



# Healthiest Wisconsin 2020 Implementation Plan: 2010 – 2013



# ***Healthiest Wisconsin 2020 Implementation Plan: 2010 – 2013***

December 2010

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Wisconsin Department of Health Services  
Division of Public Health  
Office of Policy and Practice Alignment  
On the Web: <http://dhs.wisconsin.gov/hw2020/>

## Foreword

The *Healthiest Wisconsin 2020 Implementation Plan: 2010-2013* identifies the strategic actions needed during the first three years of the decade to create the groundwork for achieving the goals and objectives identified in Wisconsin's state health plan, *Healthiest Wisconsin 2020*. During 2010-2013, implementation of the state health plan will focus on (1) engaging partners, (2) assuring effective actions and results, (3) monitoring and reporting progress and (4) integrating the Pillar Objectives into the ongoing work of the partners. Strong and steady progress by all partners during the initial implementation will lay the foundation to achieve the vision and two goals of *Healthiest Wisconsin 2020*:

**Vision:**

Everyone living better, longer

**Goals:**

Improve health across the lifespan

Eliminate health disparities and achieve health equity

*Healthiest Wisconsin 2020 Implementation Plan: 2010-2013* was developed in the fall of 2010 by the Wisconsin Department of Health Services in partnership with the Ad Hoc *Healthiest Wisconsin 2020* Implementation Planning Team and with guidance from Wisconsin's public health system partners. Appendix B describes the processes used to develop this plan and identifies the members of the Implementation Team and other contributors.

It is expected that subsequent implementation plans for *Healthiest Wisconsin 2020* will be prepared, probably at intervals of three to four years, to guide implementation over the years 2014-2020.

This document is available on the Wisconsin Department of Health Services website at the following address: <http://www.dhs.wisconsin.gov/hw2020/>. Comments, suggestions and requests for further information about this plan may be addressed to Margaret Schmelzer, MS, RN, State Health Plan Director and Director of Public Health Nursing.

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## Table of Contents

<b>Section 1: Introduction</b>	<b>5</b>
Purpose of the Implementation Plan	5
Focus of the Implementation Plan	6
Summary of <i>Healthiest Wisconsin 2020</i>	7
Key Messages of <i>Healthiest Wisconsin 2020</i>	7
Why Should Partners Align with <i>Healthiest Wisconsin 2020</i> ?	8
Who Are the Partners to <i>Healthiest Wisconsin 2020</i> ?	8
<b>Section 2: Implementation Tools and Getting Started</b>	<b>10</b>
Summary of Implementation Action Plan Goals and Strategies	11
How to Use the Implementation Plan	12
<b>Section 3: Action Plan to Engage and Align Partners</b>	<b>15</b>
Strategy 1: Communications and Marketing	15
Strategy 2: Integrate Objectives into Organizational Plans	17
Strategy 3: Nurture Champions Supporting Collaboration	18
<b>Section 4: Action Plan to Assure Effective Actions and Results</b>	<b>19</b>
Strategy 1: Oversight and Accountability	19
Strategy 2: Improve Effectiveness	20
Strategy 3: Advocacy	21
Strategy 4: Communities of Practice with Web Tools	21
<b>Section 5: Action Plan to Monitor and Report Progress</b>	<b>22</b>
Strategy 1: Complete Development of Indicators	22
Strategy 2: Track Objective Process Indicators	23
Strategy 3: Track Objective Outcome Indicators	23
Strategy 4: Report Progress	24
<b>Section 6: Action Plan to Implement the Pillar Objectives</b>	<b>26</b>
Strategy 1: Strengthen Focus Area Outcomes through Connection to the Pillar Objectives	27
Strategy 2: Measure and Report Progress on the Pillar Objectives	28
<b>Addendum 1: Endorsement Form</b>	<b>29</b>
<b>Appendix A: Glossary and References</b>	<b>31</b>
<b>Appendix B: Contributors and Processes Used</b>	<b>35</b>
<b>Appendix C: <i>Healthiest Wisconsin 2020</i> Framework</b>	<b>39</b>
<b>Appendix D: <i>Healthiest Wisconsin 2020</i> Partnership Model</b>	<b>41</b>
<b>Appendix E: Successful Local Economic Development</b>	<b>42</b>
<b>Appendix F: <i>Healthiest Wisconsin 2020</i> Implementation Model</b>	<b>43</b>



# Section 1: Introduction

## Purpose of the Implementation Plan

The purpose of the *Healthiest Wisconsin 2020 Implementation Plan: 2010-2013* is to develop and guide focused and coordinated leadership, accountability and action by Wisconsin's public health system partners. *Healthiest Wisconsin 2020 Implementation Plan: 2010-2013* does not identify strategic action plans for each of the 23 substantive Focus Areas identified in the state health plan. Rather, it identifies the action steps needed during the first years of the decade to assure and monitor the overall progress of *Healthiest Wisconsin 2020*. This plan seeks to provide the guidance that will assure actions to meet the objectives of all Focus Areas, as well as those needed to meet the Pillar Objectives and the overall goals of *Healthiest Wisconsin 2020*. (See glossary on pages 30 and 31 for definitions of "Focus Areas" and "Pillar Objectives".)

This collaborative plan is a "working document" designed to integrate the values, principles, objectives and proven practices included in *Healthiest Wisconsin 2020* into the organizational fabric of statewide, regional and local agencies, organizations and communities by 2013. By achieving this in the first three years of this decade, Wisconsin will be well on its way toward achieving the vision and goals of *Healthiest Wisconsin 2020*:

**Vision:**

Everyone living better, longer

**Goals:**

Improve health across the lifespan

Eliminate health disparities and achieve health equity

*Healthiest Wisconsin 2020 Implementation Plan: 2010-2013* is a companion document to two other key publications (also accessible at the Department's website <http://dhs.wisconsin.gov/hw2020/>):

1. ***Healthiest Wisconsin 2020: Everyone Living Better, Longer.*** This publication provides the background and detailed description of the state health plan, including the objectives and indicators for the Focus Areas.
2. **Focus Area Profiles:** Twenty-three (23) Profiles provide detailed descriptions for the health, infrastructure, and overarching Focus Areas described in *Healthiest Wisconsin 2020*. Each Profile contains the following elements: definition; importance; objectives with indicators, data sources and rationales; evidence- or science-based actions to move the objectives forward; and references. It is likely that the Focus Area Profiles will be periodically updated.

## Focus of the *Healthiest Wisconsin 2020 Implementation Plan: 2010-2013*

*Healthiest Wisconsin 2020 Implementation Plan: 2010-2013* focuses on identifying action steps for the four components of implementation. These components are (1) engaging partners and adopting objectives from *Healthiest Wisconsin 2020*; (2) assuring effective actions and results; (3) monitoring and reporting progress; and (4) linking actions specific to the *Healthiest Wisconsin 2020* Focus Areas with the Pillar Objectives.

- 1. Engaging partners and adopting objectives: Engage partners and begin the widespread adoption of the *Healthiest Wisconsin 2020* focus area and Pillar Objectives.**
  - Establish a common framework to stimulate engagement, share leadership, establish accountability and garner the investment of agencies, including non-traditional stakeholders.
  - Align systems and sectors to improve the health of the people of Wisconsin and the communities in which we live, learn, grow, work and play.
- 2. Assuring effective actions and results: Make certain (assure) that effective actions take place to achieve results called for in *Healthiest Wisconsin 2020*.**
  - Accelerate and measure progress and results of addressing the underlying causes of illness, injury, premature death and disability.
  - Demonstrate that enhancing the health of communities, families and individuals saves lives and conserves precious resources.
  - Recognize that the delivery of health care alone is insufficient to maintain or promote the health of the community.
- 3. Monitoring and reporting progress: Regularly monitor and report progress on the implementation of *Healthiest Wisconsin 2020*.**
  - Monitor process that is reported by the partners.
  - Monitor outcomes of health, infrastructure and Pillar Objectives.
- 4. Linking actions specific to the *Healthiest Wisconsin 2020* Focus Areas with the Pillar Objectives: Develop and support partnerships working together to take effective actions for one or more of the focus areas and Pillar Objectives to achieve the *Healthiest Wisconsin 2020* goals, which are (1) improve health across the lifespan, and (2) eliminate health disparities and achieve health equity.**
  - Invite and align current partners.
  - Invite and align new partners.



