inside cover
The Wisconsin Partnership Program (WPP) seeks to improve the health of all people in our state by providing community leaders, educators, policymakers, researchers and clinicians with funding to address the state’s most pressing health issues. This Annual Report and the companion Grant Outcome Reports highlight new opportunities for meeting these challenges and feature the successes of concluded grants.

Since its founding in 2004, the WPP has made substantial progress in building important relationships that have launched innovative projects and programs. These and other aspects of our school’s transformation received national recognition in 2013 when the Association of Academic Medical Colleges honored the UW School of Medicine and Public Health with the Spencer Foreman Award for Outstanding Community Service.

While this award acknowledges our many accomplishments, we know that far too many people in Wisconsin still are affected by obesity, infectious diseases, mental illness, drug and alcohol abuse and other health issues that limit their ability to enjoy a full life. Substantial resources far beyond financial support will be needed to thoroughly address these complex issues, and in collaboration with many organizations and stakeholders the WPP is tackling them with a broad array of approaches.

The WPP makes strategic investments in educating the future health workforce, forming partnerships to build healthier communities, and translating and disseminating knowledge throughout the state. Its Five-Year Plan for 2014-2019 places a high priority on the obesity epidemic. Our first step in addressing this complicated public health issue occurred in 2013, with the WPP’s creation of the Obesity Prevention Planning Committee. Research, education and community partnerships form the cornerstone of this initiative.

The WPP’s other strategic initiative addresses the high incidence of infant mortality in the southeast region of the state. In 2013, the Lifecourse Initiative for Healthy Families began its transition from the development phase to implementation under the direction of a Regional Program Office at the Center for Urban Population Health in Milwaukee.

As the Wisconsin Partnership Program enters its second decade of improving health in our state, we look forward to expanding the successful relationships already in place and to establishing many others — all with the goal of making Wisconsin a healthier state for all.

Robert N. Golden, MD
Dean, University of Wisconsin School of Medicine and Public Health
Vice Chancellor for Medical Affairs, UW-Madison
The University of Wisconsin School of Medicine and Public Health (SMPH) presents the 2013 Annual Report of the Wisconsin Partnership Program (WPP). This report documents the distribution of funds received by the SMPH following the conversion of Blue Cross Blue Shield of Wisconsin to a for-profit corporation in 2004.

The Annual Report and the accompanying Grant Outcome Reports cover activities and expenditures from January 1, 2013, through December 31, 2013. The reports have been prepared in coordination with the WPP's Oversight and Advisory Committee (OAC) and Partnership Education and Research Committee (PERC) and in accordance with the WPP's founding documents.*

**Highlights from 2013 include:**

**Supporting Communities.** OAC awarded 41 grants totaling $9.37 million to partnerships focused on improving health in communities across the state and helping ensure that Wisconsin’s future public health workforce needs are met. Community initiatives include a project evaluating the impact of a computerized screening tool for risky adolescent behaviors and a project using a multi-faceted approach to reducing obesity in a rural county.

**Investing in Education and Research.** PERC awarded 15 grants totaling $6.07 million to support applied public health, clinical research and basic science research. Projects include a collaboration of experts in falls prevention, systems engineering and physical therapy to reduce falls among the state’s older residents and a program that trains surgeons in the use of a preoperative communications tool to promote dialogue, patient deliberation and shared treatment decisions that reflect the patient’s values and reduce the burdens of unwanted aggressive care.

**Strategic Planning.** OAC and PERC finalized the partnership program’s 2014-2019 Five-Year Plan, which includes joint-funding priorities such as the Obesity Prevention Initiative. The overarching strategies are system-level change, sustained change, evaluation and dissemination.

**Measuring Outcomes.** The WPP is committed to evaluating its grant-making and determining the long-term contributions of funded programs. Progress and impact will be measured by evaluating program-wide outcomes, evaluating grant category goals and monitoring individual grantee progress. The accompanying Grant Outcome Reports summarize the work of 20 projects that concluded in 2013.

*The Commissioner of Insurance Order and 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.*
The Wisconsin Partnership Program administers seven grant programs, each employing a unique approach toward improving the health of the people of Wisconsin.

<table>
<thead>
<tr>
<th>Program</th>
<th>Goal</th>
<th>Description</th>
<th>Grant Size/Duration</th>
<th>Applicants</th>
<th>Community Role</th>
<th>UW Role</th>
<th>Grant Types</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community-Academic Partnership Fund</td>
<td>To improve the health of communities through initiatives to plan and implement health policies, practices and interventions</td>
<td>Promotes exchange of expertise between community and academic partners to design, implement and evaluate programs</td>
<td>Implementation: $150,000 to $400,000 over 3 years; Development: Up to $50,000 over 2 years</td>
<td>Wisconsin-based nonprofit organizations, and state and local government entities</td>
<td>Working in collaboration with a UW partner responsible for implementing the project</td>
<td>Roles defined collaboratively by community and academic partners with WPP guidance and support</td>
<td>Public health</td>
</tr>
<tr>
<td>Lifecourse Initiative for Healthy Families</td>
<td>To eliminate disparities in birth outcomes among Wisconsin’s African American population</td>
<td>Expands access to care, strengthens network and addresses social and economic inequities in Beloit, Kenosha, Milwaukee and Racine</td>
<td>Variable</td>
<td>Wisconsin-based nonprofit organizations, and state and local government entities</td>
<td>Working in collaboration with a UW partner responsible for implementing the project</td>
<td>Roles defined collaboratively by community partners, the Regional Program Office and WPP</td>
<td>Public health</td>
</tr>
<tr>
<td>Healthy Wisconsin Leadership Institute</td>
<td>To build public and community health skills and leadership capacity across Wisconsin</td>
<td>Provides continuing education in leadership and skills needed to lead health improvement efforts</td>
<td>Year-long training for community teams, including three workshops, independent study</td>
<td>Community teams, coalitions or individuals from across the state</td>
<td>Organizing a team representing community stakeholders</td>
<td>Training and resources for successful teams, guidance in project development</td>
<td>Public health education and training</td>
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<tr>
<td>Wisconsin Population Health Service Fellowship</td>
<td>To develop professionals skilled in planning, implementing and evaluating public health programs</td>
<td>Places new public health professionals with community and academic partners to address local health issues</td>
<td>2-year paid service position with public health agencies</td>
<td>Individuals with advanced degrees in public health or applied disciplines</td>
<td>Mentorship, service learning and skill-building activities</td>
<td>Education, training and supervision of fellows</td>
<td>Public health education and training</td>
</tr>
<tr>
<td>New Investigator Program</td>
<td>To support research and educational approaches that address Wisconsin’s public health issues</td>
<td>Funds innovative proposals that may be leveraged for external funding</td>
<td>Up to $100,000 over 2 years</td>
<td>UW School of Medicine and Public Health assistant professors</td>
<td>Dependent on project goals</td>
<td>Responsible for implementing the project</td>
<td>Public health education and training; applied public health, clinical and translational research; and basic science research</td>
</tr>
<tr>
<td>Collaborative Health Sciences Program</td>
<td>To support novel ideas and new approaches to research and education benefiting health in Wisconsin</td>
<td>Funds projects that cross traditional boundaries of basic science, clinical science, social science, education, population health science and/or community practice</td>
<td>Up to $500,000 over 3 years</td>
<td>UW School of Medicine and Public Health full and associate professors, senior and distinguished scientists</td>
<td>Dependent on project goals; communities may be collaborative partners</td>
<td>Responsible for implementing the project</td>
<td>Public health education and training; applied public health, clinical and translational research; and basic science research</td>
</tr>
<tr>
<td>Targeted Education and Research Program</td>
<td>To craft new approaches to health care issues in response to recognized or emerging needs</td>
<td>Makes major investments in research and education to address the state’s public health challenges</td>
<td>Variable</td>
<td>UW School of Medicine and Public Health full and associate professors</td>
<td>Dependent on project goals; communities may be collaborative partners</td>
<td>Responsible for implementing the project</td>
<td>Public health education and training; applied public health, clinical and translational research; and basic science research</td>
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By bringing public health support to every corner of the state, grants awarded through the Community-Academic Partnership Fund exemplify the Wisconsin Idea – the principle that the University of Wisconsin-Madison should improve people’s lives beyond the classroom. This cornerstone program relies on successful community collaboration with academic partners at the UW School of Medicine and Public Health and faculty from across the UW System – bringing together the expertise of communities and UW faculty and staff to produce sustainable health improvement and decrease health disparities for Wisconsin residents. During 2013, the Oversight and Advisory Committee awarded the following grants.

**Implementation Grants up to $400,000 over three years**

**Advancing Community Investment in Health: Implementation of the Innovation and Wellness Commons**

The Commons is the next step in efforts to revitalize Milwaukee’s Lindsay Heights neighborhood. The community center seeks to foster wellness programs, community-engaged research, economic development initiatives and neighborhood action campaigns to strengthen a culture of wellness.

- Community partner: Walnut Way Corp., JoAnne Sabir
- Academic partners: Cindy Haq, MD, and John Frey, MD, UW School of Medicine and Public Health, Department of Family Medicine

**Dementia Wellness Project for Underserved African American Elders**

The goal of this project is to improve the health and well-being of African American elders and their families by expanding the activities of a WPP-funded dementia screening clinic developed in consultation with the Wisconsin Alzheimer’s Institute (WAI). The Center for Urban and Population Health in Milwaukee will provide further evaluation of the screening and family education.

- Community partner: Milwaukee Health Services, Inc., Teresa Skora
- Academic partner: Mark Sager, MD, UW School of Medicine and Public Health, Wisconsin Alzheimer’s Institute
- Grant type, amount: Implementation grant, up to $400,000 over three years

**Northwoods LEAN (Linking Education, Activity and Nutrition): Pathways to Health**

This project seeks to approach Oneida County’s obesity issue on many levels – implementing organizational, policy and environmental changes to support residents who are seeking to increase physical activity and improve nutrition. The multi-faceted approach to sustainable community change includes an awareness campaign, point-of-decision prompts, Safe Routes to School activities, garden-based nutrition and worksite wellness programs.

- Community partner: Oneida County Health Department, Linda Conlon
- Academic partner: Aaron Carrel, MD, UW School of Medicine and Public Health, Department of Pediatrics

**Reducing Alcohol Abuse among LGBTQ Youth in Wisconsin**

This project seeks to replicate a culturally competent alcohol harm reduction and prevention model tailored for lesbian, gay, bisexual, transgender and queer youths ages 14 to 20 in Milwaukee, Appleton and Green Bay. The goal is to increase access to interventions that support reduced binge and underage drinking.

- Community partner: Diverse and Resilient, Inc., Gary Hollander
- Academic partners: Kathy Oriel, MD, MS, UW School of Medicine and Public Health, Department of Family Medicine; Lance Weinhardt, PhD, UW-Milwaukee, School of Public Health
Southeastern Wisconsin SBIRT Project

This project seeks to implement Screening, Brief Intervention and Referral to Treatment (SBIRT) in high schools. The goal is to evaluate the use of SBIRT in rural, suburban and urban schools to determine whether a computerized screening tool has a positive impact on risky adolescent behaviors such as binge drinking and smoking.

