

Healthiest Wisconsin 2020 State Health Plan	
What is "Healthiest Wisconsin 2020"?	Everyone Living Better Longer
What is the purpose of the State Health Plan?	The purpose is integration and alignment of policies and systems to create a strong Public Health System that will foster the plan's overarching goals.
Goals	(1) Improve health across lifespan (2) Achieve health equity
Critical Success Factors	The State Health Plan is a policy plan that: <ul style="list-style-type: none"> ▪ Is a shared plan between Public Health System partners ▪ Is endorsed by our partners ▪ Is measurable ▪ Is implementable ▪ Articulates with existing strategies, programs, and plans at the State and National levels ▪ Promotes alignment with partners <i>Partners are able to see themselves in the plan and use the plan to influence decisions and guide actions</i> ▪ Clearly shows relationships and integration among focus areas
Plan Components	<ul style="list-style-type: none"> ▪ Objectives, Goals, and Metrics ▪ Communications & Marketing ▪ Accountability
Intended Audience	Public Health System Partners* <ul style="list-style-type: none"> • Government • Public • Private • Nonprofit • Voluntary * Refer to outer ring of model
Intended Use of the Plan	<ul style="list-style-type: none"> ▪ Influence public health policy ▪ Provide direction to assure sustainable public health resource allocations ▪ Provide guidance to protect the health and safety of the 5.5 million people of Wisconsin
What the SHP is	A plan that provides policy direction for the future and creates a system of alignment with partners
What the SHP is not	The State Health Plan is <i>not</i> a plan for the individual

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What the SHP looks like	<ul style="list-style-type: none"> Consists of multiple documents <ul style="list-style-type: none"> ▪ State Health Plan document <ul style="list-style-type: none"> ♦ Light, crisp, short ♦ Contains the essence of the plan; not all of the details ▪ Multiple Appendices to the Plan <ul style="list-style-type: none"> ♦ Contain supporting details such as definitions, detailed explanation of the model and methods used to develop the plan, evidence, etc. ♦ Focus Area Details ♦ Goals ♦ Communications & Marketing ♦ Accountability ♦ Implementation Plan (companion document or appendix?)
Accountability	<ul style="list-style-type: none"> ▪ DHS ▪ Public Health Partners ▪ Public Health Council (Monitors implementation of the plan)