## Summary of *Healthiest Wisconsin 2020: Everyone Living Better, Longer*, Wisconsin's State Health Plan for 2010 – 2020

*Healthiest Wisconsin 2020*, the state health plan, is anchored in Wisconsin State Statute, Section 250.07(1)(a), which requires the Wisconsin Department of Health Services to prepare a public health agenda for the people of Wisconsin at least every 10 years. *Healthiest Wisconsin 2020* is Wisconsin's public health agenda for the decade 2010 – 2020, achieved through the combined efforts of over 1,500 partners and organizations. The Wisconsin Department of Health Services has a critical role in engaging the partners, assuring resources and supports are in place, and monitoring and reporting progress.

*Healthiest Wisconsin 2020* provides a common framework for the partners to become actively engaged. This framework, summarized in Appendix C, includes the following features:

- Values
- Vision and goals
- Mission
- Pillar Objectives
- Infrastructure Focus Areas and Objectives
- Health Focus Areas and Objectives

*Healthiest Wisconsin 2020* is not a health agenda only for state government; partners from many walks of life worked on its development and are vital to its implementation. It is a guide built on the assumption that *it takes the work of many to protect and improve the health of all*.

### Key Messages of *Healthiest Wisconsin 2020*

From the many messages found throughout *Healthiest Wisconsin 2020*, three key messages stand out. These key messages embody the critical role of partners in this next decade. The messages reflect the hard work and values of all contributing and affected partners, who make up the heart of the plan, and calls out to all partners to own the plan and support each other as the plan is realized.

**Message 1:** Health begins with our families, neighborhoods, schools and jobs. Every person and every organization plays a role in shaping, protecting and improving the health of people across the lifespan and the communities where we live, learn, grow, work and play.

**Message 2:** Building and sustaining partnerships: A necessary ingredient to building healthy communities and successful economic development.

**Message 3:** The journey to success begins with the first step: Act Now.

## Why Should Partners Align with *Healthiest Wisconsin 2020*?

*Healthiest Wisconsin 2020* embodies the best available evidence to ensure that everyone in Wisconsin lives better and longer. *Healthiest Wisconsin 2020* identifies priority objectives based on actions that offer the greatest returns on investments to improve lifelong health, to eliminate health disparities and achieve more equal opportunities for people to live, learn, grow, work and play in conditions which protect and promote health.

Over the past decade, Wisconsin's public health system partners have worked tirelessly to improve health and have achieved many successes. However, Wisconsin continues to face many challenges, including differences in health outcomes (health disparities) and alarmingly high rates of preventable diseases.

It is increasingly clear that no single agency or organization can, by itself, improve the health of all people in Wisconsin. Instead, by engaging in meaningful and authentic partnerships to work collaboratively on the goals of *Healthiest Wisconsin 2020*, we are supporting each other to move the missions of each individual partner forward. Now is the time to learn from those who collaborate effectively by sharing power, resources and experiences, and build on Wisconsin's tradition of excellence.

## Who Are the Partners to *Healthiest Wisconsin 2020*?

The partners to *Healthiest Wisconsin 2020* are a broad and evolving network of people, agencies, organizations and communities that span government, public, private, nonprofit and voluntary sectors across Wisconsin. Each unique and important, the partners are part of a broad public health system that includes state and local governmental public health departments, other state and local governmental agencies, community-based organizations, health care systems, businesses, educational institutions, environmental agencies and organizations, community development agencies, faith communities and many others.

The *Healthiest Wisconsin 2020* Partnership Model (Figure 1) provides the opportunity for all agencies and organizations to see themselves as part of Wisconsin's public health system. It also provides the opportunity to work together to strengthen our collective capacity to improve health across the lifespan and eliminate health disparities and achieve health equity. The Partnership Model demonstrates the simple fact that *it takes the work of many to improve the health of all*.

Figure 1: *Healthiest Wisconsin 2020 Partnership Model*



## Section 2: Implementation Tools and Getting Started

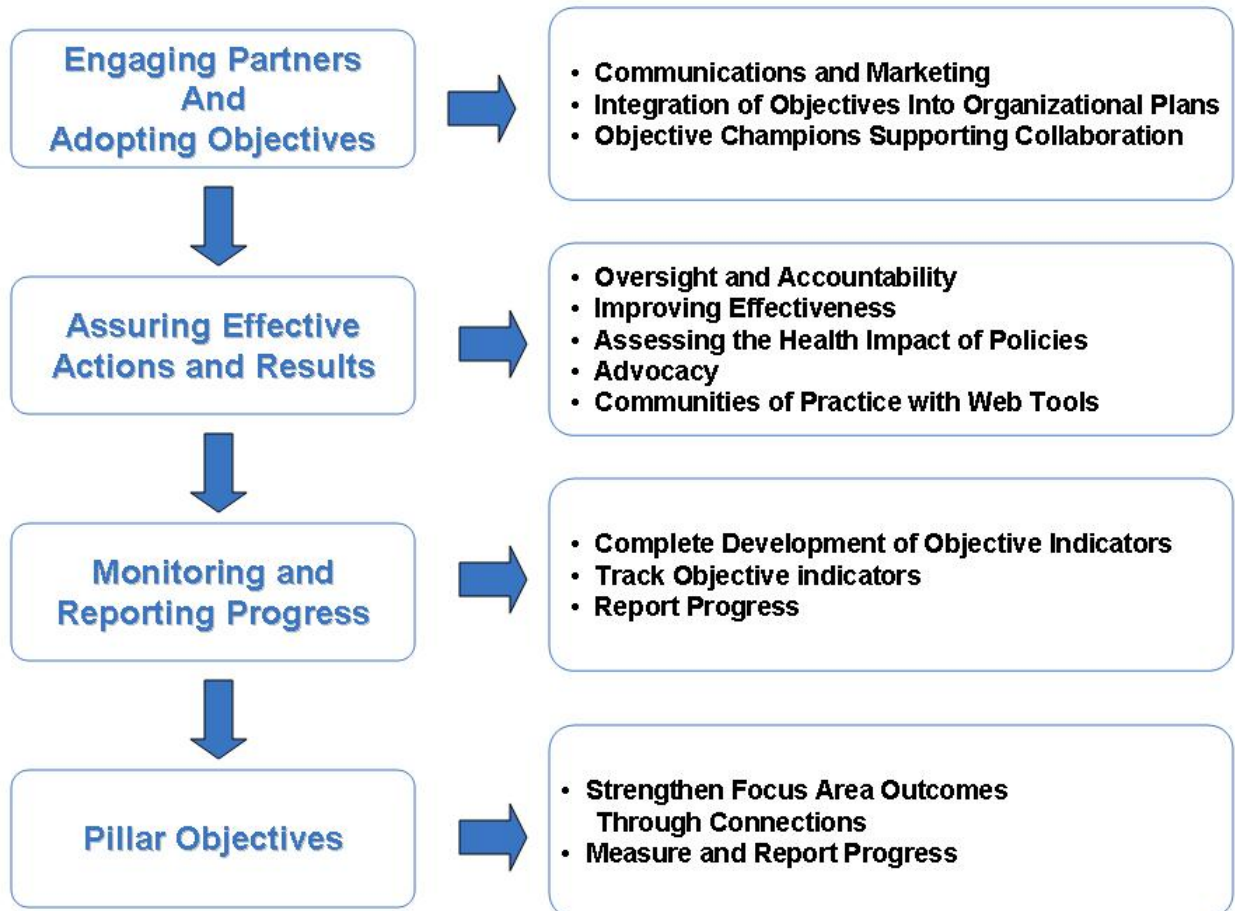
“Knowing is not enough; we must apply. Willing is not enough; we must do.”

Johann Wolfgang von Goethe

This section provides an overview of the strategies – and describes the key features – of the four Action Plans (Engaging, Assuring, Monitoring, and Pillar Objectives) that follow in Sections 3, 4, 5 and 6. It also describes the *Healthiest Wisconsin 2020* Endorsement Form and gives ideas for how to get started on taking action.