- Community partner: IMPACT Alcohol & Other Drug Abuse Services, Inc., Kathleen Pritchard
- Academic partner: Richard Brown, MD, MPH, UW School of Medicine and Public Health, Wisconsin Initiative to Promote Healthy Lifestyles

Strengthening Community Health Improvement Implementation and Evaluation for Greater Impact

The goal of this project is to increase capacity for implementing and evaluating community health improvement activities focused on alcohol misuse. Project leaders also seek to strengthen the local commitment to high quality Community Health Improvement Plans and Processes (CHIPP) and outcomes by building skills in implementation and evaluation that can be applied in other health priority areas.

- Community partner: Wisconsin Association of Local Health Departments and Boards, Sarah Beversdorf
- Academic partner: Julie Willems-Van Dijk, RN, PhD, UW School of Medicine and Public Health, Department of Population Health Sciences

Women of Worth (WOW): Family-Centered Treatment Project

This project will focus on women and children who live or previously lived in homeless shelters in the Racine area. Its goal is to integrate an accessible and effective family-centered program for treating alcohol and other drug use and mental health disorders with medical and social services for women and their children.

- Community partner: Racine Interfaith Coalition, Jane Witt
- Academic partners: Lisa Berger, PhD, and Ron Cisler, PhD, UW-Milwaukee, Center for Urban Population Health

ACTIVATE: Advocacy for Children - Transformational Impact via Action and Teamwork for Engagement

With 40 percent of children in Wisconsin living below 200 percent of the federal poverty level, this project seeks to identify, analyze and mobilize professional organizations, community-based agencies and training centers around critical child health topics. The goal is to change poor outcomes that potentially can result from early years spent in adversity.

- Community partner: Wisconsin Academy of Pediatrics Foundation, Kia LaBracke
- Academic partner: Dipesh Navsaria, MD, MPH, MSLIS, UW School of Medicine and Public Health, Department of Pediatrics

Addressing the Mental Illness Tobacco Disparity: Peers Helping Peers

Using certified peer specialists, this project seeks to bring evidence-based tobacco dependence treatment to people with severe, disabling mental illness who receive care from the 79 community support programs in Wisconsin. The goal is to reduce the increasing gap in smoking rates between those with and without a mental illness.

- Community partner: National Alliance on Mental Illness Wisconsin, Julianne Carbin
- Academic partner: Bruce Christiansen, PhD, UW School of Medicine and Public Health, Center for Tobacco Research and Intervention
**Bilingual Healthy Choices Program**

This project seeks to provide assistance to Milwaukee families with integrating physical activity into their daily routines and with selecting healthy food without increasing their grocery budget. A promotional website and training toolkit are planned, and evaluation results will be shared in community and academic settings.

- Community partner: Sixteenth Street Community Health Centers, Wina Zorro
- Academic partner: David Frazer, MPH, UW School of Medicine and Public Health, Center for Urban Population Health

**Improving Well-Being among Wisconsin Older Adults**

This project is designed to reduce depression and improve well-being and sleep among older people and people with physical disabilities in Kenosha, Brown and Rock counties through participation in Lighten UP. The goal of Lighten UP, a group-based wellness program, is to improve mental health and well-being through positive journaling.

- Community partner: Kenosha County Division of Aging and Disability Services, LaVerne Jaros
- Academic partner: Carol Ryff, PhD, University of Wisconsin-Madison, Institute on Aging
Applying Clinical Data to New Public Health: A Model for Accountable Care Communities

The Public Health Department of Madison and Dane County will partner with the Department of Family Medicine at the UW School of Medicine and Public Health to use the PHINEX (UW Electronic Health Record-Public Health Information Exchange) for informing public health planning processes. The project seeks to longitudinally track chronic disease and develop data-driven messages for engaging partners in chronic disease prevention initiatives.

- Community partner: Public Health Department of Madison and Dane County, Mary Michaud
- Academic partner: Lawrence Hanrahan, PhD, MS, UW School of Medicine and Public Health, Department of Family Medicine

Changing Views of Hunger: One Community at a Time

In an effort to reduce health disparities and chronic disease rates, this initiative seeks to convene a coalition of public, private and nonprofit community organizations in the Eau Claire area. The coalition will build upon community assessments and an existing community-academic partnership to better understand the social, economic and physical determinants of health and their effect on access to nutritious foods.

- Community partner: Feed My People, Inc., Emily Moore
- Academic partner: Mary Canales, PhD, UW-Eau Claire, College of Nursing and Health Sciences

LIFE (Lifestyle Initiative for Fitness Empowerment) Foundation Cross Plains Community Project

Members of the Lifestyle Initiative for Fitness Empowerment (LIFE) Foundation in Cross Plains seek to improve health via physical activity and nutrition. With community participation and academic support, the goal is to develop evidence-based scientifically supported intervention strategies.

- Community partner: LIFE Foundation/Village of Cross Plains, Jane Busch
- Academic partner: Daniel Jarzemsky, MD, UW School of Medicine and Public Health, Department of Family Medicine

Safe Schools for Wisconsin’s Transgender Youth

Project leaders seek to conduct and disseminate research, assist in school district policy change and develop a model intervention to reduce discrimination and improve educational outcomes, social cohesion and health outcomes for transgender and gender non-conforming youths in Wisconsin public schools.

- Community partner: Gay Straight Alliance for Safe Schools, Kristen Petroshius
- Academic partners: Maurice Gattis, PhD, UW-Madison, School of Social Work; Sara McKinnon, PhD, UW-Madison, College of Letters and Science, Department of Communication Arts

Yoga’s Effect on Fall Risk Factors in Rural Older Adults

The Aging and Disability Resource Center of Southwest Wisconsin seeks to study yoga and its relationship to falls among older adults who live in rural areas. The goal is to develop a yoga program that is feasible, safe and acceptable to older adults in rural communities.

- Community partner: Aging and Disability Resource Center of Southwest Wisconsin, Mary Mezera
- Academic partner: Irene Hamrick, MD, UW School of Medicine and Public Health, Department of Family Medicine
The Wisconsin Partnership Program (WPP) of the UW School of Medicine and Public Health (SMPH) launched the Lifecourse Initiative for Healthy Families (LIHF) in 2009 to address the high incidence of infant mortality in the southeast region of the state. With a $10 million pledge from the WPP, this unprecedented effort focuses on issues and opportunities to improve community conditions that lead to healthier birth outcomes among African American families.

A cornerstone strategy of the initiative is an investment in collaboratives in Beloit, Kenosha, Milwaukee and Racine to promote policy, systems and environmental change. These diverse groups include representatives from nonprofit and health care organizations, faith communities, local government entities and other local groups. In 2013, each collaborative focused its attention on systems coordination to ensure that needed supports were available and accessible for mothers and their families.

In addition, the WPP provided funding for 23 community-based projects identified in the community action plans developed by each collaborative. These projects focus on improving prenatal care, increasing family and community supports and strengthening father involvement. They combine the skills and expertise of community members with those of UW System faculty and staff to bring services and resources to at-risk African American families.

To support and enhance the work of the collaboratives and the overall initiative, the WPP established a regional program office (RPO) in 2013. The RPO, which is staffed and directed by the Center for Urban Population Health in Milwaukee, provides training, technical assistance, programmatic support and guidance to the collaboratives and direction in program planning and evaluation. The RPO also ensures that evidence-based interventions and strategies to reduce disparities are promoted.

### Dissemination and Public Awareness

In 2013, the WPP shared information about the Lifecourse Initiative across a broad range of audiences, including public health professionals considering similar initiatives.

- *Maternal and Child Health Journal* published an article by WPP staff members describing application of the life course perspective through a major funding initiative.
- In addition to the *Milwaukee Journal Sentinel* series “Empty Cradles,” the *Milwaukee Courier* published an eight-article series titled “Unlit Candles” about healthy birth outcomes and the Lifecourse Initiative.
- WPP staff members shared lessons learned with maternal and child health experts during presentations to the Minnesota Department of Health and the Every Woman Southeast Coalition.

### Leveraged Resources

To demonstrate local community ownership and investment, the collaboratives placed a high priority on leveraging support from public and private sources in 2013. Building on a successful planning phase, the collaboratives received almost $870,000 in external funding and in-kind support.

### Implementation Grant Awarded in 2013

#### United Way of Greater Milwaukee

The WPP awarded United Way of Greater Milwaukee a $1.5 million grant to serve as the convening agency for the city’s LIHF efforts. United Way is bringing together community members to formulate and implement strategies that address the root causes of infant mortality. Its expertise with leading change efforts, fund development and communications will be leveraged in Milwaukee and across the region. Funding of convening agencies at the other sites is expected in 2014.
Project Grants Awarded in 2013

Beloit

Beloit Youth Internship (BYIn) Program

African Americans living in Beloit experience high levels of poverty, unemployment and underemployment as well as a disproportionately low college graduation rate – factors that contribute to poor health outcomes. The BYIn Program is being developed to provide meaningful internship experiences, mentoring, skills training and leadership development for African American youths to promote positive social, economic and health outcomes for them and their families.

- Community Partner: Pentecostal Tabernacle Church of God in Christ, Latoya Holiday
- Academic Partner: Brian Christens, PhD, UW-Madison, School of Human Ecology
- Grant Type: Development grant up to $50,000 over two years

Bethel AME Church Jobs for Fathers

Families experiencing economic stress are more likely to experience emotional, mental and physical health issues, and Beloit’s unemployment rate is among the highest in Wisconsin. Bethel AME Church is partnering with UW Extension to evaluate a job skills and readiness program for African American men ages 18 to 30. The aim of this project is to understand the impact of social support and skills development on financial and employment planning.

- Community Partner: Bethel African Methodist Episcopal Church, Brenda Atlas, PhD
- Academic Partner: Jeffrey Lewis, PhD, UW-Extension, Program Development and Evaluation
- Grant Type: Implementation grant up to $150,000 over two years

Implementation of a Rock County Fetal Infant Mortality Review Team

Surveillance programs help public health organizations track, monitor and understand community-level needs as a basis for developing strategies to improve health outcomes. The aim of this project is to establish a Fetal Infant Mortality Review (FIMR) in Rock County. FIMR involves a systematic and multidisciplinary analysis of fetal and infant deaths. The information gathered will help identify potential policy, systems and environmental solutions to reduce mortality rates.

- Community Partner: Rock County Health Department, Janet Zoellner, RN, MS
- Academic Partner: Timothy Corden, MD, UW School of Medicine and Public Health, Department of Population Health Sciences
- Grant Type: Implementation grant up to $150,000 over three years

Kenosha

Dismantling Racism in Kenosha County

Longstanding social and economic inequalities often lead to disparate health outcomes. The aim of this project is to form a team with representatives from local social organizations and African American residents in Kenosha County to raise awareness about the impact of racism and develop tools and a community action plan for addressing racism.

- Community Partner: Kenosha County Division of Health, Cynthia Johnson, MEd
- Academic Partner: Markus Brauer, PhD, UW-Madison, Department of Psychology
- Grant Type: Development grant up to $50,000 for one year

Family Peer Navigation and Home Visit Project

Navigating health and human service systems can be challenging for consumers in need of critical information and services. This project seeks to train peer navigators and improve access to community resources through information, referrals and advocacy. Another goal is to expand home-visiting services for pregnant African American women and families in Beloit.

