPP endowment due to the financial downturn caused the MERC to reduce its planned expenditures by 25% in 2009. These reductions led to tighter budgets for currently funded projects and caps on new awards. As the financial picture gradually improved throughout 2009, the MERC continued its grant-making at the newly specified levels.

Strengthening oversight: Members of the new MERC have embraced a larger role in project oversight, conducting detailed reviews of the interim progress and final reports filed by principal investigators. Each progress report now is reviewed by two MERC members, and discussed formally by the full committee. The MERC has also increased its commitment to transparency by sharing outcomes through accessible reports that describe the goals, accomplishments, and next steps for each initiative. Outcome reports from the projects concluded in 2009 are included in the appendix of this report.

Key Awards Renewed: Following the review process described above, the MERC reauthorized a number of its key programs in 2009. The Survey of the Health of Wisconsin, the Health Innovations Program, the Institute for Clinical and Translational Science, and the Transforming Medical Education grants were among those renewed by the MERC (A full list is available on Page <<X>>). In all, the MERC awarded $20 million to 12 key projects. These key programs represent MERC’s commitment to using its resources to benefit the people of Wisconsin.

Seeking Expert Guidance: With key programs submitting proposals for reauthorization in 2009, the MERC expanded its external review capacity. These proposals for continuing major investments were reviewed by nationally recognized experts in the specific field. This methodology gave the MERC an arms-length perspective about how its Wisconsin-centered programs matched up with national best practices.

Looking to the Future: As the year concluded, the MERC selected two finalists for the competitive Collaborative Health Sciences Program Grant to be awarded in January 2010. At the same time, the committee was finalizing plans for the 2010 New Investigator Grant RfP for release in April 2010. The MERC has also begun discussions about possible strategic initiatives in
2010, examining priorities that included financial support for the hiring of faculty in areas that are key to the mission of the Wisconsin Partnership Program.

MERC Programs

The Medical Education and Research Committee provides two classes of grants: targeted and competitive.

**Targeted Competitive Programs** – Targeted Competitive Programs (page XX) are typically multi-year projects designed to develop new approaches to health and health care issues. These programs are funded in response to recognized and emerging needs rather than an annual funding cycle. They represent the key areas of focus for the MERC.

**Competitive RFP Programs** – MERC provides two classes of competitive RFP grants, which are awarded through annual Requests for Proposals (page 14).

- **The New Investigator Program** is open to UW SMPH Assistant Professors to develop education or research projects in basic, clinical, translational, or population health sciences. Additionally, these grants also support innovative approaches leading to improvements in health and aid faculty career development.

- **The Collaborative Health Sciences Program** is available to UW SMPH Professors and Associate Professors, and Senior or Distinguished Scientists. Proposals for this category must facilitate collaboration across the traditional boundaries of basic science, clinical science, social science, and/or population health science. The collaborations may be within the UW SMPH; or they may be with other UW-Madison schools or colleges, UW System campuses, the Medical College of Wisconsin, state agencies, or community organizations.

**Multi-Step Review**

All MERC grant applications undergo a rigorous review, including: (1) a technical review verifying eligibility and compliance with proposal requirements; (2) a review consisting of an independent assessment and scoring by recognized experts; and (3) a full committee review of top-ranked proposals.

**Grant Monitoring**

Grant awardees provide annual financial and progress reports. Two MERC members with expertise in the specific area review each progress report and present it to the full committee. Questions are referred to the awardees for necessary clarifications. All recipients of targeted awards present their progress reports in-person to the full MERC every 18 months. At the conclusion of each grant, the full MERC reviews detailed final reports before accepting the report. When appropriate, the MERC invites the principal investigator to present to the full committee.
Targeted Competitive Program Awards in 2009

**Advancing Evidence-Based Health Policy in Wisconsin** (Renewal)
Thomas Oliver, PhD, Professor, Department of Population Health Sciences
Award: $156,000 over three years

Since its inception in 2006, this project has established itself as an educational resource for public-policy makers, researchers, and private sector partners on important public health and health policy topics. Renewal funding from MERC will continue the mission of providing timely, nonpartisan, high quality information for evidence-based decision-making. This partnership between the UW Population Health Institute, the La Follette School of Public Affairs and the Wisconsin Joint Legislative Council focuses on increasing the involvement of faculty in issues of state health policy. The project is jointly funded with the Office of the UW-Madison Chancellor.