Figure 2: *Healthiest Wisconsin 2020* Implementation Model

### *Healthiest Wisconsin 2020* Implementation Model



## Summary of the Four Individual Action Plan Goals and Strategies

“None of us can expect to act on more than a tiny corner of the great complexity. But in our interrelated society, itself part of an uncompromising interdependent world, we have to **think** about the whole complexity in order to **act** relevantly on any part of it.”

Harlan Cleveland: *The Knowledge Executive*

### 1. Engage and Align Current and New Partners and Systems

#### **Action Plan Goal:**

To use effective and meaningful communication and marketing strategies that systematically engage and align partners with *Healthiest Wisconsin 2020* and result in shared leadership and shared ownership for the health of the public.

#### **Strategy 1: Communications and Marketing**

Develop, distribute and evaluate communication and marketing strategies, to achieve the *Healthiest Wisconsin 2020* goals and objectives.

#### **Strategy 2: Integrate Objectives into Organizational Plans**

Build shared ownership, in which the partners integrate one or more Focus Area and Pillar Objectives into their organizational / strategic plans.

#### **Strategy 3: Nurture Champions Supporting Collaboration**

Identify, recruit and support *Healthiest Wisconsin 2020* champions at all levels (local, regional, statewide) to share leadership and accountability for the *Healthiest Wisconsin 2020* goals and objectives.

### 2. Assure Effective Actions and Results

#### **Action Plan Goal:**

Support and build a strong public health system in which policies (not only in the health sector, but in other sectors such as community development, housing, transportation, human services, finance and education) include consideration of health in the decision-making process.

#### **Strategy 1: Oversight and accountability**

Identify oversight and accountability responsibilities for the implementation of *Healthiest Wisconsin 2020*.

#### **Strategy 2: Improve effectiveness including capacity for health impact assessment**

Improve effectiveness of public health policies, programs and services.

#### **Strategy 3: Advocacy**

Ensure partners have support to collaboratively work toward *Healthiest Wisconsin 2020* goals while moving their own missions forward.

#### **Strategy 4: Communities of practice with Web tools**

Support partners in developing online communities of practice to share information to enhance partners' respective work.



### 3. Monitor and Report Progress

#### Action Plan Goal:

Identify and track processes and measurable indicators that measure progress toward achieving the *Healthiest Wisconsin 2020* goals and objectives.

#### **Strategy 1: Complete development of indicators**

Identify and finalize measurable indicators for all *Healthiest Wisconsin 2020* focus area objectives.

#### **Strategy 2: Track objective process indicators**

Develop measurable process indicators to track *Healthiest Wisconsin 2020* progress. (For example, monitor whether planned activities took place.)

#### **Strategy 3: Track objective outcome indicators**

Develop systems for tracking and track *Healthiest Wisconsin 2020* progress. (For example, identify whether expected results were achieved.)

#### **Strategy 4: Report progress**

Prepare progress reports in achieving the goals and objectives of *Healthiest Wisconsin 2020*.

### 4. Implement the Pillar Objectives

#### Action Plan Goal:

Align focus area priorities and activities with one or more of the 10 Pillar Objectives to accelerate progress in meeting the goals of *Healthiest Wisconsin 2020*.

#### **Strategy 1: Strengthen focus area outcomes through connections to the Pillar Objectives**

Promote effective actions, policies and results by connecting efforts related to Focus Areas with specific Pillar Objectives.

#### **Strategy 2: Measure and report progress on the Pillar Objectives**

Identify measurable indicators and disseminate information on progress in achieving the Pillar Objectives.

### How to Use the Implementation Plan

#### **Action Plans**

Four Implementation Action Plans have been prepared: one for each of the three elements of the *Healthiest Wisconsin 2020* Implementation Model (engaging, assuring, monitoring) and a separate one for the Pillar Objectives. Each Action Plan includes an overall goal followed by specific strategies and grids that contain the following four elements:

1. Action to be taken
2. Timeframe

### 3. Who will act

- The Implementation Plan “calls out” to specific partners to take initial action during 2010 – 2013. These partners are identified in Column 3 of each grid. In many of the grids, the plan calls for action by the Focus Area Support Teams. The Support Teams are comprised of key program and scientific experts from the Wisconsin Department of Health Services who developed the 23 Focus Area Profiles with their respective Focus Area Strategic Teams. The Focus Area Support Teams have an important and continuing role in implementing *Healthiest Wisconsin 2020*.
- To access the Focus Area Profiles, refer to the *Healthiest Wisconsin 2020* website at <http://www.dhs.wisconsin.gov/hw2020/>. To access the names of the members of the *Healthiest Wisconsin 2020* Focus Area Strategic Teams and the Support Teams, refer to Appendix A of the main plan at <http://www.dhs.wisconsin.gov/hw2020/report2020.htm>

### 4. Expected products and results

#### Endorsement Form

A *Healthiest Wisconsin 2020* Endorsement Form has been developed (Addendum 1) to invite a continual stream of partners who wish to become engaged and aligned with *Healthiest Wisconsin 2020* through implementation. The Endorsement Form provides important information about the partners and how they will align with the focus areas and Pillar Objectives. Confirmation and follow-up information will be sent to all partners who complete the Endorsement Form.

**Note:** The Endorsement Form will be available separately on the *Healthiest Wisconsin 2020* website at <http://dhs.wisconsin.gov/hw2020/>.

All partners are encouraged to share information about *Healthiest Wisconsin 2020* with their partners and networks as a way to build a diverse cadre of champions and develop strong alignment and engagement of all sectors in implementing the state health plan.

#### Getting Started as a Partner to *Healthiest Wisconsin 2020*

1. Obtain the *Healthiest Wisconsin 2020* set of documents from the *Healthiest Wisconsin 2020* website: <http://www.dhs.wisconsin.gov/hw2020/> This set of documents includes:
  - *Healthiest Wisconsin 2020* (main plan)
  - Focus Area profiles that align with or are of interest to you and your organization
  - Implementation Plan for *Healthiest Wisconsin 2020*
2. Download and submit the *Healthiest Wisconsin 2020* Endorsement Form from the *Healthiest Wisconsin 2020* website: <http://www.dhs.wisconsin.gov/hw2020/>

3. Respond to follow-up information from *Healthiest Wisconsin 2020* once we receive your completed *Healthiest Wisconsin 2020* Endorsement Form.
4. Select action items from one or more of the Implementation Action Plans that follow in Sections 3, 4, 5, 6.
5. Consider building a simple bridge between your organization and *Healthiest Wisconsin 2020*:
  - Will you include a link to *Healthiest Wisconsin 2020* on your website?
  - Will you send *Healthiest Wisconsin 2020* a link to your organization and / or the specific program you are using to link to *Healthiest Wisconsin 2020*?
6. Use the *Healthiest Wisconsin 2020* mailbox to connect with other partners and Focus Area Support Teams by writing to [DHSHW2020@dhs.wisconsin.gov](mailto:DHSHW2020@dhs.wisconsin.gov)
7. Call Margaret Schmelzer, MS, RN, State Health Plan Director, with your ideas, questions, concerns or requests for assistance at (608) 266-0877.



## Section 3: Action Plan to Engage and Align Current and New Partners and Systems

**Action Plan Goal:**

To use effective and meaningful communication and marketing strategies that systematically engage and align partners with *Healthiest Wisconsin 2020* and result in shared leadership and shared ownership for the health of the public.

