

Wisconsin State Health Plan: Healthiest Wisconsin 2020 – Everyone Living Better Longer

Overview (August 2009)

The Department of Health Services is required by state law (s. 250.07 (1) (a), Wisconsin Statutes) to develop a public health agenda at least every 10 years. Planning for Healthiest Wisconsin 2020 began in 2008. The public health agenda for 2020 will be completed in December 2009 and companion implementation documents will be completed in December 2010.

Public health in Wisconsin is defined as a “system, a social enterprise, whose focus is on the population a whole. Wisconsin’s public health system seeks to extend the benefits of current knowledge in ways that will have maximum impact on the health of the entire population” (adapted from Turnock, 2001).

The target audiences for Healthiest Wisconsin 2020 are agency, organizational, and community partners that help protect and enhance the health of the 5.6 million residents of Wisconsin and the communities in which they live. These partners make up Wisconsin’s public health system, and are located at the local, regional, and statewide levels throughout the state. Healthiest Wisconsin 2020 partners include:

Public health departments	Housing and building safety
Health care	Justice and law enforcement
Education	Business, labor, and finance
Natural resources and waste management	Human services
Transportation	Media and communications
Energy and the built environment	Community-based and advocacy organizations
Agriculture and food	Other policies and systems
Civic society	

Healthiest Wisconsin is a collaborative process that taps the wisdom of Wisconsin communities. Leadership is vested in the Healthiest Wisconsin 2020 Strategic Leadership Team, a 54-member team appointed by Department of Health Services Secretary Karen Timberlake. Additional teams include 23 Focus Area Strategic Teams, 23 Support Teams, and Community Engagement Forums, with direct links to the Wisconsin Public Health Council and the Wisconsin Minority Health Leadership Council.

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