**Engineering Effective Interventions for Tobacco Use: A Translational Laboratory**
Michael Fiore, MD, PhD, Professor of Medicine and Director of the UW Center for Tobacco Research and Intervention
Award: $403,650 over three years

Even as smoking rates fall, 21 percent of Wisconsin adults (800,000 people) are regular smokers, resulting in the loss of 10-14 years of life and costing the state more than $2 billion in health care and productivity costs. MERC continues its existing partnership with The University of Wisconsin-Center for Tobacco Research and Intervention (UW-CTRI), which has been at the forefront of translating the newest research on smoking cessation into clinical practice. These funds will help Dr. Fiore and his team explore three key areas: developing treatment packages for clinical intervention; improving system-level strategies for translating effective treatments into healthcare settings; and promoting adherence to effective tobacco cessation treatments, especially in underserved populations where tobacco use is increasingly concentrated. These funds were contingent on the receipt of a grant from the National Institute on Drug Abuse, which Dr. Fiore received.

**Health Innovations Program** (Renewal)
Maureen Smith, MD, PhD, MPH, Associate Professor of Population Health Sciences, UW School of Medicine and Public Health
Award: $874,546 over three years

The Health Innovations Program (HIP) has expanded the UW School of Medicine and Public Health’s capabilities in health services research (HSR), which studies best practices in health care delivery. HIP’s presence has improved faculty involvement, education, and the research climate related to HSR. New MERC funding will help create a resource for rapid research and learning using data from across the University of Wisconsin System to determine best practices in treating the 14 priority conditions identified in the Medicare Modernization Act. Additionally, HIP will attempt to increase the number of senior UW faculty who are pursuing careers in health services research with a focus on improving the delivery of clinical care. This new award also added the objective of improving dissemination of findings from this research.
**Human Proteomics Program** (Renewal)
Richard Moss, PhD, Professor, Department of Physiology
Award: $200,000 over two years

Proteomics is the study of the protein makeup of cells and tissues and of protein function in these systems. Initially funded through a 2005 MERC award, the Human Proteomics Program opens doors to new collaborations and new tools for understanding and diagnosing diseases. As a result of the initial grant, expertise and instruments vital for successful proteomics and disease proteomics research are now available to UW-Madison faculty, staff and students, including user-friendly training in proteomics research. The program has hosted two well-attended symposia, the latest featuring the potential of proteomics to impact human health. The 2009 MERC award covers the operating costs for this program over the next two years, as it transitions to fee-for-service income and extramural grants funding.

**Institute for Clinical and Translational Science Award** (Renewal)
Marc Drezner, MD, Professor of Medicine and Senior Associate Dean for Translational and Clinical Research
Award: $10,185,996 over three years

ICTR aims to transform research at UW-Madison into a continuum from investigation through discovery to translation into real-life community practice. Funding by MERC in 2006 led directly to a $43 million National Center for Research Resources/National Institutes of Health Clinical and Translational Science grant. The MERC grant focused on two of ICTR's six cores, Community Academic Partnership and Biostatistics and Biomedical Informatics. Both cores have been extremely successful. These new funds will facilitate the translation of innovative discoveries of research teams to health practice through novel ICTR community partnerships. These funds allow ICTR to expand its resources, including informatics tools and biostatistical support, statewide with the incorporation of the Wisconsin Network for Health Research (WiNHR). WiNHR was established with MERC support in 2005 to develop a groundbreaking collaborative effort among the four largest health care systems in the state: UW Health, Marshfield Clinic, Aurora Health Care and Gundersen Lutheran.

**Making Wisconsin the Healthiest State** (Renewal)
David Kindig, MD, PhD, Emeritus Professor, Department of Population Health Sciences
Award: $463,635 over three years

As a result of the initial 2004 MERC grant for Making Wisconsin the Healthiest State, Dr. Kindig and his team established a durable framework for measuring health and health disparities in Wisconsin. This continuation funding will allow the group to develop an annual report on Wisconsin's overall health, health disparity reduction, and progress on key health indicators in comparison to other states. The report will be used to enhance community engagement activities including collaboration with the development of the 2020 Wisconsin State Health Plan. The project also guides the Wisconsin Partnership Program in its decisions on how to focus its resources.
Master of Public Health Program (Renewal)
Patrick Remington, MD, MPH, Associate Dean of Public Health, UW School of Medicine and Public Health
Award: $592,214 over two years

Originally established in 2004 with a grant from the MERC, the initiative has developed a program to train students and practitioners in public health concepts and methods. As of December, more than 40 Master of Public Health (MPH) students had completed the program, graduating with the skills to participate in community-based clinical health services and population-focused research. The program received accreditation through the Council on Education for Public Health in July 2009. This program stresses an interdisciplinary approach, with five dual degree programs offered as well. In the fall 2009, the fifth MPH class was admitted with 39 students. As planned, the UW School of Medicine and Public Health will take on financial responsibility for the program over the next two years. This grant will partially cover costs during that transition period.