**Strategy 1: Communications and Marketing**

**Develop, distribute and evaluate communication and marketing strategies to achieve the *Healthiest Wisconsin 2020* goals and objectives.**

Actions	Time frame	Who Will Act	Product / Result
Set an official launch date for <i>HW2020</i> .	Early 2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Communication event date identified and implemented.</li> </ul>
Develop and distribute resources to assist partners in communicating information about the <i>HW2020</i> Plan, Profiles, messages and the Implementation Plan.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ <i>HW2020</i> communication tools and messages are available on <i>HW2020</i> website.</li> <li>▪ Partner stories describing the importance of <i>HW2020</i> to their work are shared and posted on <i>HW2020</i> website.</li> <li>▪ Partner websites are linked to the <i>HW2020</i> website.</li> <li>▪ Partners share their messaging tools and strategies.</li> </ul>
Identify, develop and disseminate communication tools that are realistic and practical for diverse audiences and partners.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Communication products respond to “What’s in it for me as a partner to align with <i>HW2020</i>?”</li> <li>▪ Communication products align with the Pillar Objectives, including messages that identify cost-effectiveness of <i>HW2020</i> and the benefits of shared leadership and shared accountability.</li> <li>▪ Partners develop the “business case” for their sectors.</li> </ul>

Actions	Time frame	Who Will Act	Product / Result
Explore social media and other mass media as methods to communicate information regarding <i>HW2020</i> .	2011-2012	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ Partners link to <i>HW2020</i> on their websites.</li> </ul>
Individuals and organizations review <i>HW2020</i> and make a commitment to become partners.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Organizations and individuals complete and submit the “<i>HW2020</i> Endorsement Form.”</li> <li>▪ Partner websites provide links to <i>HW2020</i> website.</li> <li>▪ <i>HW2020</i> website provides links to partners.</li> </ul>
Identify diverse community agencies and develop strategies to encourage participation in <i>HW2020</i> .	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Technical support provided and engagement nurtured through sustained communication.</li> </ul>
Engage new partners to the plan who have not been previously involved.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ All organizations in the Partnership Model are represented and identified with relevant Focus Areas and/or Pillar Objectives.</li> </ul>
Partners use <i>HW2020</i> messages and identify their own messages to take action for the Focus Area and/or Pillar Objectives to which they are aligning.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Messages collected periodically from the partners on how the <i>HW2020</i> messages are working and partner ideas for additional messages.</li> <li>▪ Develop a partner message board on the <i>HW2020</i> website.</li> </ul>
Monitor engagement of partners.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Quarterly posting on <i>HW2020</i> website identifying partners and champions, actions taken and services provided.</li> </ul>
Review and update the <i>HW2020</i> Profiles and post on the <i>HW2020</i> website.	2012, 2013	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ Profiles updated.</li> <li>▪ Profiles are Web-posted on the websites of organizations providing leadership on specific Focus Areas and Pillar Objectives.</li> </ul>
Publish the <i>HW2020</i> Profiles for the two Overarching Focus Areas: <ul style="list-style-type: none"> <li>• Health disparities</li> <li>• Social, economic and educational factors that influence health</li> </ul>	2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Profiles Web-published in January 2011.</li> </ul>

**Strategy 2: Integrate Objectives into Organizational Plans**

**Build shared ownership, in which the partners integrate one or more Focus Area and Pillar Objectives into their organizational / strategic plans.**

Actions	Time frame	Who Will Act	Product / Result
Establish a systematic process to track which <i>HW2020</i> objectives are integrated into the strategic plans of the partners.	2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ Inventory with database accessible to all partners to document the <i>HW2020</i> objective(s) partners have adopted.</li> <li>▪ Report alignment on the <i>HW2020</i> website that shows which partners are acting on specific <i>HW2020</i> objectives.</li> </ul>
Prepare and share success stories of partners' integration of objectives into organizational plans.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Periodic posting on <i>HW2020</i> website as communication resource.</li> </ul>
Identify <i>HW2020</i> Focus Area and Pillar Objectives that have not been integrated into the strategic plans of organizations.	2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ Web-post a summary grid identifying objectives that are not yet incorporated into organizational plans.</li> </ul>
Develop a strategy to move forward those <i>HW2020</i> objectives that have not been integrated into strategic plans of organizations / programs.	2012	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ Workgroup is established to investigate objectives.</li> <li>▪ Strategies are developed to promote missing objectives.</li> </ul>
Convene a meeting to report out on partnership engagement related to <i>HW2020</i> .	2013	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Education (including Higher Education)</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meeting or webcast occurs to share information with the partners concerning partnership engagement 2011 – 2013.</li> </ul>

**Strategy 3: Nurture Champions Supporting Collaboration**

**Identify, recruit and support *Healthiest Wisconsin 2020* champions at all levels (local, regional, statewide) to share leadership and accountability for the *Healthiest Wisconsin 2020* goals and objectives.**

Actions	Time frame	Who	Product / Result
Develop a “train the trainer” program for the champions to learn and use within their networks to nurture an expanding universe of champions.	2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Champions</li> </ul>	<ul style="list-style-type: none"> <li>▪ “Train the trainer” materials and tools developed and refined as needed.</li> </ul>
Nurture champions who are prepared to provide leadership and be accountable for the achievement of the plan and /or entire focus areas and the <i>HW2020</i> plan as a whole.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop a supplement to the Endorsement Form to obtain more information from the partners about the roles they wish to play.</li> <li>▪ Monitor engagement and roles of the partners.</li> </ul>
Focus Area Strategic Teams meet at least annually to nurture champion development for the Focus Areas, Pillar Objectives and <i>HW2020</i> .	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ Local Health Departments and Tribal Health Clinics</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Focus Area Strategic Teams are convened at least annually.</li> <li>▪ Teams possibly evolve into a community of practice to expand engagement.</li> </ul>
Develop methods to recognize champions.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Forms posted on <i>HW2020</i> website for champions to receive recognition awards.</li> <li>▪ Presentation of <i>HW2020</i> champion recognition awards.</li> <li>▪ Multiple organizations participate in <i>HW2020</i> recognitions.</li> </ul>

## Section 4: Action Plan to Assure Effective Actions and Results

**Action Plan Goal:**

Support and build a strong public health system in which health policies (not only in the health sector, but in other sectors such as community development, housing, transportation, human services, finance and education) are incorporated into the decision-making process (“*health in all policies*”).

**Strategy 1: Oversight and Accountability**

**Identify oversight and accountability responsibilities for the implementation of *Healthiest Wisconsin 2020*.**

Actions	Time frame	Who Will Act	Product / Result
Establish an advisory group that will meet at least two times/year to provide advice on moving <i>HW2020</i> forward in achieving its objectives.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ All Partners</li> <li>▪ Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recommendations for implementation of <i>HW2020</i> guided by the implementation model elements (engaging, assuring, monitoring, and Pillar Objectives).</li> </ul>
Review progress toward meeting the <i>HW2020</i> Focus Area and Pillar Objectives.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>▪ Review reports from the Focus Areas and Pillar Objectives.</li> <li>▪ Review reports from the <i>HW2020</i> advisory committee.</li> <li>▪ Review progress in achieving indicators and targets.</li> <li>▪ Recommend needed modifications to the Plan and its implementation.</li> </ul>
Identify a leadership home for each of the Focus Areas and Pillar Objectives.	2012	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>▪ Web-post lead agencies and organizations with contact information and scope of work during 2011 – 2013.</li> <li>▪ Web-post gaps.</li> <li>▪ Propose a plan to secure leadership for each Focus Area and Pillar objective.</li> </ul>

**Strategy 2: Improve Effectiveness Including Capacity for Health Impact Assessment**

**Improve effectiveness of public health policies, programs, and services.**

Actions	Time frame	Who Will Act	Product / Result
Provide access to sources of evidence-based practice.	2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Education (including Higher Education)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Easy and accessible sources linked on the <i>HW2020</i> website.</li> </ul>
Maintain and develop evidence-based practice sites that reflect interventions needed to achieve <i>HW2020</i> goals and objectives.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Education (including Higher Education)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Readily available access to evidence-based practices.</li> </ul>
Link partners to established sources of quality improvement.	2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Web-post and update content on the <i>HW2020</i> website.</li> <li>▪ Identify technical resources including mentors and experts.</li> </ul>
Monitor capacity needed by the partners to “build-in” quality improvement initiatives within their agency / organization.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Establish synergies between <i>HW2020</i> and the Quality Improvement Infrastructure Grant in the Division of Public Health.</li> </ul>
Promote capacity among all partners to incorporate practices of continuous quality improvement and outcome-based performance management.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Local Health Departments and Tribal Health Clinics</li> <li>▪ Education (including Higher Education)</li> <li>▪ Business, Labor, Finance and Commerce</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Establish links between partners and quality improvement websites.</li> </ul>
Provide access to assessment tools, decision models, and other resources.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Local Health Departments and Tribal Health Clinics</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Web-post tools and reports consistent with national public health standards.</li> </ul>

### Strategy 3: Advocacy

Ensure partners have support to collaboratively work towards *Healthiest Wisconsin 2020* goals while moving their own missions forward.