- Community Partner: Children’s Service Society of Wisconsin, Nancy Brooks
- Academic Partner: Sara Busarow, MD, MPH, UW School of Medicine and Public Health, Department of Population Health Sciences
- Grant Type: Implementation grant up to $150,000 over two years

Lifecourse Initiative for Healthy Families
Healthy Families Kenosha

Using the evidence-based Healthy Families America model, this project expands prenatal and social support services for new mothers and their families in Kenosha, including culturally specific and intensive home-visitation services, parenting education and community resources. The project aims to create positive parent-child interaction, support healthy child development and increase family supports.

- Community Partner: Kenosha County Job Center, Ron Rogers
- Academic Partner: David Riley, PhD, UW-Madison, School of Human Ecology
- Grant Type: Implementation grant up to $400,000 over three years

Kenosha Fatherhood Involvement Planning Project

Research has linked positive father involvement with positive outcomes for children, families and communities. This project seeks to combine a review of literature on fatherhood programs with the perspective and needs of local men to develop a comprehensive father involvement initiative in Kenosha County.

- Community Partner: Racine Kenosha Community Action Agency, Pam Halbach
- Academic Partner: David Pate, PhD, UW-Milwaukee, Helen Bader School of Social Welfare
- Grant Type: Development grant up to $50,000 for one year

The Healthy Kenosha County Moms & Babies: Centering Prenatal Model Program

This evidence-based model of group prenatal care brings together eight to 10 women to create a network that empowers them through learning, support and health assessment. Research has shown that participants in the Centering Pregnancy model of care have fewer pre-term and low-weight births.

- Community Partner: Kenosha Community Health Center, Inc., Mary Coffey, MBA
- Academic Partners: Douglas Laube, MD, UW School of Medicine and Public Health, Department of Obstetrics and Gynecology; Jacquelynn Tillett, CNM, ND, FACNM, Aurora Sinai Medical Center
- Grant Type: Implementation grant up to $150,000 over two years

MILWAUKEE

Direct Assistance for Dads (DAD) Project

Meaningful father involvement is critical for a child's development and well-being. Fathers' positive influences in a child's early years also lessen the child's risk of later incarceration, teen pregnancy, low educational attainment, crime and substance abuse. Through home visitation and one-on-one coaching, this project will provide direct services to fathers and fathers-to-be with the goal of increasing involvement with their children and their partner and ultimately improve health outcomes.

- Community Partner: City of Milwaukee Health Department, Bevan Baker, FACHE
- Academic Partner: Geoffrey Swain, MD, MPH, UW School of Medicine and Public Health, Department of Family Medicine
- Grant Type: Implementation grant up to $400,000 over three years

Engaging African American Fathers to Reduce Infant Mortality by Improving their Health Literacy

This project seeks to build the knowledge base on how fathers can be involved and supportive during the prenatal period. The project will develop tools that are sensitive to cultural and literacy needs of African American fathers, engage and train medical and nursing students to provide African American fathers with appropriate information, and evaluate the effectiveness of communication between fathers and health care providers.

- Community Partner: IMPACT Alcohol & Other Drug Abuse Services, Inc., Kathleen Pritchard, PhD
- Academic Partners: Kris Barnekow, PhD, UW-Milwaukee, College of Health Sciences; David Pate, PhD, UW-Milwaukee, Helen Bader School of Social Welfare
- Grant Type: Development grant up to $50,000 for one year

Expecting Moms, Expecting Dads

Using the nationally recognized, evidence-based Centering Pregnancy model, this project will provide health assessment,
education and support to pregnant women in a group setting. One aim of this project is to design and pilot a father-friendly prenatal care curriculum to complement the traditional model of care.

- Community Partner: Wheaton Franciscan Healthcare – St. Joseph Foundation, Dawn Groshek, MA
- Academic Partner: Emmanuel Ngui, DrPH, UW-Milwaukee, Zilber School of Public Health
- Grant Type: Development grant up to $50,000 for one year

**Family Connectedness for New & Expectant Mothers**

Social support plays a critical role in providing pregnant women with the comfort, information and resources needed for a healthy pregnancy and birth. Using concepts from child-welfare interventions, this project will build a referral system for high-risk new and expectant mothers in three Milwaukee neighborhoods and connect them with extended and distant relatives for the mentorship, support and guidance needed to give their baby the best possible start.

- Community Partner: Children’s Service Society of Wisconsin, Christie Guertin
- Academic Partner: Mary Jo Baisch, PhD, RN, UW-Milwaukee, College of Nursing
- Grant Type: Development grant up to $50,000 over two years

**Healthy Parents, Healthy Babies (Healthy Next Babies)**

Connecting with new mothers before they leave the hospital provides an opportunity for initiating discussion about care for their baby and for themselves. This project seeks to connect parents and their newborns served by Aurora’s neonatal intensive care unit to care plans and increase provider collaboration when serving families with infants who have special medical needs.

- Community Partner: Aurora Health Care, Inc., Jane Pirsig-Anderson, MBA, MS
- Academic Partner: Ron Gisler, PhD, UW-Milwaukee, College of Health Sciences, and UW School of Medicine and Public Health, Department of Population Health Sciences
- Grant Type: Implementation grant up to $400,000 over three years

**No Longer an Island: Creating a Place-based Men’s Peer Outreach and Social Support Network**

Based in Milwaukee’s Lindsay Heights neighborhood, this project builds on a previous development grant that created a safe space for African American men to discuss issues related to identity, relationships, parenting and health. This project responds to discussion-group recommendations by establishing a leadership and social support network to increase engagement among African American men through peer mentoring and community health navigators.

- Community Partner: Walnut Way Conservation Corp., Sharon Adams, MSW
- Academic Partners: Amy Harley, PhD, UW-Milwaukee, Zilber School of Public Health; David Frazer, MPH, UW School of Medicine and Public Health, Department of Population Health Sciences
- Grant Type: Implementation grant up to $400,000 over three years

**Normalizing Breastfeeding: Building Social Support and Community Capacity**

It is well-documented that breastfeeding is protective for mothers and babies by lowering the risk for health problems, supporting healthy development and strengthening mother-infant bonds. This project aims to increase breastfeeding initiation, duration and exclusivity rates by engaging pregnant women, expectant fathers and their families through health promotion, health education and social support programs.

- Community Partner: African American Breastfeeding Network, Dalvery Blackwell
- Academic Partner: Courtenay L. Kessler, MS, UW-Milwaukee and UW School of Medicine and Public Health, Center for Urban Population Health
- Grant Type: Implementation grant up to $150,000 over three years

**Striving to Create Healthier Communities through Innovative Partnerships**

Modeled after the Birthing Project USA, this project will recruit and train African American Sister-Friend volunteers who mentor, nurture
and support women through pregnancy, birth and infancy of their children. The project seeks to determine if the intervention leads to lower stress levels, fewer pregnancy complications, better birth outcomes and increased father involvement among participants.

- Community Partner: Lovell Johnson Quality of Life Center, Inc., Lorraine Lathen
- Academic Partner: Mary Jo Baisch, PhD, RN, UW-Milwaukee, College of Nursing
- Grant Type: Implementation grant up to $150,000 over two years

**Strong Families Healthy Homes Extension - Pregnancy Pilot Program**

Building on the Healthy Families America home-visitation model, this pilot project is designed to be a preventive intervention for African American families coping with mental health and substance abuse disorders. Classes and in-home mentoring will assist expectant parents in understanding how to meet their child’s needs before and after pregnancy with the goal of improving perinatal outcomes and decreasing adverse childhood experiences.

- Community Partner: Mental Health America of Wisconsin, Martina Gollin-Graves, MSW
- Academic Partner: Alice Yan, MD, PhD, UW-Milwaukee, Zilber School of Public Health
- Grant Type: Development grant up to $50,000 for one year

**The Young Parenthood Project: A Father Engagement Strategy for Healthy Families**

This project aims to demonstrate how hospitals and community clinics working together can have positive impacts on maternal and child health. It seeks to increase the involvement of young African American fathers during the prenatal period, facilitate healthy co-parenting practices, reduce parent stress and improve birth outcomes.

- Community Partner: Milwaukee Health Services, Inc., Tito Izard, MD
- Academic Partner: Paul Florsheim, PhD, UW-Milwaukee, Zilber School of Public Health
- Grant Type: Implementation grant up to $400,000 over three years

**UNCOM Initiative for Healthy Families**

Drop-in centers provide support services for at-risk populations and can lessen the risk of an issue becoming a crisis that places a burden on hospitals, law enforcement or other community services. United Neighborhood Centers of Milwaukee (UNCOM) seeks to train staff at its eight partner agencies on trauma-informed care and develop drop-in centers for child-bearing parents to alleviate stress and connect families to community resources.

- Community Partner: United Neighborhood Centers of Milwaukee, Anthony Shields, MSM
- Academic Partner: Mary Jo Baisch, PhD, RN, UW-Milwaukee, College of Nursing
- Grant Type: Implementation grant up to $150,000 over two years

**RACINE**

**Centering Program of Racine**

**Lifecourse Initiative for Healthy Families**

Using the evidence-based Centering Pregnancy model, this project will provide health assessment, education and support in a group setting. The project aims to increase satisfaction between women and their health care provider and positively affect birth outcomes.

- Community Partner: Wheaton Franciscan Healthcare – All Saints Foundation, Chris Krizek
- Academic Partner: Teresa Johnson, PhD, UW-Milwaukee, College of Nursing
- Grant Type: Implementation grant up to $150,000 over two years

**Focus on Fathers Initiative**

Father involvement has been shown to improve family dynamics and positively affect self-esteem and educational outcomes for children. This project aims to engage and support noncustodial fathers in developing parenting skills and healthy relationships for co-parenting through home visitation and parent education.

- Community Partner: Young Men’s Christian Association, Ahmad Qawi
- Academic Partners: Noelle Chesley, PhD, UW-Milwaukee, Department of Sociology; Sarah Halpern-Meekin, PhD, UW-Milwaukee, Department of Sociology
Lifecourse Initiative for Healthy Families

• Grant Type: Implementation grant up to $150,000 over two years

Professional Women’s Network for Services (PWNS) Birthing Project

Family support plays an important role in helping women during pregnancy and with having healthy birth outcomes. Modeled after the Birthing Project USA, this project will recruit and train African American Sister-Friend volunteers who mentor, nurture and support pregnant women through pregnancy, birth and their child’s infancy.

• Community Partner: Professional Women’s Network for Services, Inc., Georgann Stinson-Dockery

• Academic Partner: Teresa Johnson, PhD, UW-Milwaukee, College of Nursing

• Grant Type: Implementation grant up to $150,000 over two years

Reducing African American Infant Birth Disparities through Decreased Prison Recidivism and Increased Living-Wage Employment of Mothers and Fathers

African Americans in Wisconsin are over-represented in the state’s justice system, and those transitioning back into the community often face challenges. To help reduce repeat offenses among people with felony convictions, this project aims to improve economic stability of targeted families in Racine by providing intensive job counseling, placement, case management and educational readiness services.