Recruitment of Middle-Aged African-Americans for Studies of Preclinical Alzheimer's Disease: Development of a Minority Recruitment Model in Milwaukee (Renewal)
Mark A. Sager, MD, Professor, Department of Medicine
Award: $219,543 over three years

The Wisconsin Registry for Alzheimer's Prevention (WRAP) seeks to identify neuropsychological, genetic and lifestyle markers of incipient Alzheimer's disease in asymptomatic adult children of parents with Alzheimer's disease. Originally funded in 2008, this project will continue working to extend the recruitment and baseline testing to include adult children of African-Americans with Alzheimer's disease living in Milwaukee County. As of June 2009, outreach efforts have resulted in the successful recruitment of 22 adult children of African-Americans with Alzheimer’s disease living in Milwaukee County as well as 10 Hispanic participants in Milwaukee. The methods used will help develop a model of minority recruitment that can be used by UW SMPH researchers.

Reducing Cancer Disparities through Comprehensive Cancer Control (Renewal)
James Cleary, MD, Associate Professor, Department of Medicine
Award: $399,079 over three years

MERC's 2005 funding helped forge a partnership between the UW Comprehensive Cancer Center and the Wisconsin Division of Public Health focused on developing community-based participatory partnerships with underserved/minority populations. This led to the formation of the Milwaukee Regional Partnership Network to collaborate on improving access to quality cancer care in Milwaukee and Waukesha Counties. To further these efforts, MERC awarded continuation funding in 2009 focused on (1) testing a cancer information intervention designed to improve patient outcomes among lung and colorectal cancer patients in rural Wisconsin, and (2) planning and establishing a model for a program to screen underserved men and women in Milwaukee for colorectal cancer.
The Survey of the Health of Wisconsin (Renewal)
Javier Nieto, MD, MPH, Professor and Chair of the Department of Population Health Sciences
Award: $4,139,394 over three years

The Survey of the Health of Wisconsin (SHOW) is the first statewide research survey of its kind to measure information on critical health conditions in Wisconsin. Findings from SHOW will present a comprehensive picture of the health of Wisconsin residents, helping to identify needs and target resources where they are most needed. MERC's initial funding supported the program’s development, including the first year of recruitment. Administered through its Madison and Milwaukee survey sites and its two mobile exam centers, SHOW reached 60 census block groups in the 2008 survey. Over 250 participants completed questionnaires, sat for interviews, underwent physical exams, and provided biological samples. The renewal from MERC, combined with a $5.5 Grand Opportunities Grant from the National Institutes of Health, will expand this project and enable it to establish the Network for Health Equity in Wisconsin. In doing so, this will provide a key resource for policymakers in priority setting, program planning and evaluation including assessment of the state health plan objectives.

Symposium on New Governance for Health System Change
Thomas R. Oliver, PhD, MHA, MA, Professor, Department of Population Health Sciences
Award: $15,038 over one year

This award supports the development of a Symposium on New Governance for Health System Change, which aims to examine how new regulation and governance affect the prospects for health systems change and improvement. The interdisciplinary symposium will aim to promote dialogue among researchers focused on clinical and translational research and researchers focused on the system-level structures and policies that facilitate or inhibit health system improvement and population health outcomes.

Transforming Medical Education: Integrating Public Health in the Curriculum (Renewal)
Christine S. Seibert, MD, Associate Professor, Department of Medicine; Associate Dean for Medical Education
Award: $2,504,333 over three years

The goal of this project is to integrate the teaching of public health, biomedical sciences, and clinical medicine competencies into the third- and fourth-year of the UW School of Medicine and Public Health curriculum. This will enable all UW SMPH graduates to have the skills to make an impact on the health of the public. This funding includes the design and implementation of a faculty development program to prepare and support teachers for the new model and establishing a Public Health Certificate program that would be offered to all students. MERC supported the initial phase of this transformation with an implementation grant entitled Innovations in Medical Education (IME), which concluded in June 2009. IME successfully initiated the transformation of the medical school curriculum in years 1 and 2 by ensuring better integration between courses and disciplines, enhancing population health throughout the curriculum, and incorporating more self-directed learning opportunities. It also expanded the resources available to students and the community.
Grant Outcomes

The 27 MERC awards that concluded in 2009 are listed below. The concluded projects are summarized on Page <<X>>. Final outcome reports are available in the Appendix.