Actions	Time frame	Who Will Act	Product / Result
Explore, with the partners, a sector that can strategically coordinate advocacy for the public's health that is linked to <i>HW2020</i> .	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Champions</li> <li>▪ Focus Area Support Teams</li> <li>▪ Advocacy Organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Discussions and exploration under way.</li> </ul>
Convene meetings with scientists, policy experts and institutions of higher education to identify ways to monitor and report policy improvements.	2012	<ul style="list-style-type: none"> <li>▪ Education (including Higher Education)</li> <li>▪ Advocacy Organizations</li> <li>▪ Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>▪ Web-post recommendations from meetings.</li> </ul>
Identify, promote and support policies that align with implementation of <i>HW2020</i> goals and objectives.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ State and Local Elected Officials</li> <li>▪ Wisconsin Public Health Council</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Resolutions, statutes, administrative rules, ordinances, policies and action plans from programs and partners are aligned and strengthened to improve health.</li> </ul>

### Strategy 4: Communities of Practice with Web Tools

Support partners in developing communities of practice to share information to enhance partners' respective work.

Actions	Time frame	Who Will Act	Product / Result
Pilot the creation of communities of practice for three Focus Areas and share successes and challenges related to establishing communities of practice.	2012	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Champions</li> <li>▪ Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ Document progress, stories, and lessons learned on <i>HW2020</i> website regarding the strengths and challenges in creating communities of practice.</li> </ul>
Expand the number of communities of practice.	2013	<ul style="list-style-type: none"> <li>▪ To be determined</li> </ul>	<ul style="list-style-type: none"> <li>▪ Document active communities of practice on <i>HW2020</i> website.</li> </ul>



## Section 5: Action Plan to Monitor and Report Progress

**Action Plan Goal:**

Identify and track processes and measurable indicators toward achieving the *Healthiest Wisconsin 2020* goals and objectives.

**Strategy 1: Complete Development of Indicators**

**Identify and finalize measurable indicators for all *Healthiest Wisconsin 2020* Focus Area objectives.**

Actions	Time frame	Who Will Act	Product / Result
Identify a data and reporting advisory team to assure valid tracking/reporting and that critical sectors are represented in the monitoring processes.	2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ Education (including Higher Education)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Review and, if needed, modify the “Who Will Act” reporting and tracking actions.</li> <li>▪ Identify data reporters, collectors and users of data and information.</li> </ul>
Identify measurable indicators for each of the Focus Area and Pillar Objectives.	2011	<ul style="list-style-type: none"> <li>▪ Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ Published grid identifying indicators.</li> </ul>
Identify indicators reflecting Focus Area objectives for which data are available for county, local health department and other relevant geographic areas.	2012	<ul style="list-style-type: none"> <li>▪ Lead to be determined</li> <li>▪ Local Health Departments and Tribal Health Clinics</li> <li>▪ Education (including Higher Education)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Indicators and data sources with county/local data identified and compiled.</li> <li>▪ Review <i>County Health Rankings</i> data as a source of measurement for the <i>HW2020</i> objectives.</li> <li>▪ Identify mechanisms for reporting-out/ sharing data.</li> </ul>
Identify lead responsibility for Pillar Objective measurement.	2011	<ul style="list-style-type: none"> <li>▪ To be determined</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lead identified.</li> </ul>
Develop indicators and data sources for the Pillar Objectives.	2012	<ul style="list-style-type: none"> <li>▪ To be determined</li> </ul>	<ul style="list-style-type: none"> <li>▪ Indicators and data sources identified with county / local data identified.</li> </ul>
Identify strategies and action steps that will improve data collection, monitoring and tracking for all population groups identified in the Focus Area objectives.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ To be determined</li> </ul>	<ul style="list-style-type: none"> <li>▪ At least three Focus Areas include action steps to improve data collection related to the Pillar Objectives.</li> </ul>



### Strategy 2: Track Objective Process Indicators

**Develop measurable process indicators to track *Healthiest Wisconsin 2020* progress.** (For example, monitor whether planned activities took place.)

Actions	Time frame	Who Will Act	Product / Result
Identify measurable indicators that reflect the status of Focus Areas in terms of their partner engagement, communication, and incorporation of objectives into strategic plans.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>▪ Process measures are in place to track the first two elements of the <i>HW 2020</i> Implementation Model (engaging and assuring).</li> </ul>
Partners meet to discuss ways to identify and track the Focus Area and Pillar Objectives among non-governmental organizations.	2012	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ Wisconsin Public Health Council</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ List of process indicators reflecting activity of non-governmental partners to <i>HW2020</i>.</li> </ul>

### Strategy 3: Track Objective Outcome Indicators

**Develop systems for tracking and track *Healthiest Wisconsin 2020* progress.** (For example, identify whether expected results were achieved.)

Actions	Time frame	Who Will Act	Product / Result
Establish a system / method for coordinating and recording statewide objective indicator data.	2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ Specifications determined for data submitters.</li> </ul>
Establish a system / method for coordinating and recording county / local health department objective indicator data.	2012	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Education(including Higher Education)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Specifications determined for data submitters.</li> </ul>
Establish a system / method for coordinating and recording process indicator data.	2011	<ul style="list-style-type: none"> <li>▪ To be determined</li> </ul>	<ul style="list-style-type: none"> <li>▪ Specifications determined for data submitters.</li> </ul>
Determine method for establishing target values (i.e., what value indicator will reflect by 2020) for each Focus Area	1/2011	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ Advocacy Groups</li> </ul>	<ul style="list-style-type: none"> <li>▪ Focus Areas indicate method used to determine targets.</li> </ul>

Actions	Time frame	Who Will Act	Product / Result
Gather data specific to Focus Area objectives to provide statewide baseline data and target data (expected by 2020).	9/2011	<ul style="list-style-type: none"> <li>Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>Data submission.</li> </ul>
Gather data for Focus Area objective indicators.	2011 and ongoing	<ul style="list-style-type: none"> <li>Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>Data submission.</li> </ul>
Identify process indicator data for baseline.	2011 and ongoing	<ul style="list-style-type: none"> <li>Focus Area Support Teams</li> </ul>	<ul style="list-style-type: none"> <li>Key process indicators Web-posted.</li> </ul>

**Strategy 4: Report Progress**

**Prepare progress reports in achieving the goals and objectives of *Healthiest Wisconsin 2020*.**

Actions	Time frame	Who Will Act	Product / Result
Summarize and report final results of <i>Healthiest Wisconsin 2010</i> .	2012	<ul style="list-style-type: none"> <li>Wisconsin Dept. of Health Services</li> <li>Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>Report reviewed by Wisconsin Public Health Council.</li> <li>Summary report posted on <i>HW2020</i> website.</li> </ul>
Report on progress at meeting 2010 priority objectives.	2012	<ul style="list-style-type: none"> <li>Wisconsin Dept. of Health Services</li> <li>Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>Report on <i>HW2010</i> tracking of objectives.</li> </ul>
Work with Healthiest State Project at the University of Wisconsin School of Medicine and Public Health to reflect 2010 overall health and health disparities change.	TBD	<ul style="list-style-type: none"> <li>Wisconsin Dept. of Health Services</li> <li>Wisconsin Public Health Council</li> <li>Education (including Higher Education)</li> </ul>	<ul style="list-style-type: none"> <li>Healthiest State 2010 Report.</li> </ul>
At least 3 Focus Area Support Teams annually present their respective Focus Areas to the Public Health Council.	2011 and ongoing	<ul style="list-style-type: none"> <li>Focus Area Support Teams</li> <li>Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>Web-posted summaries; documents from Focus Area.</li> </ul>
Develop dashboard format for annual reporting on all <i>HW2020</i> objectives.	2011	<ul style="list-style-type: none"> <li>Wisconsin Dept. of Health Services</li> <li>Focus Area Support Teams</li> <li>Wisconsin Public</li> </ul>	<ul style="list-style-type: none"> <li>Prototype of dashboard developed.</li> </ul>

Actions	Time frame	Who Will Act	Product / Result
		Health Council	
Populate dashboard with data.	12/2011; 12/2012; 12/2013	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Focus Area Support Teams</li> <li>▪ Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>▪ Dashboard report to summarize annual status on meeting <i>HW2020</i> objectives.</li> </ul>
Lay the groundwork to develop the next 3-4-year Implementation Plan.	2012	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Wisconsin Public Health Council</li> </ul>	<ul style="list-style-type: none"> <li>▪ Planning process started.</li> </ul>

# Section 6: Action Plan to Implement the Pillar Objectives

## Pillar Objectives

### ***Derived from the two Overarching Focus Areas***

- Comprehensive data to track health disparities
- Resources to eliminate health disparities
- Policies to reduce discrimination and increase social cohesion
- Policies to reduce poverty
- Policies to improve education

### ***Derived from recurring themes in the focus areas***

- Improved and connected health service systems
- Youth and families prepared to protect their health and the health of their community
- Environments that foster health and social networks
- Capability to evaluate the effectiveness and health impact of policies and programs
- Resources for governmental public health infrastructure

**Action Plan Goal:**

Align priorities and activities with one or more of the 10 Pillar Objectives to accelerate progress in meeting the goals of *Healthiest Wisconsin 2020*.