• Community Partner: Racine Vocational Ministry, Mark Boatwright

• Academic Partner: Helen Rosenberg, PhD, UW-Parkside, Sociology and Anthropology Department

• Grant Type: Implementation grant up to $150,000 over two years
Healthy Wisconsin Leadership Institute

The Wisconsin Partnership Program and Advancing a Healthier Wisconsin at the Medical College of Wisconsin created the Healthy Wisconsin Leadership Institute (HWLI) in 2005 to develop community leaders who engage in innovative health improvement activities that effectively protect and promote the health of state residents. The purpose of HWLI is to build public health skills and leadership capacity throughout Wisconsin.

The HWLI holds regional workshops and sponsors the Community Teams Program, which provides training and technical assistance in building stronger community partnerships, implementing sustainable change strategies and measuring success. It is co-directed by Karen Timberlake, JD, Department of Population Health Sciences, UW School of Medicine and Public Health, and Peter Layde, MD, MSC, Department of Emergency Medicine, Medical College of Wisconsin. In 2013, six teams were selected to participate in the eighth class of this one-year leadership program.

**Dane County**
- Lifestyle Initiative for Fitness Empowerment: Addressing adult and childhood obesity and related chronic medical diseases in Cross Plains

**Eau Claire County**
- Healthy Communities Council/Mental Health Action Team: Improving access to mental health services by making it easier for both consumers and professionals to navigate the health care system

**Langlade County**
- Langlade County Health Coalition: Addressing obesity, improved wellness, prevention services and affordability of medical care

**Polk County**
- Polk United – Healthier Together: Uniting resources around mental health, obesity prevention and unhealthy alcohol use to coordinate efforts and prevent chronic disease

**Portage County**
- Suicide Prevention and Mental Health Awareness Committee of Portage County: Improving mental health outcomes in Portage County through education, policy change and community collaboration

**Winnebago County**
- Care Transitions Coalition: Maintaining and improving health by ensuring continuity of care of chronic diseases among older adults
The primary goal of the Wisconsin Population Health Service Fellowship is to develop the next generation of leaders skilled in planning, implementing and evaluating community health initiatives. The two-year program provides participants with practical field placements in community-based, non-profit, governmental and health service organizations.

In 2013, the Wisconsin Partnership Program provided $534,526 to support fellowships for 11 public health professionals. Since its inception in 2004, the program has placed 44 fellows in rural and urban settings to address the state’s most pressing health challenges. Approximately two-thirds of fellowship graduates are employed as public health professionals in Wisconsin.

Through their placement communities, fellows contribute to a broad range of public health issues, including chronic and communicable disease prevention, health equity, community practice, and policy and systems change.

Directed by Thomas Oliver, PhD, MHA, of the UW School of Medicine and Public Health, the fellowship program is conducted in partnership with the Wisconsin Department of Health Services’ Division of Public Health, the Milwaukee Health Department and other public and private organizations across the state.

**2013-2015 Population Health Fellows**

Mallory Edgar, MPH
Placement: Diverse & Resilient; Milwaukee Health Department
Men’s Health Unit

Tracy Flood, MD, PhD
Placement: Milwaukee Health Department; Wisconsin Medical Society

Crysta Jarczynski, MPH
Placement: Milwaukee Health Department, Office of Violence Prevention

e. shor, MPH
Placement: Wisconsin Department of Health Services, Division of Public Health, AIDS/HIV Program

Lauren Lamers, MPH
Placement: Menominee Tribal Clinic; Shawano/Menominee County Health Department

Colleen Moran, MPH, MS
Placement: Wisconsin Department of Health Services (DHS), Division of Public Health, Bureau of Environmental and Occupational Health; DHS, Nutrition, Physical Activity and Obesity Prevention Program

**2012-2014 Population Health Fellows**

Sara Geiger, MS, PhD
Placement: Wisconsin Department of Health Services, Bureau of Environmental and Occupational Health; Milwaukee Health Department

Christina Hanna, MPH
Placement: Wisconsin Department of Health Services, Division of Public Health, AIDS/HIV Program

Carly Hood, MPA, MPH
Placement: Wisconsin Department of Health Services, Division of Public Health; Wisconsin Center for Health Equity; Health First Wisconsin

Erica LeCounte, MPH
Placement: Milwaukee Health Department and the Center for Urban Population Health

Lindsay Menard, MPH
Placement: La Crosse County Health Department
Wisconsin Partnership Program

Five assistant professors at the University of Wisconsin School of Medicine and Public Health (SMPH) received grants through the New Investigator Program in 2013. The grants approved by the Partnership Education and Research Committee (PERC) support innovative research and educational efforts related to health improvement in Wisconsin. The intent is to support preliminary work of faculty early in their careers, which is likely to leverage other funds for a larger-scale project.

New Investigator Grants Awarded in 2013

**Nanoparticles for Treating Restenosis: Sustained and Targeted Local Drug Delivery**

Recurrent cardiovascular disease following open vascular reconstruction is a major and serious public health problem that affects several hundred thousand people in the United States each year. The long-term goal of this project is to create a new drug delivery system that prevents the lining of a blood vessel from thickening and can be readily applied during open vascular surgery.

Drugs to prevent this complication of reconstructive procedures have been developed; however, delivering these drugs to treated arteries remains a challenge. An improved method of preventing recurrent vascular disease would substantially reduce morbidity and mortality for patients undergoing not only open vascular reconstruction but angioplasty as well.

Principal Investigator: Lian-Wang Guo, PhD, UW School of Medicine and Public Health, Department of Surgery

Award: $100,000 over two years

**The Effectiveness of an Integrated Mental Health and Primary Care Model for Wisconsin Patients with Severe Mental Illness**

Mental health disorders are the third most costly medical condition in the United States. In Wisconsin, 5.4 percent of adults have severe mental illness (SMI), including bipolar disorders or psychotic illnesses. Despite increasing awareness of the interdependence between physical and mental health, people with SMI usually receive care in separate primary care and psychiatric care systems.

To reduce this fragmentation and improve patients’ health, it is critical to understand the effectiveness of a model that integrates mental health care and physical health care in the same setting compared to care delivered in separate settings. This research compares outcomes in patients who receive care through an integrated model at a community health center to those in an academic health system through a usual care model.

Principal Investigator: Nancy Pandhi, MD, MPH, PhD, UW School of Medicine and Public Health, Department of Family Medicine

Award: $99,962 over two years

**Mechanistic Insights into the Role of Grainyhead Proteins in Neural Tube Closure Defects**

One of the most common and crippling human birth defects results from the failure to properly form the neural tube during embryonic development. Although maternal folate supplementation has decreased the occurrence of neural tube closure defects, rates remain at approximately 1 in 2,000 births in the United States.

The long-term objective of this research is to determine the causes of these folate-resistant defects with the hope of developing methods to treat or prevent spina bifida, anencephaly, encephalocoeles and other neural tube defects. Given that the rate of these types of defects is higher in Wisconsin than the national average, this research has the potential to decrease the rate of neural tube defects among Wisconsin newborns.

Principal Investigator: Melissa Harrison, PhD, UW School of Medicine and Public Health, Department of Biomolecular Chemistry

Award: $100,000 over two years

**Aligning Preferences of Older Adults with Decisions for High-Risk Surgery**

Each year, approximately 9,000 elderly people in Wisconsin undergo surgery during the last three months of life. Unfortunately, these surgeries often do not prolong survival or return patients to the quality of life they had before surgery. This study aims to improve the quality of life for these and other patients.

With the goal of preventing unwanted surgical treatments, this project will train surgeons in the use of a preoperative communication tool that helps older patients determine treatment choices that better reflect their preferences, values and goals.
Designed for face-to-face clinical interactions, the communication tool in this study promotes dialogue, patient deliberation and shared treatment decisions that reflect the patient’s values and reduce the burdens of unwanted aggressive care.

Principal Investigator: Margaret L. Schwarze, MD, MPP, UW School of Medicine and Public Health, Department of Surgery (Vascular Surgery)

Award: $100,000 over two years

**Understanding HIV-1 Cell-to-Cell Transmission**

Although antiretroviral therapies can effectively suppress the spread of the human immunodeficiency virus (HIV) within the immune cells of infected individuals, the therapies are not curative and drug-resistant forms of HIV often emerge. Therefore, there is a critical need for new insights into how HIV spreads from cell to cell and establishes a persistent infection.

This research focuses on the mechanisms of HIV cell-to-cell transmission with the potential for developing new therapies that halt the spread of HIV in infected people and dramatically reducing the impact of HIV/AIDS on public health. In Wisconsin, HIV infection remains a growing problem, especially among underrepresented populations with limited access to quality and affordable health care.

Principal Investigator: Nathan M. Sherer, PhD, UW School of Medicine and Public Health, Department of Oncology

Award: $97,076 over two years
The Collaborative Health Sciences Program supports novel ideas and approaches to research and education benefiting the health of Wisconsin residents. Each interdisciplinary team is led by a principal investigator and includes collaborators from other UW-Madison schools or colleges, UW System campuses, state and local governmental agencies or community organizations. In 2013, the Partnership Education and Research Committee (PERC) awarded nearly $1 million to two projects.

Grants Awarded in 2013

**Once ‘Stepping On’ Ends: Continuing a Group Falls Prevention Program via the Internet**

Falls pose a critical and costly public health issue that will increase as Wisconsin’s population ages. This new program expands Stepping On, an evidence-based, small-group falls prevention program. This project seeks to develop, evaluate and disseminate Keep On Stepping On (KOSO), an online, long-term group-based exercise maintenance program for Stepping On graduates. KOSO represents a new collaboration of experts in falls prevention, systems engineering and physical therapy.

Principal Investigator: Jane E. Mahoney, MD, UW School of Medicine and Public Health, Department of Medicine

Co-Principal Investigators: David H. Gustafson, PhD, UW-Madison College of Engineering; Bryan C. Heiderscheit, PhD, PT, UW School of Medicine and Public Health, Department of Orthopedics and Rehabilitation

Award: $499,934 over three years

**Multiplexed In Vivo Device to Assess Optimal Breast Cancer Therapy**

Over the past 10 years, scientists have discovered that cancers are genetically distinct, making it difficult for oncologists to predict which patients will benefit from available chemotherapy agents. This project seeks to improve outcomes for women with breast cancer by developing a device that allows simultaneous testing of small amounts of multiple drugs within a tumor’s discrete regions. By establishing the efficacy of each drug within the same cancer, this multi-disciplinary team of bioengineers, a medical oncologist and a surgeon seeks to accelerate the process of personalized cancer therapy.

Principal Investigator: Lee G. Wilke, MD, UW School of Medicine and Public Health, Department of Surgery

Co-Principal Investigators: Mark E. Burkard, MD, PhD, UW School of Medicine and Public Health, Department of Medicine; David J. Beebe, PhD, UW-Madison College of Engineering

Award: $499,995 over three years
Targeted Education and Research Program awards are designed to take new approaches to health and health care issues in response to Wisconsin's emerging needs. Successful proposals advance biomedical research; promote the application of education and research to prevention, diagnosis and treatment of disease; and disseminate knowledge to communities. Application to this program is by invitation from the Partnership Education Research Committee (PERC), which pledged $4.3 million to six projects in 2013.