New Investigator Program:

- *Effects of Statin Therapy on Vascular Properties and Outcomes in Diastolic Heart Failure Patients*, Nancy Sweitzer, Department of Medicine, UW SMPH
- *Healthy Children Strong Families – Supporting Caregivers Improving Lifestyles*, Alexandra Adams, Department of Family Medicine, UW SMPH
- *Integrating Variation at Single Nucleotides and Short Tandem Repeats to Identify Genetic Associations with Complex Disease*, Bret Payseur, Department of Medical Genetics, UW SMPH
- *Investigating Fungal Infection: Analysis of Spores from the Human Fungal Pathogen Cryptococcus neoformans*, Christina Hull, Department of Biomolecular Chemistry, UW SMPH
- *Mechanisms of CREB function and regulation in response to DNA damage*, Randal Tibbetts, Department of Pharmacology, UW SMPH
- *Metabolic Control of Metastasis by a Master Regulator of Neurogenesis: Molecular Mechanisms and Therapeutics*, Avtar Roopra, Department of Neurology, UW SMPH
- *Partnering with Quit lines to Promote Youth Smoking Cessation in Wisconsin*, Tammy Sims, Departments of Pediatrics and Medicine, UW SMPH
- *Surface-rendered 3D MRI Overlaid into Live X-Ray Fluoroscopy to Guide Endomyocardial Progenitor Cell Therapy for Recent Myocardial Infarction: Technical Development and Validation Toward Clinical Translation*, Amish Raval, Department of Medicine, UW SMPH
- *Topical Honey for Diabetic Foot Ulcers*, Jennifer Eddy, Department of Family Medicine, UW SMPH
- *Wnt/Frizzled Signals in Normal and Malignant Lymphoid Development*, Erik Ranheim, Department of Pathology and Laboratory Medicine, UW SMPH

Collaborative Health Sciences Program:

- *Improving Cardiovascular Risk Prediction Using Hand-Held Carotid Ultrasonography*, James Stein, Department of Medicine, UW SMPH
- *Linking Aging, Resveratrol and Sirtuins*, John Denu, Department of Biomolecular Chemistry, UW SMPH

Targeted Programs:

- *Advancing Evidence-based Health Policy in Wisconsin*, Thomas Oliver, Department of Population Health Sciences, UW SMPH
- *Center for Urban Population Health Public Health Development Plan*, Ron Cisler, Department of Population Health Sciences, UW SMPH; Department of Health Sciences, UW-Milwaukee
- *Human Proteomics Program*, Richard Moss, Department of Physiology, UW SMPH
- *Innovations in Medical Education*, Susan Skochelak, Academic Affairs, UW SMPH
• Library Collection Support for Public Health Research and Teaching, Julie Schneider, Ebling Library, UW SMPH
• Making Wisconsin the Healthiest State, David Kindig, Department of Population Health Sciences, UW SMPH
• Master of Public Health, Patrick Remington, Department of Population Health Sciences, UW SMPH
• Recruitment of Middle-Aged African-Americans for Studies of Preclinical Alzheimer's Disease, Mark Sager, Department of Medicine, UW SMPH
• Reducing Cancer Disparities through Comprehensive Cancer Control, James Cleary, Department of Medicine, UW SMPH
• Survey of the Health of Wisconsin, Javier Nieto, Department of Population Health Sciences, UW SMPH
• The Wisconsin Smokers Health Studies, Michael Fiore, Department of Medicine, UW SMPH
• UW Institute for Clinical and Translational Research, Marc Drezner, Department of Medicine, UW SMPH
• Wisconsin Alzheimer’s Institute, Mark Sager, Department of Medicine, UW SMPH
• Wisconsin Network for Health Research –Planning Grant, Howard Bailey, Department of Medicine, UW SMPH
• Wisconsin Network for Health Research –Implementation Grant, Howard Bailey, Department of Medicine, UW SMPH

FINANCIAL OVERVIEW

Introduction

Rebounding endowment: As the markets recovered throughout 2009, the WPP endowment began to rebound from its reduced level on December 31, 2008. In early 2009 the WPP had slowed its grant-making and instituted cuts for current and future grants. By September, 2009, the fund had recovered enough to start making grant awards again. The OAC funded six grants that had been approved before the 2008 downturn, and full funding cycles have been planned for 2010.