**Strategy 1: Strengthen Focus Area Outcomes Through Connections to the Pillar Objectives**

**Promote effective actions, policies and results by connecting activities related to Focus Areas with specific Pillar Objectives.**

Actions	Time frame	Who Will Act	Product / Result
Develop and disseminate messages and communication tools that promote the messages from the Pillar Objectives.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ Champions</li> <li>▪ Local Health Departments and Tribal Health Clinics</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Examples: One-page summary for each Pillar Objective.</li> </ul>
Partners become familiar with the Pillar Objectives; identify the links between their organization's mission / strategic plan, actions and the Pillar Objectives.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Messaging connects with broader themes. For example, programs commit to identify and track disparities; public health systems, research on economic benefits from addressing the Pillar Objectives.</li> </ul>
Partners implement evidence-based interventions to reduce poverty, improve social cohesion, and improve educational attainment.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Web-post names of partners who have linked their objectives to the Pillar Objectives and types of evidence being used to implement their programs.</li> </ul>
Identify research priorities to address needs for outcome-based research related to the Pillar Objectives.	2013 and ongoing	<ul style="list-style-type: none"> <li>▪ Education (including Higher Education)</li> <li>▪ Health Care Providers and Hospitals</li> </ul>	<ul style="list-style-type: none"> <li>▪ Research priorities related to Pillar Objectives are included in the Research and Evaluation Focus Area activities.</li> </ul>
Use Pillar Objectives to identify needed partners and build on existing partnerships.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ New partnerships formed and current ones identified.</li> </ul>
Identify oversight organizations for each of the Pillar Objectives.	2012	<ul style="list-style-type: none"> <li>▪ To be determined</li> </ul>	<ul style="list-style-type: none"> <li>▪ Organization / program identified.</li> </ul>
Identify leadership for each of the Pillar Objectives.	2011 and ongoing	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Each Pillar Objective has a 'home' with responsibility for promotion and tracking.</li> </ul>

**Strategy 2: Measure and Report Progress on the Pillar Objectives**

**Identify measurable indicators and disseminate progress on achieving the Pillar Objectives.**

Actions	Time frame	Who Will Act	Product / Result
Develop metrics / indicators for each of the Pillar Objectives.	2011	<ul style="list-style-type: none"> <li>▪ To be determined</li> </ul>	<ul style="list-style-type: none"> <li>▪ Metrics / indicators</li> </ul>
Identify process indicators and report on activities supporting the recurring and overarching themes (Pillar Objectives).	2011	<ul style="list-style-type: none"> <li>▪ To be determined</li> </ul>	<ul style="list-style-type: none"> <li>▪ Metrics / indicators</li> </ul>
Establish Web-space dedicated to work being done on the Pillar Objectives.	2012	<ul style="list-style-type: none"> <li>▪ Wisconsin Dept. of Health Services</li> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reports on status of indicator development; identification of leads.</li> </ul>
Develop a system to capture data, stories, successes, challenges and efforts related to the Pillar Objectives.	2012	<ul style="list-style-type: none"> <li>▪ All Partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stories submitted and posted every six months.</li> <li>▪ Criteria established for story submission.</li> </ul>

## Healthiest Wisconsin 2020 Implementation Plan Endorsement

**Purpose:** By endorsing *Healthiest Wisconsin 2020*, you become part of a network (system) of partners working together to achieve the mission, goals and vision of *Healthiest Wisconsin 2020*. Network participants will be part of a two-way street: receive periodic updates and communications, and contribute ideas and report needs and progress. *Healthiest Wisconsin 2020* endorsements are non-binding.

**Instructions:** To endorse the *Healthiest Wisconsin 2020* Implementation Plan, you have two options: (1) save this form as a WORD document, fill it out and email it as an attachment to: [DHSW2020@dhs.wisconsin.gov](mailto:DHSW2020@dhs.wisconsin.gov), or (2) print out this form, fill it out and fax it to Margaret Schmelzer at (608) 264-7720. You may also access this form online at <http://www.dhs.wisconsin.gov/hw2020/>

**Note:** Your endorsement may be publicly acknowledged on the *Healthiest Wisconsin 2020* website and in plan-related materials.

1. I am endorsing the *Healthiest Wisconsin 2020* Implementation Plan as an: \_\_\_\_\_

Individual  Organization

2. Your full name or name of organization / group:

\_\_\_\_\_

4. What type of sector(s) best describes your organization?

- |  |   |
|--|---|
| <input type="checkbox"/> Advocacy organization                   | <input type="checkbox"/> Health department (state or local)       |
| <input type="checkbox"/> Agriculture and food                    | <input type="checkbox"/> Housing / building safety                |
| <input type="checkbox"/> American Indian Tribe                   | <input type="checkbox"/> Human services                           |
| <input type="checkbox"/> Business, labor, finance, commerce      | <input type="checkbox"/> Justice and law enforcement              |
| <input type="checkbox"/> Built environment                       | <input type="checkbox"/> Laboratory                               |
| <input type="checkbox"/> Civic organization, civic society       | <input type="checkbox"/> Natural resources                        |
| <input type="checkbox"/> Community-based organization            | <input type="checkbox"/> Professional societies and organizations |
| <input type="checkbox"/> Education                               | <input type="checkbox"/> Transportation                           |
| <input type="checkbox"/> Elected official (state or local)       | <input type="checkbox"/> Urban / rural planning, land use         |
| <input type="checkbox"/> Energy and climate                      | <input type="checkbox"/> Veterinary                               |
| <input type="checkbox"/> Faith community                         | <input type="checkbox"/> Waste management                         |
| <input type="checkbox"/> Health care organizations and hospitals | <input type="checkbox"/> Other, specify: _____                    |

5. I will provide a link on my organization's website to the *Healthiest Wisconsin 2020* website (located at <http://www.dhs.wisconsin.gov/hw2020/index.htm>)  Yes  No

### Contact Information

Contact Name: \_\_\_\_\_ Credentials (if applicable): \_\_\_\_\_

Organization (if applicable): \_\_\_\_\_

Position/Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone No. ( ) \_\_\_\_\_ Fax No. ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

6. Which focus areas will you and your organization work on to help accomplish the goals of *Healthiest Wisconsin 2020*? Please check one per theme.