Grants Awarded in 2013

**Advancing Evidence-Based Health Policy in Wisconsin**

Renewal funding will enhance this UW-Madison educational resource, which provides public policymakers, researchers and private-sector partners with timely, nonpartisan information about health care issues of immediate concern. The Wisconsin Partnership Program and UW-Madison's Office of the Chancellor have jointly funded the project since 2006.

This multidisciplinary project is a unique collaboration of the UW Population Health Institute, UW La Follette School of Public Affairs and Wisconsin Joint Legislative Council. It bridges medicine and health policy, research and practice by increasing the exchange between policymakers and UW-Madison faculty during legislative briefings, symposia and forums to advance policy development.

Principal Investigator: Karen Timberlake, JD, UW School of Medicine and Public Health, Department of Population Health Sciences

Award: $131,000 over three years

**Health Innovation Program**

The Health Innovation Program (HIP) seeks to improve health care delivery and community health across Wisconsin and the nation by conducting and disseminating research that partners UW-Madison faculty with Wisconsin health care organizations. This renewal funding will support research that addresses three high-priority challenges:

- Better care for people who need preventive screening and chronic condition management
- Improved health outcomes for people who are overweight/obese and at risk of developing diabetes
- Greater health care value for people by supporting health care delivery at home and in the community and by reducing unnecessary hospital readmissions

**Recruitment of Middle-Aged African Americans for Studies of Preclinical Alzheimer’s Disease: Minority Alzheimer’s Prevention Program – 2**

This renewal funding supports efforts by the Wisconsin Alzheimer’s Disease Research Center (ADRC) to expand the Minority Alzheimer’s Prevention Program (MAPP). The project also further develops a service-based model of minority recruitment for use by other researchers at the UW School of Medicine and Public Health.

The MAPP has established an extensive research infrastructure and forged valuable partnerships within the African American community in Milwaukee. This new grant will support the ADRC’s efforts to recruit and retain African American research participants in Dane and Rock counties. It also will help the ADRC meet the

**Improved Health Care Delivery to Wisconsin Amish Infants**

Almost all babies born in a Wisconsin hospital undergo newborn screening to identify congenital diseases that result in severe development delay or death. However, this is not the case for out-of-hospital deliveries, especially among Plainclothes populations (Amish, Mennonites and related sects).

The long-term goal of this project is to improve access to culturally appropriate, high-quality affordable health care for all Plainclothes children in Wisconsin. The work will focus on Amish infants in La Farge, where families have had substantial engagement with a trusted practitioner (James Deline, MD).

Principal Investigator: Christine Seroogy, MD, UW School of Medicine and Public Health, Department of Pediatrics

Award: $99,645

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Targeted Education and Research Program Awards

National Institutes of Health’s mandate to increase health disparity research in Alzheimer’s disease.

Principal Investigator: Sanjay Asthana, MD, UW School of Medicine and Public Health, Department of Medicine
Award: $73,167 for one year

**Transforming Medical Education 2.0: Health Care System Improvement, Community Engagement and Advocacy**

This grant continues support for developing and implementing a fully integrated, competency-based educational program at the UW School of Medicine and Public Health (SMPH). With prior WPP funding, the SMPH has integrated public health, biomedical sciences and clinical medicine competencies throughout its curriculum to better prepare students for addressing key health issues in Wisconsin.

The primary goal of this funding is to create a three-phase undergraduate medical education curriculum with the following threads: health system improvement through interprofessional teams, community engagement and advocacy. This project ensures graduates are well-equipped to work in complex health systems and within local, regional, national and global health communities to improve Wisconsinites’ health.

Principal Investigator: Christine Seibert, MD, UW School of Medicine and Public Health, Department of Medicine
Award: $2,474,587 over three years

**UW Preventive Medicine Residency Program Development Grant**

This renewal grant supports the inaugural cohort of physician trainees in a two-year Preventive Medicine Residency Program at the UW School of Medicine and Public Health. The goal of the grant is to recruit and train two residents per year.

This program will contribute significantly to the school’s transformation by training residents to better integrate medicine and public health and to become physician leaders serving the public health needs of Wisconsin.

Principal Investigator: Patrick Remington, MD, MPH, UW School of Medicine and Public Health, Department of Population Health Sciences
Award: $650,976 over three years
Since its inception in 2006, the UW Institute for Clinical and Translational Research (ICTR) has received more than $17 million from the Wisconsin Partnership Program to support the shared goal of improving the health of Wisconsin communities. The WPP supports ICTR Community & Clinical Outcomes Research, Patient-Centered Outcomes Research and Dissemination/Implementation Research Awards.

**ICTR Grants Awarded in 2013**

**Living Well with Memory Partners**

It is estimated that 25 percent of people age 65 and older meet the criteria for Mild Cognitive Impairment (MCI) – the stage between cognitive health and dementia – and African Americans are nearly twice as likely to develop dementia as whites. By combining two interventions that have shown success separately, this project seeks to strengthen social connections for older adults with MCI and their families and to build skills for managing memory loss.

Principal Investigator: Carey Gleason, PhD, UW School of Medicine and Public Health, Department of Medicine (Geriatrics)

Community Collaborators: Wisconsin Institute for Healthy Aging, Alzheimer’s and Dementia Alliance of Wisconsin

Grant Type: Community & Clinical Outcomes Research award up to $75,000 over 12 months

**Exploring How Hospital Nurses Perceive Patients Identified as Fall Risk and Influence on Decisions to Walk Patients**

Each year in Wisconsin, about 12,560 older people will fall during a hospital stay, and 30 percent of these patients will sustain an injury that can lead to lengthy rehabilitation and reduced independence. This project seeks to fill a significant gap in understanding how nurses perceive patients who are at high risk of falling, how they care for patients at-risk and what barriers prevent them from getting at-risk patients to walk.

Principal Investigator: Barbara King, PhD, UW-Madison, School of Nursing

Community Collaborator: William S. Middleton Memorial Veterans Administration Hospital

Grant Type: Community & Clinical Outcomes Research award up to $75,000 over 12 months

**Better, Safer Care through Clear Communication**

Effective communication among older adults and their health care team is critical to providing patient-centered care. This pilot program uses adult-learning theory to develop a workshop designed to enhance caregiver communication skills and confidence. The goal is to prepare caregivers to engage with physicians and other professionals as partners in the care of their loved one.

Principal Investigator: Paul Smith, MD, UW School of Medicine and Public Health, Department of Family Medicine

Community Collaborator: Aging and Disability Resource Center, Green County

Grant Type: Community & Clinical Outcomes Research award up to $75,000 over 12 months

**A Community-Based, Behavioral Intervention to Improve Screening for Hepatitis C among High-Risk Young Adults in Wisconsin**

Baby boomers – those born between 1946 and 1964 – have the highest prevalence of hepatitis C, which is the leading cause of end-stage liver disease in Wisconsin and the number one reason for liver transplantation. The goal of this project is to test the effectiveness of a community-based project to increase the number of people who know their hepatitis C status and stop behaviors that can spread infection to others.

Principal Investigator: Ryan Westergaard, MD, UW School of Medicine and Public Health, Department of Medicine

Community Collaborators: AIDS Network-Madison, AIDS Resource Center of Wisconsin, Wisconsin Department of Health Services Division of Public Health

Grant Type: Community & Clinical Outcomes Research award up to $75,000 over 12 months
**Engaging Stakeholders to Deliver Family-Centered Diabetes Self-Management Resources**

Unlike type 2 diabetes, type 1 diabetes cannot be prevented, cured or treated solely with better diet and exercise. Children with type 1 diabetes survive by enduring multiple insulin injections daily to control blood sugars. This project will use information from children and families as the basis for research on how to improve outcomes and provide self-management resources that address unique barriers.

Principal Investigator: Elizabeth Cox, MD, PhD, UW School of Medicine and Public Health, Department of Pediatrics

Community Collaborator: Juvenile Diabetes Research Foundation Western Wisconsin Chapter

Grant Type: Patient-Centered Outcomes Research award up to $100,000 over 12 months

**Expanding the Role of the Community Pharmacist in Falls Prevention**

Medication classified as fall-risk-increasing drugs (FRIDs) can contribute to loss of balance and falls among older adults, who use these drugs regularly. This project focuses on reducing falls by improving the safety of older adults by creating a screening tool and referral process that links at-risk patients with local pharmacists.

Principal Investigator: David Mott, PhD, UW-Madison School of Pharmacy

Community Collaborators: La Crosse County Aging Unit; Aging and Disability Resource Center (ADRC) of Calumet, Waupaca and Outagamie counties; Brown County ADRC

Grant Type: Patient-Centered Outcomes Research award up to $100,000 over 12 months

**Reducing Readmission after Complex Cancer Surgery: A Human Factors and Systems Engineering Approach**

Researchers will look at the window of opportunity before complex cancer surgery for possible interventions that could decrease the risk of readmission. They will assess the cause of readmission from the patient’s and caregiver’s perspective as well as the clinical risk factors associated with the increased risk of readmission. With this information, they plan to test this surgery-specific, readmission-reduction tool in a follow-up study to evaluate whether it will decrease the readmission rates for patients.

Principal Investigator: Sharon Weber, MD, UW School of Medicine and Public Health, Department of Surgery

Practice Stakeholders: UW Hospital and Clinics, Pancreas Cancer Task Force, UW Carbone Cancer Center

Grant Type: Patient-Centered Outcomes Research award up to $100,000 over 12 months

**“Stepping On” to Pisando Fuerte: Adapting an Evidence-Based Falls Prevention Program for Latino Seniors**

This project focuses on the increasing rate of hip fractures among Wisconsin’s growing population of older Hispanic Americans. Researchers will develop and test a culturally and linguistically appropriate fall prevention program for decreasing falls, reducing morbidity and improving mobility and quality of life among this underserved group. The goal is to ensure that the Pisando Fuerte – Walking Tall – program effectively reduces falls and is feasible to implement in Hispanic communities across Wisconsin and the United States.

Principal Investigator: Jane E. Mahoney, MD, UW School of Medicine and Public Health, Department of Medicine

Community Collaborators: Latino Health Council, United Community Center, Centro Hispano, North/Eastside Senior Coalition, Greater Wisconsin Agency on Aging Resources

Grant Type: Dissemination and Implementation Research award of up to $150,000 over 24 months
Twenty grants funded directly by the Wisconsin Partnership Program concluded in 2013. The grants addressed a wide range of health topics, including immunization, nutrition, maternal and child wellness, alcohol and other drug abuse, breast cancer and asthma. Details are in the 2013 Grant Outcome Reports. In addition, three grants funded through the Institute for Clinical and Translational Research (ICTR) concluded in 2013. Please contact Outreach Specialist Andrea Dearlove at adearlove@wisc.edu or 608.262.7125 for more information about ICTR’s Community-Academic Partnerships.