Law change increases flexibility: The passage of the Uniform Prudent Management of Institutional Funds Act (UPMIFA) by the Wisconsin State Legislature provided the WPP more discretion in managing its endowment. The law directed all managers of assets to adopt new standards in the management of accounts. Specifically for the WPP, the introduction of the “prudent person standard” allowed the OAC and the MERC more leeway in matching its grant award decisions to the economic picture.

Crafting new guidelines: In response to the financial downturn, the OAC and MERC started crafting new guidelines that would allow the WPP to make annual grant awards while ensuring its endowment will be a health resource in Wisconsin for years to come. This will balance the WPP’s responsibility of prudent stewardship over its endowment with regular new investments in the health of the state. These new guidelines were expected to be finalized early in 2010.
Administrative Budget

WPP administrative expenses were $702,808 for the period of January 1, 2009 through December 31, 2009 compared to a 2009 budget of $886,500. The UW SMPH also provides in-kind support for WPP administrative expenses from the Offices of the Dean and Vice Dean, Fiscal Affairs, Human Resources, Legal Services, and Public Affairs. The administrative budget is approved annually by the OAC and MERC. Allocation of costs in the Income Statement on <Page XX> is based on a 35%/65% split. Detail expenditures for the period are as follows:

<<<INSERT ADMIN/OTHER EXPENDITURES TABLE. TABLE UNDER DEVELOPMENT.>>> 

Non-Supplanting Policy

As outlined in the Decision of the Commissioner of Insurance in the Matter of the Application for Conversion of Blue Cross & Blue Shield United of Wisconsin, WPP funds may not be used to supplant funds or resources available from other sources. The School has designed a review process for determination of non-supplanting, which was approved by WUHF. The WPP’s full supplanting policy can be found in the Appendix to this report.

Annual Report

Based on the non-supplanting determination made by the Associate Dean for Fiscal Affairs, the Dean of the UW SMPH has attested to compliance with the supplanting prohibition in the annual report. The UW-Madison Vice Chancellor for Administration has also attested that the UW-Madison and UW System have complied with the supplanting prohibition.

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OAC Review and Assessment of the Allocated Percentage of Funds

As required in the addendum to the first Five-Year Plan, the 2009-2014 Five-Year Plan, and in the Agreement, the OAC reviewed and assessed the allocation percentage for public health and medical education and research initiatives on December 16, 2009.

After considering data provided from ongoing grant reporting, reviewing the current five-year plan and reviewing communications between the OAC and MERC, the OAC believed it had sufficient information to assess and advise on the allocation percentage.

The OAC unanimously agreed that the allocation of 35% for Public Health Initiatives and 65% for Medical Education and Research Initiatives should remain unchanged for 2010.>>>

Accounting

The following financial report consolidates activities of the UW Foundation and the UW SMPH for the period January 1, 2009 through December 31, 2009. Revenues consist of investment income and market valuation and expenditures consist of administrative and program costs. All expenses and awards are reported as either Public Health Initiatives (OAC–35%) or Medical Education and Research Initiatives (MERC–65%). Approved awards have been fully accrued as a liability less current year expenditures, as shown on <Page XX>.
FINANCIAL NOTES

Cash and Investments

The financial resources that support WPP grants for the period January 1, 2009 through December 31, 2009 are generated from funds released by the Wisconsin United for Health Foundation, Inc. (WUHF), as prescribed in the Agreement, as well as generated from investment income. All funds are housed and managed by the UW Foundation. As needed, funds are transferred to the School of Medicine and Public Health (SMPH) to reimburse expenses.

Income received on unrestricted funds is based on the performance of the underlying investments, as well as endowment distributions from the permanently restricted funds. All expenses are charged against unrestricted funds. Income received on permanently restricted funds is based on the performance of the underlying investments. The only reductions to the permanently restricted funds are endowment distributions to unrestricted funds.

Current Investments

Current investments consist of participation in the UW Foundation expendables portfolio. The objective of the expendables portfolio is to preserve principal and provide a competitive money market yield. Typically, gifts placed in the expendables portfolio have a short-term horizon, usually less than three years. The expendables portfolio is mainly invested in short-duration, fixed-income securities. The UW Foundation has identified a level of the expendables portfolio that is unlikely to be withdrawn over a short-term horizon and therefore this percent is invested in higher returning asset classes.

Non-Current Investments

Non-current investments consist of participation in the UW Foundation endowment portfolio. The objective of the endowment portfolio is to achieve a long-term, annualized return that creates an income stream to fund programs, preserves the real value of the funds, and provides for real growth. To achieve this, the endowment is invested in a diversified portfolio that includes U.S. and international equity, fixed income, real assets, alternative assets, and cash equivalents.

