

Healthiest Wisconsin 2020
Strategic Leadership Team
Meeting Notes
July 15, 2010

Members Present

Byrne, Frank; Greer, Yvonne; Schuler, Suzanne; Komula, Robert; Vedder, Kathryn; Allen, Joyce (for John Easterday); Tunis, Sandra; White, Douglas; Oostdik, Maureen; Jenkins, Dianne; Brysch, L. Stanley; Riesch, Susan; Woods, Otis; Conlon, Linda; Brokopp, Charles; Johnston, James (for Jason Helgerson); Yong-Lee, Gwat; Bove, Fredi- Ellen; Chris Rasch for (Timothy Bartholow); Ordinans, Karen

Staff Present

Foldy, Seth; Guhleman, Patricia; Schmelzer, Margaret; Freundlich, Kristine

Agenda

Roll call and introductory remarks

Roll call was taken to include members participating in person and through distance technologies.

Current Status of *Healthiest Wisconsin 2020*

Dr. Foldy welcomed the Strategic Leadership Team and gave an overview of the status of *HW2020* using slides 1-6 of the attached PowerPoint presentation. Key points included:

1. Reviewed the key elements of the *HW2020* public health framework: values, focus areas, pillar objectives, mission and vision. Seth emphasized that if we, Wisconsin's public health system, aggressively attacked the pillar objectives we would be well on our way to accomplishing the vision of *HW2020*.
2. Reviewed the *HW2020* systems and partnership model (page 46 of the *HW2020* plan), emphasizing that it takes the work of many to improve and protect the health of all. Achieving the mission statement "assuring conditions in which individuals, families and communities can be healthy" requires vigilance to address the underlying causes of illness, injury, premature death and disability. Vigilance is also needed to assure that essential system capacities are in place: behaviors and skills; social, economic and educational factors; physical environment; and health service and systems.
3. Reviewed the critical driver of Wisconsin's public health system: aligning policies and systems for better health.

As part of this agenda item, Dr. Foldy proposed continuation of the Strategic Leadership Team through 2010 to help shape implementation planning. The rationale for continuation follows:

- ✓ SLT engagement assures a voice for the partners and is a trusted partner to the DHS.

- ✓ Allows for individual member participation on the implementation planning team.
- ✓ Participate as a policy advisory body rather as individual partners in the public vetting of the implementation plan scheduled for fall 2010.

Decision: The Strategic Leadership Team welcomed this opportunity and agreed to continue to meet as needed throughout the remainder of the year.

Margaret Schmelzer provided an overview of the key accomplishments from September 2009 through July 2010. Details are highlighted on slides 7-8 of the attached PowerPoint presentation. Because of November 2009 issues raised by the Health Disparities Focus Area Strategic Team, several important policy actions were taken:

1. Renaming the second *HW2020* goal as “eliminating health disparities and achieving health equity.”
2. Incorporating race, ethnicity, sexual preference / sexual orientation, and persons with disabilities as important components of the objectives for each of the 23 Focus Areas.
3. Holding two stakeholder meetings to seek input and advice. Two special community meetings were held during February 2010 with (1) the Tribal Health Directors (Wausau) and (2) diverse partners serving racial and ethnic populations (Milwaukee).

Proposed implementation planning model and discussion

Patricia Guhleman provided an overview of the direction to develop an implementation plan for *HW2020*. While the 23 Focus Area Profiles provide a jump-start to move forward, it is the intention of the Department of Health Services to develop a separate document to address the elements of implementation addressed in Chapter 6 of the plan (1) engaging and adopting objectives, (2) assuring effective actions and results, and (3) monitoring and reporting progress. Patricia went on to discuss slides 9-20 in the attached PowerPoint presentation.

The Strategic Leadership Team raised the following issues and recommendations:

1. Where are the resources to implement *Healthiest Wisconsin 2020*? What do we mean by providing incentives?
2. Who will be creating the specific objectives under each of the stated objectives in the plans? The current objectives are very broad and will likely require more specific and tactical (operational) objectives to take action on the focus areas.
3. How will the plan be marketed with the sectors in the outer ring of the model? We need message development for teachers, physicians and others in the outer ring of the model.
4. The Wisconsin Department of Children and Family Services is closely aligned to the objectives of *HW2020* – this is a real strength to move forward.
5. Local health departments align to *HW2020* because community health improvement processes and plans are required at the state and local levels in Wisconsin.

6. Look at the outer ring of the model and come up with an example of how you fit and what you bring to the *HW2020* table.
7. The Strategic Leadership Team must be part of indicator development. Three members specifically requested to be a part of defining the oral health targets and indicators (Maureen Oostdik, L. Stanley Brysh, and Stephanie Harrison). Maureen Oostdik said it is likely that other Strategic Leadership Team members will want to be involved in the identification of indicators, metrics and targets.
8. The plan needs an ongoing structure for communication and marketing. The Strategic Leadership Team can help identify people who can assist with communication and marketing (Byrne, Tunis).
9. Develop an awards process to recognize achievements in organizational alignment to *HW2020*.
10. Create overt structures with specific actions.
11. Diversity is needed on the implementation planning team.
12. Consider creating a sub-team to roll out the plan in Milwaukee.

Wrap-up and closure

Dr. Foldy thanked the Strategic Leadership Team for their sustained leadership. He extended gratitude to the Strategic Leadership Team for its decision to remain active during 2010 to help guide the development of the forthcoming implementation plan.

Notes taken by:

Margaret Schmelzer

State Health Plan Director

Director of Public Health Nursing and Health Policy

Attachments: July 15, 2010 PowerPoint Presentation