**Community-Academic Partnership**

**Assessing the Nutrition Environment in Wisconsin Communities**  
Wisconsin Partnership for Activity & Nutrition (WI PAN)

**Cashton Community Wellness Program**  
Scenic Bluffs Community Health Center

**Community Investment in Health:**  
Developing the Lindsay Heights Wellness Commons  
Walnut Way Corp.

**Connecting Regionally to Prevent**  
Youth Abuse of Alcohol, Tobacco and Other Drugs  
Alliance for Wisconsin Youth – Southeast Region

**Expanding Access to Care in Rural and Underserved Areas**  
Wisconsin Primary Health Care Association

**Family Table**  
West Central Wisconsin Community Action Agency, Inc.

**Fit Families-Fit Communities**  
Portage County CAN

**Healthy Hmong Women (Poj Niam Hmong Kev Noj Qab Haus Huv): Training Lay Health Educators to Address Hmong Cancer Health Disparities**  
Milwaukee Consortium for Hmong Health

**Implementing Strategies to Increase Breastfeeding Rates in Milwaukee County**  
Milwaukee County Breastfeeding Coalition

**Racine Family-Centered Treatment Project:**  
Pilot Study of Regional Collaboration for Women and Children’s Lifelong Health Improvement  
Racine Interfaith Coalition

**Rock County Coalition for STI Prevention**  
Rock County Health Department

**Sports-Related Lower Extremity Injury Prevention in Rural High School Female Athletes**  
Rural Wisconsin Health Cooperative

**New Investigator Program**

**Clinical and Public Health Data Exchange:**  
Estimating Asthma Prevalence across Wisconsin  
Principal Investigator: Theresa W. Guilbert, MD, Department of Pediatrics

**Nuclear EGFR and Breast Cancer: Strategies for Increasing Efficacy of Anti-EGFR Based Therapies in Breast Cancer**  
Principal Investigator: Deric L. Wheeler, PhD, Department of Pathology and Laboratory Medicine

**Collaborative Health Sciences Program**

**Effects of Environmental Opportunities and Barriers to Physical Activity, Fitness and Health in Hispanic Children in Wisconsin**  
Principal Investigator: Aaron L. Carrel, MD, UW School of Medicine and Public Health, Department of Pediatrics

**Medical Homes for High-Risk Pregnant Women in Southeast Wisconsin: Do They Improve Birth Outcomes?**  
Principal Investigator: Jonathan B. Jaffrey, MD, UW School of Medicine and Public Health, Department of Medicine

**Patient-Specific Induced -Pluripotent Stem Cell Models for Human Disease**  
Principal Investigator: Timothy J. Kamp, MD, PhD, FACC, UW School of Medicine and Public Health, Department of Medicine
Grants Concluded in 2013

Wisconsin Children’s Lead Levels and Educational Outcomes
Principal Investigator: Marty Kanarek, PhD, MPH, UW School of Medicine and Public Health, Department of Population Health Sciences

Targeted Research and Education

Reducing Cancer Disparities through Comprehensive Cancer Control
Principal Investigator: Noelle LoConte, MD, UW School of Medicine and Public Health, Department of Medicine

Institute for Clinical and Translational Research

Coalition Building for Community Health in Milwaukee
Principal Investigator: Laura Senier, PhD, MPH, UW-Madison Department of Community and Environmental Sociology, and UW School of Medicine and Public Health, Department of Family Medicine
Collaborators: Sixteenth Street Community Health Center; Wisconsin Department of Natural Resources

Preparing Those with Significant and Persistent Mental Illness to Quit Smoking
Principal Investigator: Bruce Christiansen, PhD, UW School of Medicine and Public Health, Center for Tobacco Research and Intervention
Collaborator: Jennifer Lowenberg, National Alliance on Mental Illness

Evaluating Innovative Public-Private Collaborative Initiatives to Improve Health, Safety and Quality of Life in Wisconsin Assisted-Living Facilities
Principal Investigator: David Zimmerman, PhD, UW-Madison College of Engineering
Collaborators: Kevin Coughlin, Wisconsin Department of Health Services; James Murphy, Wisconsin Assisted Living Association; John Sauer, LeadingAge Wisconsin
As directed by the Insurance Commissioner’s Order approving the conversion of Blue Cross Blue Shield United of Wisconsin (BCBSUW) to a private entity, the Oversight and Advisory Committee (OAC) serves as the Wisconsin Partnership Program’s (WPP’s) governing entity. The primary responsibilities of the OAC are to direct and approve funds for public health initiatives, provide public representation, and offer comment and advice to the Partnership Education and Research Committee (PERC).

These committees emphasize innovation, creativity and excellence in processes for awarding grants and evaluating outcomes. Committee members carefully exercise their fiduciary responsibilities with keen awareness of the high expectations for the Wisconsin Partnership Program to improve the health of Wisconsin.

**Oversight and Advisory Committee (OAC)**

The University of Wisconsin (UW) System Board of Regents appoints four representatives from the UW School of Medicine and Public Health (SMPH) and four public health advocates to the nine-member OAC. The Wisconsin Office of the Commissioner of Insurance also appoints one OAC member. Members serve four-year terms and may be re-appointed. The PERC chair serves as an ex-officio OAC member along with a member of the Board of Regents. The primary responsibilities of the OAC are to:

- Direct and approve available funds for public health initiatives and public health education and training.
- Provide public representation through the OAC’s four health advocates.
- Offer comment and advice on the PERC’s expenditures.

**Health Advocate Appointees**

Katherine Marks, BA
Outreach Specialist, Wisconsin Women’s Business Initiative Corp.
Category: Urban Health

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

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

Kenneth Taylor, MPP, Secretary
Executive Director, Wisconsin Council on Children and Families
Category: Children’s Health

**Insurance Commissioner’s Appointee**

Barbara J. Zabawa, JD, MPH
Associate General Counsel, WPS Health Insurance

**SMPH Appointees**

Philip M. Farrell, MD, PhD
Professor Emeritus, Departments of Pediatrics and Population Health Sciences

Susan L. Goelzer, MD, MS, CPE
Professor, Departments of Anesthesiology, Medicine and Population Health Sciences
Associate Dean for Graduate Medical Education

Cynthia Haq, MD
Professor, Departments of Family Medicine and Population Health Sciences
Director, Training in Urban Medicine and Public Health

Patrick Remington, MD, MPH, Chair
Associate Dean for Public Health
Professor, Department of Population Health Sciences

**Ex-officio Members**

Richard Moss, PhD
Senior Associate Dean for Basic Research, Biotechnology and Graduate Studies, UW School of Medicine and Public Health
Professor, SMPH, Department of Cell and Regenerative Biology
PERC chair

Tim Higgins
Member, UW System Board or Regents
Wisconsin Partnership Program Leadership

Lifecourse Initiative for Healthy Families Steering Committee

The Steering Committee completed its important work in 2013. Key accomplishments include the development of guiding principles for the planning phase, an increase in public awareness about issues related to infant mortality, a review of funding solicitations and the development of recommendations for the initiative's overall direction.

Fredrik (Frits) Broekhuizen, MD
Professor, Department of Obstetrics and Gynecology, Medical College of Wisconsin
Clinical Adjunct Professor, Department of Obstetrics and Gynecology, UW School of Medicine and Public Health

Georgia Cameron, MBA, BS, RN
Director, Southeast Region Division of Public Health, Wisconsin Department of Health Services

Ron Cisler, PhD, MS
Professor, College of Health Sciences, UW-Milwaukee
Associate Professor, Department of Population Health Sciences, UW School of Medicine and Public Health
Director, Center for Urban Population Health

Deborah L. Embry, MBA
Director, Racine Mayor’s Office of Strategic Partnerships/Grant Facilitator
City of Racine, Mayor’s Office

Philip M. Farrell, MD, PhD, Co-Chair
Professor, Departments of Pediatrics and Population Health Sciences, UW School of Medicine and Public Health

Veronica Lawson Gunn, MD, MPH, FAAP
Vice President, Population Health Management and Payment Innovation, Medical Director Community Services Division, Children’s Hospital & Health Systems

Cindy Haq, MD
Professor, Family Medicine and Population Health Sciences, UW School of Medicine and Public Health
Director, Training in Urban Medicine & Public Health, UW School of Medicine and Public Health

Mark Huber, MS
Vice President Social Responsibility, Aurora Health Care Inc.

Reverend James M. Ivy
Pastor, New Zion Baptist Church

Tito L. Izard, MD
President and CEO, Milwaukee Health Services, Inc.

Clinical Associate Professor, Family Medicine, UW School of Medicine and Public Health

Cheryl Jackson, JD
Community Volunteer

Sheri Johnson, PhD, MA
Assistant Professor, Department of Pediatrics, Medical College of Wisconsin

Murray Katcher, MD, PhD (Retired)
Chief Medical Officer, Bureau of Community Health Promotion
Director, State Maternal and Child Health
Professor Emeritus, Department of Pediatrics, UW School of Medicine and Public Health

Katherine Marks, BA, Co-Chair
Outreach Specialist, Wisconsin Women’s Business Initiative Corp.

Stephen C. Ragatz, MD, FAAP
Chair, Department of Pediatrics, Wheaton Franciscan Healthcare-St. Joseph

Betty Stinson, BA
Chair, Racine Infant Mortality Coalition

Jack Waters, BS
Executive Director, Kenosha Community Health Center

Lora Wiggins, MD
Chief Medical Officer, Wisconsin Division of Health Care Access and Accountability
Associate Professor, Department of Medicine, UW School of Medicine and Public Health

Partnership Education and Research Committee (PERC)

The Partnership Education and Research Committee (PERC) is broadly representative of the SMPH’s faculty, staff and leadership and includes representatives from the OAC as well as an external appointee. The PERC allocates and distributes funds designated for medical education and research initiatives that advance population health. The primary responsibilities of the PERC are to:

- Direct and approve available funds for education and research initiatives.
- Maintain a balanced portfolio of investments in population health.
- Strengthen collaborations with communities and health leaders statewide.
SMPH Leadership

Marc Drezner, MD
Senior Associate Dean for Clinical and Translational Research
Director, Institute for Clinical and Translational Research
Professor, Department of Medicine

Richard Moss, PhD, Chair*
Senior Associate Dean for Basic Research, Biotechnology and Graduate Studies
Professor, Department of Cell and Regenerative Biology

Elizabeth Petty, MD*
Senior Associate Dean for Academic Affairs
Professor, Department of Pediatrics

Patrick Remington, MD, MPH
Associate Dean for Public Health
Professor, Department of Population Health Sciences

Department Chairs

K. Craig Kent, MD
Professor and Chair, Department of Surgery

James Shull, PhD*
Professor and Chair, Department of Oncology

Faculty Representatives

David Allen, MD
Professor, Department of Pediatrics
Representative: Clinical Faculty

David Andes, MD
Associate Professor, Departments of Medicine and Medical Microbiology and Immunology
Division Head, Infectious Disease
Representative: Clinical Faculty

Jenny Gumperz, PhD
Associate Professor, Department of Medical Microbiology and Immunology
Representative: Basic Science Faculty

Elizabeth Jacobs, MD*
Associate Professor and Associate Vice Chair for Health Services Research
Departments of Medicine and Population Health Sciences
Representative: Public Health Faculty

Patricia Keely, PhD
Professor, Department of Cell and Regenerative Biology
Representative: Basic Science Faculty

Robert Lemanske, MD*
(Term ended June 2013)
Professor, Departments of Pediatrics and Medicine
Representative: Clinical Faculty

Academic Staff Representative

D. Paul Moberg, PhD
Research Professor, Department of Population Health Sciences
Representative: Academic Staff

Thomas Oliver, PhD, MHA*
Professor, Department of Population Health Sciences
Representative: Public Health Faculty

External Appointee

Betty Chewning, PhD
Professor, UW-Madison School of Pharmacy
Director, Sanderegger Research Center, UW-Madison, School of Pharmacy

Ex-officio

Norman Drinkwater, PhD
Professor, Department of Oncology

Oversight and Advisory Committee Appointees

Greg Nycz*
Executive Director, Family Health Center of Marshfield, Inc.
Director of Health Policy, Marshfield Clinic

Patrick Remington, MD, MPH
Associate Dean for Public Health
Professor, Department of Population Health Sciences

* PERC Executive Committee member

Wisconsin Partnership Program Leadership

Wisconsin Partnership Program Staff

UW School of Medicine and Public Health
750 Highland Avenue, 4250 HSLC
Madison, WI 53705
608-265-8215

Eileen M. Smith, Assistant Dean and Director
Tonya Mathison, Administrative Manager
Mary Jo Knobloch, MS, Senior Program Officer
Quinton D. Cotton, Program Officer
Jim Krueger, Accountant
Lisa Hildebrand, Senior Public Affairs Specialist
Wisconsin Partnership Program Leadership

**Lifecourse Initiative for Healthy Families Regional Program Office**

The Regional Program Office guides the implementation phase of the initiative. The office provides technical assistance and program support to WPP’s grant partners in target communities and provides direction on program planning and evaluation.