The UW Foundation uses quantitative models along with qualitative analysis to maximize target return while minimizing risk. The UW Foundation recognizes that individual investments or asset classes within the endowment will be volatile from year to year, but believes that this risk will be mitigated through diversification of asset classes and investments within asset classes.

Liabilities – Grants Payable

Grants payable are recorded as of the date of the Oversight and Advisory Committee (OAC) or Medical Education and Research Committee (MERC) approval. The liability reflects the total amount of the grant award, which ranges from one to five years in length, less any expenditures
incurred before December 31, 2009. Any subsequent modifications to grant awards are recorded as adjustments of the grant expenditures in the year the adjustment occurs. Grants payable at December 31, 2009 are shown on <Page XX>.

Net Assets

Based upon the Agreement, net assets are divided into three components:

**Temporarily Restricted – Spendable Fund**: Interest and investment income earned by the funds invested in the expendable portfolio at the UW Foundation. These funds are available for both grants and administrative expenses of the program.

**Temporarily Restricted – Endowment Fund**: The unrealized gains or losses related to the permanently restricted funds that are invested within the endowment portfolio. As of December 31, 2009, these funds are available for both grants and administrative expenses of the program.

**Permanently Restricted – Endowment Fund**: The portion of the gift proceeds allocated to permanently endow the WPP. These funds have been invested in the endowment portfolio of the UW Foundation and the principal is not available to be spent for the purposes of the program.

Income Statement

**Revenues**

Revenues for the period of January 1, 2009 through December 31, 2009 consist of two components: (1) investment income, which has been recorded as earned throughout 2009; and (2) net realized gains/(losses) on investments, which represents the difference between the original cost of investments and the sales proceeds (realized) or the fair market value at the end of 2009 (unrealized).

Investment income distributions to the spendable (unrestricted) funds are based on the UW Foundation spending policy applied to 100% of the market value of the endowment (permanently restricted) funds.

**Expenditures**

Expenditures for the period of January 1, 2009 through December 31, 2009 consist of grant awards, as described above, and administrative expenses. All expenses fall under one of the two major components identified in the Five-Year Plan:

- Public Health Initiatives (OAC–35%)
- Medical Education and Research Initiatives (MERC–65%)

Grant award expenditures by major component at December 31, 2009 are shown beginning on Page <<XX>>.
Diversity Policy

The WPP is subject to and complies with the diversity and equal opportunity policies of the Board of Regents of the University of Wisconsin System and UW-Madison. The OAC and MERC developed a policy to ensure diversity within the programmatic goals and objectives of the WPP. The policy emphasizes the importance of a broad perspective and representation for the Program’s goals, objectives, and processes.

The commitment to diversity is integral to the WPP’s mission to serve the public health needs of Wisconsin and to reduce health disparities through initiatives in research, education, and community partnerships—thus making Wisconsin a healthier state for all. A broad perspective helps the WPP understand the most effective means to address population health issues and to improve the health of the public. The policy is available on the WPP’s Web site, wphf.med.wisc.edu.

Open Meetings and Public Records Laws

The WPP conducts its operations and processes in accordance with the State of Wisconsin’s Open Meetings and Public Records laws. Meetings of the OAC, the MERC, and their respective subcommittees are open to the public, in accordance with the law. Agendas, minutes, and approved documents are posted on the WPP’s Web site, wphf.med.wisc.edu.

The 2009-2014 Five-Year Plan

The Wisconsin Partnership Program (WPP) embarked on 2009-2014 Five-Year Plan, which provides the direction, priorities, and categories of investments for our next phase of growth. The Plan reflects extensive stakeholder input and a continuing commitment to many of the core programs and directions established in the first five years. Additionally, several new programs and emphases have been included, such as:

- The OAC’s Targeted Funding Initiatives and Collaboration Sustainability Grants.
- The MERC’s new targeted competitive program and commitment to community engagement.
- Collaboration of the OAC and MERC.