#### Health

- |  |   |
|--|---|
| <input type="checkbox"/> Adequate, Appropriate and Safe Food and Nutrition | <input type="checkbox"/> Injury and Violence            |
| <input type="checkbox"/> Alcohol and Other Drug Use                        | <input type="checkbox"/> Mental Health                  |
| <input type="checkbox"/> Chronic Disease Prevention and Management         | <input type="checkbox"/> Oral Health                    |
| <input type="checkbox"/> Communicable Disease Prevention and Control       | <input type="checkbox"/> Physical Activity              |
| <input type="checkbox"/> Environmental and Occupational Health             | <input type="checkbox"/> Reproductive and Sexual Health |
| <input type="checkbox"/> Healthy Growth and Development                    | <input type="checkbox"/> Tobacco Use and Exposure       |

#### Infrastructure

- Access to High-Quality Health Services
- Collaborative Partnerships for Community Health Improvement
- Diverse, Sufficient and Competent Workforce that Promotes and Protects Health
- Public Health Capacity and Quality
- Health Literacy
- Emergency Preparedness, Response and Recovery
- Public Health Research and Evaluation
- Systems to Manage and Share Health Information and Knowledge
- Equitable, Adequate and Stable Public Health Funding

#### Overarching Focus Areas

- Health Disparities       Social, Economic and Educational Factors that Influence Health

7. Which Pillar Objectives (overarching and recurring themes) align with your goals and objectives?

#### Overarching Pillar Objectives

- |  |  |
|--|--|
| <input type="checkbox"/> Comprehensive Data to Track Health Disparities                  | <input type="checkbox"/> Policies to Reduce Poverty    |
| <input type="checkbox"/> Resources to Eliminate Health Disparities                       | <input type="checkbox"/> Policies to Improve Education |
| <input type="checkbox"/> Resources to Reduce Discrimination and Increase Social Cohesion |  |

#### Pillar Objectives from Recurring Themes in the Focus Areas

- Improved and Connected Health Service Systems
- Youth and Families Prepared to Protect Their Health and the Health of Their Community
- Environments That Foster Health and Social Networks
- Resources for Governmental Public Health Infrastructure
- Capability to Evaluate the Effectiveness and Health Impact of Policies and Programs



## Appendix A

### Glossary

**Advocacy (specifically health advocacy).** A combination of individual and social actions designed to gain political commitment, policy support, social acceptance, and systems support for a particular health goal or program (World Health Organization, 1995).

**Capacity.** The resources and relationships necessary to carry out the core functions and essential services of public health; these include human resources, information resources, fiscal and physical resources, and appropriate relationships among the system components (Wisconsin Department of Health Services).

**Champion.** In the context of *HW2020*, champions are those individuals, organizations, and collaborations that are prepared to provide strong support to *Healthiest Wisconsin 2020* by adopting shared leadership and shared accountability for the achievement of specific Focus Area and / or Pillar Objectives or for the plan as a whole.

**Communication.** The study and use of communication strategies to inform and influence individual and community decisions related to health (Centers for Disease Control and Prevention [CDC], 2003).

**Community of Practice.** Groups of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly (Wegner, 2006).

**Note:** This definition allows for, but does not assume, intentionality: Learning can be the reason the community comes together or an incidental outcome of member's interactions. Not everything called a community is a community of practice. For instance, a neighborhood is often called a community, but is usually not a community of practice. Three characteristics are crucial: domain, community, practice (Wegner, 2006).

**Focus Area.** A Focus Area is one of 23 priority areas identified in *Healthiest Wisconsin 2020*. There are three types of focus areas: health, infrastructure, and overarching. Focus Area profiles are published on the website of the Wisconsin Department of Health Services. The Focus Area Profiles provide an initial basis of action and will be updated periodically throughout the 2010-2020 decade. Each Focus Area Profile is organized into the following categories:

- ✓ Definition
- ✓ Importance of the focus area
- ✓ Key Wisconsin data
- ✓ Objectives (with indicators) for the decade
- ✓ Evidence- and science-based practices to move the objectives forward
- ✓ References

**Goal.** The overall (health) improvement or other significant advance that a program, organization, or agency strives to create (CDC, 2003).

**Health disparities.** “Differences in the incidence, prevalence, mortality, burden of diseases and other adverse health conditions or outcomes that exist between population groups based on gender, age, race, ethnicity, socioeconomic status, geography, sexual orientation and identification, disability or special health care needs, or other categories. Most health disparities are also considered to be health inequities – disparities that are avoidable, unfair, or unjust and/or are the result of social or economic conditions or policies that occur among groups who have persistently experienced historical trauma, social disadvantage or discrimination, and systematically experience worse health or greater health risks than more advantaged social groups” (Wisconsin Minority Health Leadership Council, 2009).

**Health equity.** “Fairness in the distribution of resources and the freedom to achieve healthy outcomes between groups with differing levels of social disadvantage.” Also, “a fair opportunity to attain...full health potential and, more pragmatically, that no one should be disadvantaged from achieving this potential, if it can be avoided” (Association of State and Territorial Health Officials, 2009).

**Health impact assessment.** “Health impact assessment” is commonly defined as ‘a combination of procedures, methods, and tools by which a policy, program, or project may be judged as to its potential effects on the health of a population, and the distribution of those effects within the population’ (1999 Gothenburg consensus statement). “Health impact assessment can be used to objectively evaluate the potential health effects of a project or policy before it is built or implemented. It can provide recommendations to increase positive health outcomes and minimize adverse health outcomes. A major benefit of the health impact assessment process is that it brings public health issues to the attention of those who make decisions about areas that fall outside of traditional public health arenas, such as transportation or land use” (CDC, 2007).

**Pillar Objectives.** This term was created for *Healthiest Wisconsin 2020* to describe the set of 10 objectives upon which the success of the 21 other sets of focus area objectives relies. The conceptual model for *Healthiest Wisconsin 2020* is the image of a building; hence the pillars represent weight-bearing structures needed to give the structure strength and long-term stability. Five of these objectives are the objectives of the Overarching Focus Areas (Health Disparities and Social, Economic and Educational Factors that Influence Health). The other five objectives relate to recurring themes that cut across the other 21 focus areas.

**Prevention.** Three levels of action to prevent illness, injury, premature death and disability.

- ✓ Primary prevention is defined as “prevention strategies that seek to prevent the occurrence of disease or injury, generally through reducing exposure or

risk factor levels. These strategies can reduce or eliminate causative risk factors (risk reduction)” (Turnock, 2001, p. 337).

- ✓ Secondary prevention is defined as “prevention strategies that seek to identify and control disease processes in their early stages before signs and symptoms develop (screening and treatment)” (Turnock, 2001, p. 340).
- ✓ Tertiary prevention is defined as “prevention strategies that prevent disability by restoring individuals to their optimal level of functioning after a disease or injury is established and damage is done” (Turnock, 2001, p. 341).

**Public health.** A system, a social enterprise, whose focus is on the population as a whole. The public health system seeks to extend the benefits of current knowledge in ways that will have maximum impact on the health status of the entire population (Turnock, 2001).

**Public health system partners.** Public health system partners are the people and their organizations that provide any of the 10 Essential Services of Public Health. For examples of public health partners (Appendix D).

**Social marketing.** The utilization of marketing theories and techniques to influence behavior in order to achieve a social goal... the goal is a change in behavior that will benefit society (Academy for Educational Development, 2008).

**Strategy.** The overall approach a program takes (U.S. Department of Health and Human Services, 2001).

**Tactic.** Steps in carrying out an overall plan (Bobo, Kendall, & Max, 2010).

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## Appendix B

### Contributors and Processes Used to Develop the Implementation Plan

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**Healthiest Wisconsin 2020: Everyone Living Better, Longer  
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## Process Used to Develop the Implementation Plan

*Healthiest Wisconsin 2020* bases its work on four key elements: science and evidence, strategic planning, quality improvement and collaborative partnerships. In October 2010, the Wisconsin Department of Health Services invited 32 diverse partners to help develop the Implementation Plan. These partners formed the Ad Hoc Implementation Planning Team, which guided the development of this Implementation Plan on behalf of Wisconsin's public health system.

These partners represented many of the sectors identified in the *Healthiest Wisconsin 2020* Partnership Model (Appendix D). The Ad Hoc Implementation Planning Team met three times during October and November 2010, with each member contributing practical knowledge, wisdom and policy expertise to the planning process. Using the *Healthiest Wisconsin 2020* Implementation Model (Appendix F), the Ad Hoc Implementation Planning Team discussed and recommended the most important strategies and actions that should be taken by the public health system partners during 2011-2013.

On November 29, 2010, the Wisconsin Department of Health Services hosted a statewide meeting to share the draft Implementation Plan and solicit input and advice from a broad array of partners. This meeting was held using in-person and statewide webcast technologies. Key agencies, organizations and advisory bodies were invited to help shape the plan that included:

- *Healthiest Wisconsin 2020* Strategic Leadership Team
- *Healthiest Wisconsin 2020* Focus Area Strategic Teams (n = 23)
- Wisconsin Public Health Council
- Wisconsin Minority Health Leadership Council
- Health Disparities participants who met with the Department on February 19, 2010
- Wisconsin Tribes
- Wisconsin Local Health Departments
- Wisconsin Department of Health Services
- Community agencies, organizations and diverse sector representatives

*Healthiest Wisconsin 2020 Implementation Plan: 2010-2013* was finalized and Web-published by the Wisconsin Department of Health Services in December 2010.