Ron Cisler, PhD, Director, Center for Urban Population Health
Lillian Paine, Program Coordinator
David Frazer, Outreach Program Manager
Michelle Corbett, Assistant Researcher-Evaluation
Farrin Bridewater, Research Specialist
The Wisconsin Partnership Program’s (WPP’s) assets and endowment value grew significantly during 2013. Total program assets increased $38.6 million (11 percent), and investment returns exceeded distributions by more than $36 million. The endowment distribution for program expenditures was $13.5 million in 2013.

**Administrative Expenses**

WPP administrative expenses were $1,089,174 and $1,068,966 for the years ending December 31, 2012, and December 31, 2013, respectively. The UW School of Medicine and Public Health (SMPH) also provides in-kind support for WPP administrative expenses from the Office of the Dean; Senior Associate Dean for Basic Science, Biotechnology and Graduate Studies; Senior Associate Dean for Finance; and Associate Dean for Public Health. UW-Madison’s Department of Human Resources and Office of Legal Services also provide in-kind support along with and UW Health Marketing and Public Affairs.

WPP’s Oversight and Advisory Committee (OAC) and Partnership Education and Research Committee (PERC) approve annually the administrative budget. Allocation of costs in the Income Statement (Table 3) is based on a 35 percent OAC/65 percent PERC split. Detail expenditures for the period are as follows:

**Table 1: Administrative Expenses**

<table>
<thead>
<tr>
<th>For the years ending December 31, 2012, and December 31, 2013</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Salaries</td>
<td>$650,430</td>
<td>$605,310</td>
</tr>
<tr>
<td>Total Fringe Benefits</td>
<td>$255,677</td>
<td>$267,215</td>
</tr>
<tr>
<td>Other Expenditures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplies</td>
<td>$7,699</td>
<td>$10,696</td>
</tr>
<tr>
<td>Travel</td>
<td>$11,596</td>
<td>$12,361</td>
</tr>
<tr>
<td>Other Expenditures</td>
<td>$143,564</td>
<td>$193,592</td>
</tr>
<tr>
<td>Total</td>
<td>$1,068,966</td>
<td>$1,089,174</td>
</tr>
<tr>
<td>OAC (35%) Allocation</td>
<td>$374,138</td>
<td>$381,211</td>
</tr>
<tr>
<td>PERC (65%) Allocation</td>
<td>$694,828</td>
<td>$707,963</td>
</tr>
<tr>
<td></td>
<td>$1,068,966</td>
<td>$1,089,174</td>
</tr>
</tbody>
</table>

**Annual Report**

Based on the nonsupplanting determination made by the Senior Associate Dean for Finance, the Dean of the School of Medicine and Public Health has attested to compliance with the supplanting prohibition in the annual report. The UW-Madison Vice Chancellor for Finance and Administration also has attested that UW-Madison and the UW System have complied with the supplanting prohibition.

**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 the Grant Agreement, the OAC annually reviews and assesses the allocation percentage for public health initiatives and for education and research initiatives. The OAC took up the matter on October 16, 2013. It was moved to retain the allocation of 35 percent for public health initiatives and 65 percent for education and research initiatives until the next vote in 2014. The motion passed unanimously.

**Change in Investment Allocation**

The WPP has historically maintained funds that have been distributed from the endowment and available for expenditure in the UW Foundation expendables portfolio as described in the Current Investments section of this report. As of December 31, 2012, the WPP moved $10 million of funds from the expendables portfolio to the endowment portfolio as described in the Noncurrent Investments section of this report. The purpose of this move was to achieve a higher rate of return to allow for increased grant levels. The program made a planned second reinvestment of $10 million in March 2013. These funds remain fully available to the program and are reflected in Net Assets Temporarily Restricted – endowment.

**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 nonsupplanting, which was approved by the Wisconsin United for Health Foundation, Inc. The supplanting policy is available upon request from the WPP.
Accounting

The following financial report consolidates activities of the UW Foundation and the SMPH for the years ending December 31, 2012, and December 31, 2013. Revenues consist of investment income and unrealized changes in market valuation, and expenditures consist of administrative and program costs. All expenses and awards are reported as either public health initiatives (OAC-35 percent) or partnership education and research initiatives (PERC-65 percent). Approved awards have been fully accrued as a liability less current year expenditures, as shown in Tables 2 and 3.

Table 2: Balance Sheet

<table>
<thead>
<tr>
<th>For the years ending December 31, 2012, and December 31, 2013</th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>$380,276,881</td>
<td>$341,711,379</td>
</tr>
<tr>
<td>Current Investments</td>
<td>$17,801,177</td>
<td>$24,706,801</td>
</tr>
<tr>
<td>Non Current Investments</td>
<td>362,475,704</td>
<td>317,004,578</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$380,276,881</td>
<td>$341,711,379</td>
</tr>
<tr>
<td>Liabilities and Net Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td>Accounts Payable</td>
<td>30,980,587</td>
<td>26,186,675</td>
</tr>
<tr>
<td>Grants Payable</td>
<td>$30,980,587</td>
<td>$26,186,675</td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$30,980,587</td>
<td>$26,186,675</td>
</tr>
<tr>
<td>Net Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temporarily Restricted - spendable</td>
<td>$8,574,080</td>
<td>$8,521,876</td>
</tr>
<tr>
<td>Temporarily Restricted - endowment</td>
<td>58,894,473</td>
<td>25,175,086</td>
</tr>
<tr>
<td>Permanently Restricted - endowment</td>
<td>281,827,742</td>
<td>281,827,742</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$349,296,295</td>
<td>$315,524,704</td>
</tr>
<tr>
<td>Total Liabilities &amp; Net Assets</td>
<td>$380,276,881</td>
<td>$341,711,379</td>
</tr>
</tbody>
</table>

Cash and Investments

The financial resources that support WPP grants for the years ending December 31, 2012, and December 31, 2013, (shown in Table 2) are generated from funds released by the Wisconsin United for Health Foundation, Inc., as prescribed in the Grant 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 UW School of Medicine and Public Health to reimburse expenses.

Income received on spendable funds is based on the performance of the underlying investments. All expenses are charged against spendable funds. Income received on endowment funds is based on the performance of the underlying investments and released in accordance with the UW Foundation’s approved spending policy.

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. Investments in the expendables portfolio have a short-term horizon, usually less than three years and are mainly short-duration, fixed-income securities.
Noncurrent investments

Noncurrent investments consist of participation in the UW Foundation endowment portfolio. The objective of the endowment portfolio is to achieve a long-term 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 domestic and international equity, fixed income, real assets, alternative assets and cash equivalents.

The UW Foundation uses quantitative models along with qualitative analysis to maximize returns 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 Oversight and Advisory Committee or Partnership Education and Research Committee approval. The liability reflects the total amount of the grant award, which ranges from one to three years in length, less any payments made before December 31 of the reporting year. Any subsequent modifications to grant awards are recorded as adjustments of the grant expense in the year the adjustment occurs.

Net Assets

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

Temporarily Restricted — Spendable Fund: The portion of net assets relating to funds that have been distributed from the endowment fund, along with related income that is available to the program. These funds are available for both grants and administrative expenses of the program.

Temporarily Restricted — Endowment Fund: The portion of net assets relating to realized gains or losses related to the permanently restricted funds that have not been distributed and remain within the endowment portfolio as of December 31, 2012, and December 31, 2013.

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 years ending December 31, 2012, and December 31, 2013, (shown in Table 3) consist of two components: (1) investment income, which has been recorded as earned throughout the year; 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 the year ( unrealized).

Investment revenue amounts are shown after fees have been deducted (net of fees). The UW Foundation pays management fees to external asset managers and records its revenues net of these fees. In addition, the UW Foundation assesses an expense recapture fee of 1 percent of endowed funds to finance its internal operations (including administration, accounting and development). The expense recapture fees were $2,858,058 and $3,103,017 in 2012 and 2013, respectively. WPP revenues are shown after these fees have been deducted.

In 2011, the UW Foundation modified its policy regarding the investment recapture fee, to be implemented effective January 1, 2012. The Foundation voted to decrease the fee from 1 percent to 0.7 percent on amounts above $250 million per account. WPP funds exceed the newly established level, and the 2012 and 2013 fee amounts in the preceding paragraph reflect this decrease. The Dean of the School of Medicine and Public Health decided that the savings from this fee reduction would be fully allocated to the Oversight and Advisory Committee for public health initiatives. In 2012 and 2013, these savings were $153,632 and $258,436, respectively.

Investment income distributions to the spendable funds are based on the UW Foundation spending policy applied to the market value of the endowment funds.

Expenditures

Expenditures for the years ending December 31, 2012, and December 31, 2013, 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 percent) and partnership education and research initiatives (PERC—65 percent). OAC Award amounts are shown in Tables 4 and 5, while PERC Award amounts are in Tables 6 and 7.
### Table 4: OAC Awards – Summary 2004-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Awarded</th>
<th>Total Expended</th>
<th>Grants Payable</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004 OAC</td>
<td>$8,779,958</td>
<td>$8,779,958</td>
<td>$0</td>
</tr>
<tr>
<td>2005 OAC</td>
<td>$4,635,692</td>
<td>$4,635,692</td>
<td>$0</td>
</tr>
<tr>
<td>2006 OAC</td>
<td>$6,259,896</td>
<td>$6,259,896</td>
<td>$0</td>
</tr>
<tr>
<td>2007 OAC</td>
<td>$4,641,892</td>
<td>$4,641,892</td>
<td>$(0)</td>
</tr>
<tr>
<td>2008 OAC</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td>2009 OAC</td>
<td>$2,715,151</td>
<td>$2,715,260</td>
<td>$(109)</td>
</tr>
<tr>
<td>2010 OAC</td>
<td>$2,887,086</td>
<td>$2,399,389</td>
<td>$487,697</td>
</tr>
<tr>
<td>2011 OAC</td>
<td>$4,130,427</td>
<td>$2,581,682</td>
<td>$1,548,745</td>
</tr>
<tr>
<td>2012 OAC</td>
<td>$4,867,166</td>
<td>$1,428,320</td>
<td>$3,438,846</td>
</tr>
<tr>
<td>2013 OAC</td>
<td>$9,371,377</td>
<td>$268,638</td>
<td>$9,102,739</td>
</tr>
<tr>
<td>Total OAC</td>
<td>$48,288,645</td>
<td>$33,710,727</td>
<td>$14,577,918</td>
</tr>
</tbody>
</table>

Due to the financial downturn during 2008/2009, OAC did not fund any grants in 2008.