These programs and areas of emphasis provide a clear direction for both committees over the next five years and underscore the significance of community engagement and collaborations. Find out more at wphf.med.wisc.edu
### Balance Sheet
December 31, 2009

<table>
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<tr>
<th><strong>Assets</strong></th>
<th></th>
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</thead>
<tbody>
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</tr>
<tr>
<td>Non Current Investments</td>
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</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$ 325,130,938</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Liabilities and Net Assets</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>$ -</td>
</tr>
<tr>
<td>Grants Payable</td>
<td>29,762,281</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$ 29,762,281</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Net Assets</strong> *</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporarily Restricted - spendable</td>
<td>$ (462,895)</td>
</tr>
<tr>
<td>Temporarily Restricted - endowment</td>
<td>14,003,810</td>
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<tr>
<td>Permanently Restricted - endowment</td>
<td>281,827,742</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>$ 295,368,657</td>
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<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td>$ 325,130,938</td>
</tr>
</tbody>
</table>

* - See further discussion on page ___.

* See further discussion on page ___.
The Wisconsin Partnership Program
Financial Report - UNAUDITED

**Income Statement**
For the Period January 1, 2009 through December 31, 2009

<table>
<thead>
<tr>
<th><strong>Revenues</strong></th>
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</thead>
<tbody>
<tr>
<td>Gifts Received</td>
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<tr>
<td>Investment Income</td>
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<tr>
<td>Realized gains/(losses) on investments</td>
<td>42,762,379</td>
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<tr>
<td>Total Revenues</td>
<td>$ 42,915,060</td>
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<table>
<thead>
<tr>
<th><strong>Expenditures</strong></th>
<th></th>
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<tbody>
<tr>
<td><strong>Public Health Initiatives</strong></td>
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</tr>
<tr>
<td>Administrative Expenditures</td>
<td>$ 245,983</td>
</tr>
<tr>
<td>Grant Expenditures</td>
<td>1,343,733</td>
</tr>
<tr>
<td><strong>Medical Education &amp; Research Initiatives</strong></td>
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</tr>
<tr>
<td>Administrative Expenditures</td>
<td>456,825</td>
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<tr>
<td>Grant Expenditures</td>
<td>18,800,505</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td>$ 20,847,046</td>
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<tr>
<td><strong>Net Increase/(Decrease) in Net Assets</strong></td>
<td>$ 22,068,014</td>
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</table>
### 2009 OAC Awards

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Type</th>
<th>Total Award</th>
<th>Total Expended</th>
<th>Grants Payable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DEVELOPMENT GRANTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Child and Adolescent Mental Health Scorecard</td>
<td></td>
<td>56,948</td>
<td>-</td>
<td>56,948</td>
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<tr>
<td>Collaborative AODA Service - Identifying Cost Effective Methods</td>
<td></td>
<td>55,281</td>
<td>-</td>
<td>55,281</td>
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<tr>
<td>Piloting the SHOW Project Community Advisory Board: Partners in Dissemination</td>
<td></td>
<td>56,950</td>
<td>-</td>
<td>56,950</td>
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<tr>
<td><strong>IMPLEMENTATION GRANTS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assessing the Nutrition Environment in Wisconsin Communities</td>
<td></td>
<td>403,750</td>
<td>-</td>
<td>403,750</td>
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<tr>
<td>Fit Families-Fit Communities</td>
<td></td>
<td>403,101</td>
<td>-</td>
<td>403,101</td>
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<tr>
<td>Implementing Strategies to Increase Breastfeeding Rates in Milwaukee County</td>
<td></td>
<td>403,750</td>
<td>-</td>
<td>403,750</td>
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<tr>
<td><strong>PUBLIC HEALTH EDUCATION &amp; TRAINING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wisconsin Population Health Fellowship Program</td>
<td></td>
<td>997,204</td>
<td>355,514</td>
<td>641,690</td>
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<tr>
<td>Healthy Wisconsin Leadership Institute</td>
<td></td>
<td>346,666</td>
<td>101,812</td>
<td>244,854</td>
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<tr>
<td><strong>Total 2009 OAC Funding</strong></td>
<td></td>
<td>2,723,650</td>
<td>457,326</td>
<td>2,266,324</td>
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</tbody>
</table>

### OAC Awards - Summary 2004-2009

<table>
<thead>
<tr>
<th></th>
<th>Total Award</th>
<th>Total Expended</th>
<th>Grants Payable</th>
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<tbody>
<tr>
<td>Total 2004 OAC Funding</td>
<td>$ 6,165,713</td>
<td>$ 6,140,782</td>
<td>$ 24,931</td>
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<tr>
<td>Total 2005 OAC Funding</td>
<td>$ 4,435,811</td>
<td>$ 4,031,771</td>
<td>$ 404,040</td>
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<tr>
<td>Total 2006 OAC Funding</td>
<td>$ 6,211,008</td>
<td>$ 4,755,745</td>
<td>$ 1,455,263</td>
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<tr>
<td>Total 2007 OAC Funding</td>
<td>$ 4,743,623</td>
<td>$ 1,994,680</td>
<td>$ 2,748,943</td>
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<tr>
<td>Total 2009 OAC Funding</td>
<td>$ 2,723,650</td>
<td>$ 457,326</td>
<td>$ 2,266,324</td>
</tr>
<tr>
<td>Total OAC Funding (2004-2009)</td>
<td>$ 24,279,805</td>
<td>$ 17,380,304</td>
<td>$ 6,899,501</td>
</tr>
</tbody>
</table>