## Appendix C

### ***Healthiest Wisconsin 2020* Framework**



### Key Features of the *Healthiest Wisconsin 2020* Framework

### **Pillar Objectives**

Five of the Pillar Objectives come directly from the plan's Overarching Focus Areas: (1) Eliminate Health Disparities and (2) Social, Economic and Educational Factors that Influence Health. These five objectives affect all the Health and Infrastructure Focus Areas. They speak to the heart of the *Healthiest Wisconsin 2020* goals.

An additional set of five Pillar Objectives emerged from themes that cut across many of the Health and Infrastructure Focus Areas. Achieving these five objectives will work synergistically to accelerate and sustain progress on virtually all of the other *Healthiest Wisconsin 2020* objectives. They represent concrete ways to align policies and systems for health, a key plan concept.

### **Pillar Objectives (1-5)**

#### ***Derived from the two Overarching Focus Areas***

- Comprehensive data to track health disparities
- Resources to eliminate health disparities
- Policies to reduce discrimination and increase social cohesion
- Policies to reduce poverty
- Policies to improve education

## **Pillar Objectives (6-10)**

### ***Derived from recurring themes in the focus areas***

- Improved and connected health service systems
- Youth and families prepared to protect their health and the health of their community
- Environments that foster health and social networks
- Capability to evaluate the effectiveness and health impact of policies and programs
- Resources for governmental public health infrastructure

## **23 Focus Areas**

### ***Overarching Focus Areas (2)***

Health Disparities

Social, Economic and Educational Factors that Influence Health

#### ***Infrastructure Focus Areas (9)***

- Access to high-quality health services
- Collaborative partnerships for community health improvement
- Diverse, sufficient and competent workforce that promotes and protects health
- Emergency preparedness, response and recovery
- Equitable, adequate, stable public health funding
- Health literacy
- Public health capacity and quality
- Public health research and evaluation
- Systems to manage and share health information and knowledge

#### ***Health Focus Areas (12)***

- Adequate, appropriate, and safe food and nutrition
- Alcohol and other drug use
- Chronic disease prevention and management
- Communicable disease prevention and control
- Environmental and occupational health
- Healthy growth and development
- Injury and violence
- Mental health
- Oral health
- Physical activity
- Reproductive and sexual health
- Tobacco use and exposure

## Appendix D

### ***Healthiest Wisconsin 2020 Partnership Model*** It takes the work of many to improve and protect health for all

The goals of *Healthiest Wisconsin 2020* are reflected in the center of the Model. It will take all the sectors, agencies and organizations reflected in the outer ring of this Model to achieve the goals of *Healthiest Wisconsin 2020*. Aligning partners is essential to protecting and improving the health of the people of Wisconsin and the communities in which we live, learn, work and play.



## Appendix E

### Characteristics of Successful Local Economic Community Development: Synergies with *Healthiest Wisconsin 2020*

- Recognize they (*the community*) are the ones who will make it work.
- Focus on the doable without forgetting the fanciful.
- Dream no small dreams – but don't overwhelm.
- Collaborative, sustained, visionary leadership is essential.
- Don't get to the solution before they (*the community partners*) know the problem.
- Be specific in outcomes and actions.
- Break actions into smaller parts.
- Remember: most others know very little about the effort.
- Growth and change don't drop down from heaven. Remind people of what you are doing.
- Find and cultivate allies.
- Communities discipline themselves to stay with it.
- Congratulate yourself – don't forget to look at how far you've come even though the goal is distant.
- Move away from institutional/organizational benefit and move toward how our collective work benefits the community.
- Revise, revise, revise.

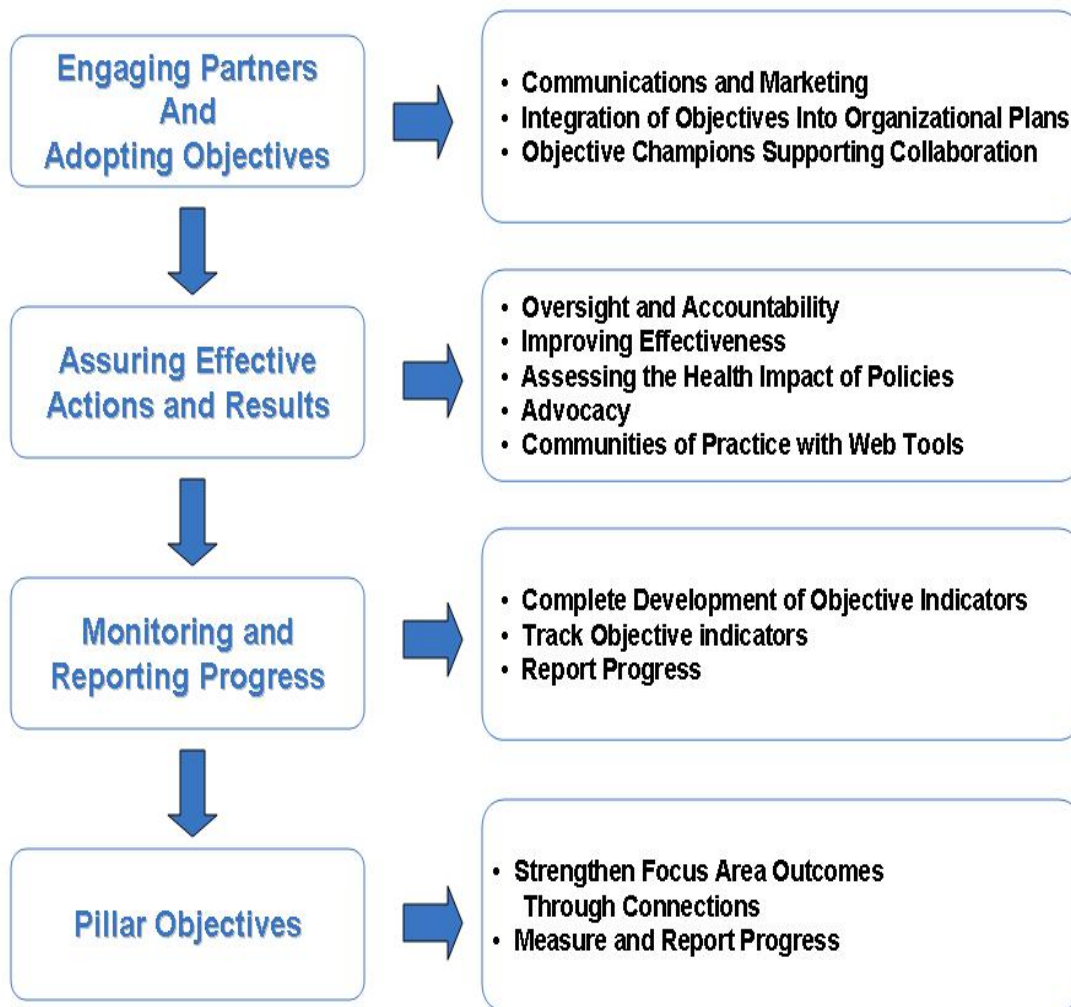
**Source - Adapted:** University of Wisconsin Extension,  
Center for Community Economic Development (circa 1990)

## Appendix F

### Healthiest Wisconsin 2020 Implementation Model

The *Healthiest Wisconsin 2020* Implementation Model guided the development of the *Healthiest Wisconsin 2020 Implementation Plan: 2010 – 2013*. The model was originally published as part of the main state health plan in July 2010. Section 6 of *Healthiest Wisconsin 2020: Everyone Living Better, Longer* includes an extensive description of the purpose and intent of this model. The original model has been modified to account for the Pillar Objectives. To learn more about this model, please read Section 6 of the main plan available at:

<http://www.dhs.wisconsin.gov/HW2020/report2020.htm>



# HEALTHIEST WISCONSIN 2020 Implementation Plan: 2010 – 2013

Division of Public Health  
Office of Policy and Practice Alignment

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Wisconsin Department of Health Services