### Table 5: 2013 OAC Awards

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Type1</th>
<th>Total Awarded</th>
<th>Total Expended</th>
<th>Grants Payable</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMPLEMENTATION GRANTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Northwoods LEAN (Linking Education, Activity, and Nutrition): Pathways to Health</td>
<td>E, R, S</td>
<td>$400,000</td>
<td>$-</td>
<td>$400,000</td>
</tr>
<tr>
<td>Reducing Alcohol Abuse Among LGBTQ Youth in Wisconsin</td>
<td>E, R, S</td>
<td>$400,000</td>
<td>$-</td>
<td>$400,000</td>
</tr>
<tr>
<td>Evaluation of the Bilingual Healthy Choices Program</td>
<td>R</td>
<td>$149,481</td>
<td>$-</td>
<td>$149,481</td>
</tr>
<tr>
<td>Southeastern Wisconsin SBIRT Project</td>
<td>E, R, S</td>
<td>$400,000</td>
<td>$-</td>
<td>$400,000</td>
</tr>
<tr>
<td>Dementia Wellness Project for Underserved African American Elders</td>
<td>E, R, S</td>
<td>$400,001</td>
<td>$-</td>
<td>$400,001</td>
</tr>
<tr>
<td>Women of Worth (WOW): Family Centered Treatment Project</td>
<td>E, S</td>
<td>$399,120</td>
<td>$-</td>
<td>$399,120</td>
</tr>
<tr>
<td>Addressing the Mental Illness Tobacco Disparity: Peers Helping Peers</td>
<td>E, R, S</td>
<td>$149,999</td>
<td>$-</td>
<td>$149,999</td>
</tr>
<tr>
<td>Improving Well Being Among Wisconsin Older Adults</td>
<td>E, S</td>
<td>$150,000</td>
<td>$-</td>
<td>$150,000</td>
</tr>
<tr>
<td>Building the infrastructure to Make Wisconsin the Healthiest State: Strengthening Community Health Improvement Implementation and Evaluation for Greater Impact</td>
<td>E, R, S</td>
<td>$399,997</td>
<td>$-</td>
<td>$399,997</td>
</tr>
<tr>
<td>Advancing Community Investment in Health: Implementation of the Innovations and Wellness Commons</td>
<td>E, R, S</td>
<td>$399,998</td>
<td>$-</td>
<td>$399,998</td>
</tr>
<tr>
<td>DEVELOPMENT GRANTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safe Schools for Wisconsin’s Transgender Youth</td>
<td>E, R, S</td>
<td>$50,000</td>
<td>$-</td>
<td>$50,000</td>
</tr>
<tr>
<td>LIFE (Lifestyle Initiative for Fitness Empowerment) Foundation Cross Plains Community Project</td>
<td>E, S</td>
<td>$50,293</td>
<td>$50,293</td>
<td></td>
</tr>
<tr>
<td>Yoga’s Effect on Fall Risk Factors in Rural Older Adults</td>
<td>E, S</td>
<td>$49,998</td>
<td>$-</td>
<td>$49,998</td>
</tr>
<tr>
<td>Changing Views of Hunger: One Community at a Time</td>
<td>E, S</td>
<td>$49,995</td>
<td>$-</td>
<td>$49,995</td>
</tr>
<tr>
<td>Applying Clinical Data to New Public Health: A Model for Accountable Care Communities</td>
<td>E, R, S</td>
<td>$50,001</td>
<td>$-</td>
<td>$50,001</td>
</tr>
<tr>
<td>LIFECOURSE INITIATIVE FOR HEALTHY FAMILIES GRANTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engaging African-American Fathers to Reduce Infant Mortality by Improving their Health Literacy</td>
<td>E, R</td>
<td>$50,000</td>
<td>$16,607</td>
<td>$33,393</td>
</tr>
<tr>
<td>United Neighborhood Centers of Milwaukee Initiative for Healthy Families</td>
<td>E, S</td>
<td>$150,000</td>
<td>$5,366</td>
<td>$144,634</td>
</tr>
<tr>
<td>Family Connectedness for New &amp; Expectant Mothers</td>
<td>E, R</td>
<td>$50,000</td>
<td>$-</td>
<td>$50,000</td>
</tr>
<tr>
<td>Direct Assistance for Dads (DAD) Project</td>
<td>E, R, S</td>
<td>$400,000</td>
<td>$7,477</td>
<td>$392,523</td>
</tr>
<tr>
<td>Family Peer Navigation and Home Visit Project</td>
<td>E, S</td>
<td>$150,000</td>
<td>$9,210</td>
<td>$140,790</td>
</tr>
<tr>
<td>Strong Families Healthy Homes (SFHH) Extension - Pregnancy Pilot Program</td>
<td>E, S</td>
<td>$50,000</td>
<td>$12,770</td>
<td>$37,230</td>
</tr>
</tbody>
</table>

**Financial Notes**
Table 6: PERC Awards – Summary 2004-2013

<table>
<thead>
<tr>
<th></th>
<th>Total Awarded</th>
<th>Total Expended</th>
<th>Grants Payable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 2004 PERC Funding</td>
<td>$7,835,411</td>
<td>$7,835,411</td>
<td>$0</td>
</tr>
<tr>
<td>Total 2005 PERC Funding</td>
<td>$13,001,789</td>
<td>$13,001,789</td>
<td>$0</td>
</tr>
<tr>
<td>Total 2006 PERC Funding</td>
<td>$9,081,619</td>
<td>$9,081,619</td>
<td>$0</td>
</tr>
<tr>
<td>Total 2007 PERC Funding</td>
<td>$5,511,524</td>
<td>$5,511,524</td>
<td>$0</td>
</tr>
<tr>
<td>Total 2008 PERC Funding</td>
<td>$6,158,784</td>
<td>$6,111,432</td>
<td>$47,352</td>
</tr>
<tr>
<td>Total 2009 PERC Funding</td>
<td>$19,686,413</td>
<td>$19,686,709</td>
<td>$17,794</td>
</tr>
<tr>
<td>Total 2010 PERC Funding</td>
<td>$760,364</td>
<td>$705,661</td>
<td>$54,703</td>
</tr>
<tr>
<td>Total 2011 PERC Funding</td>
<td>$1,496,626</td>
<td>$922,049</td>
<td>$574,577</td>
</tr>
<tr>
<td>Total 2012 PERC Funding</td>
<td>$17,393,049</td>
<td>$7,380,878</td>
<td>$10,012,171</td>
</tr>
<tr>
<td>Total 2013 PERC Funding</td>
<td>$6,068,050</td>
<td>$371,886</td>
<td>$5,696,164</td>
</tr>
<tr>
<td>Total PERC Funding (2004-2012)</td>
<td>$86,993,629</td>
<td>$70,590,958</td>
<td>$16,402,671</td>
</tr>
</tbody>
</table>

E = Education, R = Research, S = Service (community-based)
Table 7: 2013 PERC Awards

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Type</th>
<th>Total Awarded</th>
<th>Total Expended</th>
<th>Grants Payable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLLABORATIVE HEALTH SCIENCES PROGRAM</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Once ‘Stepping On’ Ends: Continuing a Group Falls Prevention Program via the Internet</td>
<td>R, S</td>
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<td>Multiplexed in Vivo Device to Assess Optimal Breast Cancer Therapy</td>
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<td><strong>NEW INVESTIGATOR PROGRAM</strong></td>
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<td>Aligning Preferences of Older Adults with Decisions for High-Risk Surgery</td>
<td>E, R</td>
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<td>Mechanistic Insights into the Role of Grainyhead Proteins in Neural Tube Closure Defects</td>
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<td>Understanding HIV-1 Cell-to-cell Transmission</td>
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<td>Nanoparticles for Treating Restenosis: Sustained and Targeted Local Drug Delivery</td>
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<td>The Effectiveness of an Integrated Mental Health and Primary Care Model for Wisconsin Patients with Severe Mental Illness</td>
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<td><strong>TARGETED PROGRAMS</strong></td>
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<td>Advancing Evidence-Based Health Policy in Wisconsin</td>
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<td>Health Innovations Program</td>
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<td>Transforming Medical Education 2.0</td>
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<td>Improved Health Care Delivery to Wisconsin Amish Infants</td>
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<td>Wisconsin Population Health Service Fellowship</td>
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<td>Total 2013 PERC Funding</td>
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1E = Education, R = Research, S = Service (community-based)
The Wisconsin Partnership Program’s (WPP’s) governing committees follow standard Request for Proposal (RFP) guidelines, requirements, multi-step review processes and selection criteria. Throughout the year, WPP evaluates the progress and outcomes of funded grants using progress and final reports, financial status reports, presentations and site visits.

**Training and Technical Assistance.** WPP staff members provide training and technical assistance to ensure the greatest potential for successful proposals. During the 2013 application process, staff provided training to 18 or 31 Community-Academic Partnership Fund teams that were invited to submit full applications. Teams received training during individual meetings or Technical Assistance Days, which was held on the UW-Madison campus in August 2013. Technical Assistance Days provided personalized training for community teams on grant writing, financial and budget issues, evaluation and community-academic partnerships. WPP also offers webcast training sessions for all applicants.

**Review and Monitoring.** All grant applications undergo a rigorous multi-step review by WPP staff members; faculty and staff from UW-Madison, UW System and UW-Extension; and representatives from state and local agencies and non-profit organizations. The process includes:

- Technical review verifying eligibility and compliance with proposal requirements.
- Expert review consisting of independent assessment and scoring.
- Full committee review of top-ranked proposals and interview of applicants, as applicable.

In addition, grantees and their academic partners receive an individual orientation and agrees to a Memorandum of Understanding that outlines WPP requirements such as progress reports, financial status reports and a final report.

**Open Meetings and Public Records.** As directed by the Insurance Commissioner’s Order approving the conversion of Blue Cross Blue Shield United of Wisconsin (BCBSUW) to a private entity, the Wisconsin Partnership Program conducts its operations and processes in accordance with the state of Wisconsin’s Open Meetings and Public Records Laws. Meetings of the Oversight and Advisory Committee (OAC) and the Partnership Education and Research Committee (PERC) and their respective subcommittees are open to the public and held in accordance with the law. Agendas and minutes are posted on the WPP website (med.wisc.edu/wpp) and in designated public areas.

**Diversity Policy.** The Wisconsin Partnership Program is subject to and complies with the diversity and equal opportunity policies of the UW System Board of Regents and UW-Madison. The OAC and PERC have developed a policy to ensure diversity within the WPP’s programmatic goals and objectives. 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 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 WPP understand the most effective means to address population health issues and to improve the health of Wisconsin. The policy is available on the WPP’s website, med.wisc.edu/wpp.