* S = service (community based); E = education; R = research
## 2009 MERC Awards

<table>
<thead>
<tr>
<th>Title</th>
<th>Type *</th>
<th>Total Award</th>
<th>Total Expended</th>
<th>Grants Payable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TARGETED PROGRAMS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engineering Effective Interventions for Tobacco Use: A Translational Laboratory</td>
<td></td>
<td>403,650</td>
<td>-</td>
<td>403,650</td>
</tr>
<tr>
<td>Health Innovation Program (HIP)</td>
<td></td>
<td>874,546</td>
<td>-</td>
<td>874,546</td>
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<tr>
<td>Human Proteomics Program</td>
<td></td>
<td>200,000</td>
<td>56,064</td>
<td>143,936</td>
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<tr>
<td>Survey of Health of Wisconsin (SHOW)</td>
<td></td>
<td>3,825,145</td>
<td>633,074</td>
<td>3,192,071</td>
</tr>
<tr>
<td>Transforming Medical Education: Integrating Public Health in the Curriculum</td>
<td></td>
<td>2,504,333</td>
<td>187,057</td>
<td>2,317,276</td>
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<td>UW Institute for Clinical and Translational Research</td>
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<td>9,016,808</td>
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<tr>
<td><strong>TARGETED STRATEGIC PROGRAMS</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Advancing Evidence-Based Health Policy in Wisconsin</td>
<td></td>
<td>156,000</td>
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<tr>
<td>Making Wisconsin the Healthiest State</td>
<td></td>
<td>463,635</td>
<td>25,934</td>
<td>437,701</td>
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<tr>
<td>Master of Public Health Program (MPH)</td>
<td></td>
<td>592,214</td>
<td>186,006</td>
<td>406,208</td>
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<tr>
<td>Recruitment of Middle-Aged African-Americans for Studies of Preclinical Alzheimer's Disease: Development of a Minority Recruitment Model in Milwaukee</td>
<td></td>
<td>219,543</td>
<td>2,737</td>
<td>216,806</td>
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<tr>
<td>Reducing Cancer Disparities through Comprehensive Cancer Control</td>
<td></td>
<td>399,079</td>
<td>29,064</td>
<td>370,015</td>
</tr>
<tr>
<td>Symposium on New Governance for Health System Change</td>
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<td>15,038</td>
<td>10,444</td>
<td>4,594</td>
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<tr>
<td><strong>Total 2009 MERC Funding</strong></td>
<td></td>
<td>19,839,179</td>
<td>2,299,568</td>
<td>17,539,611</td>
</tr>
</tbody>
</table>

### MERC Awards - Summary 2004-2009

<table>
<thead>
<tr>
<th></th>
<th>Total Award</th>
<th>Total Expended</th>
<th>Grants Payable</th>
</tr>
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<tbody>
<tr>
<td>Total 2004 MERC Funding</td>
<td>$7,269,996</td>
<td>$7,269,996</td>
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<tr>
<td>Total 2005 MERC Funding</td>
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<td>$11,421,126</td>
<td>$362,068</td>
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<tr>
<td>Total 2006 MERC Funding</td>
<td>$8,837,840</td>
<td>$8,060,675</td>
<td>$777,165</td>
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<tr>
<td>Total 2007 MERC Funding</td>
<td>$5,500,747</td>
<td>$4,793,035</td>
<td>$707,712</td>
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<tr>
<td>Total 2008 MERC Funding</td>
<td>$6,607,499</td>
<td>$3,131,276</td>
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</tr>
<tr>
<td>Total 2009 MERC Funding</td>
<td>$19,839,179</td>
<td>$2,299,568</td>
<td>$17,539,611</td>
</tr>
<tr>
<td>Total MERC Funding (2004-2009)</td>
<td>$59,838,455</td>
<td>$36,975,676</td>
<td>$22,862,779</td>
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</tbody>
</table>

* S = service (community based); E = education; R = research