

## Equitable, Adequate and Stable Financing

**Objective:** By 2010, there will be equitable, adequate, and stable funding to support Wisconsin's state and local public health system infrastructure.

### Selected Accomplishments and DHFS Activities

- Provided technical assistance to potential applicants from governmental agencies on Blue Cross/Blue Shield asset conversion fund grants. Created a monitoring system that includes all community/academic partnership applications.
- Explored strategies to maximize Medicaid revenue for public health and compiled a list of potential projects that could be funded through Medicaid to maximize resources in public health programs, about \$126.6 million was secured from federal sources in State FY2005. Formed an internal Ad Hoc Public Health Financing Workgroup to discuss ways to create equitable, adequate and stable financing for public health.
- Researched and compiled a list of grant resources available in the public and private sectors, and disseminated this information at the 2005 Wisconsin Public Health Association Conference. According to the 2003 edition of *Marquette University's Foundations in Wisconsin: A Directory*, a total of 113 private foundations offer public health funding opportunities in the state.
- Submitted the public health preparedness grant application for FY 2005-2006 to the U.S. Centers for Disease Control and Prevention. The primary purpose of this "Public Health Preparedness and Response to Bioterrorism" grant is to build emergency response infrastructure at the state and local levels throughout Wisconsin.
- Received a \$40,000 grant from the Robert Wood Johnson Foundation to continue implementation of *Healthiest Wisconsin 2010*, the State Health Plan. Key products will include a report on "The State of Wisconsin's Health," and two Public Health and Policy Horizons conferences to share public health data and information with a broad mix of representatives from the public health system.
- Hired a Minority Health Officer for the Department to focus on the elimination of ethnic and racial disparities throughout Wisconsin. Reassigned two staff to lead efforts to improve birth outcomes in the Milwaukee area.

### Current and Emerging Issues

- Under the leadership of the Wisconsin Public Health Association, efforts are under way to explore the concept of a public health institute for Wisconsin. Other states have formed institutes, which can bring in more public health system revenues through a streamlined organizational structure.
- There is a continued threat of decreases in federal resources to the states. The Prevention Block Grant, the Maternal and Child Health Block Grant, and the Wisconsin Well Woman Program are at risk. The Prevention Block Grant, a mainstay for flexible public health programming, is at risk of being transformed into a chronic disease block grant.
- Grant resources are an inherently unstable source of funding for basic programs that need to be sustained over time.
- Support for federally qualified health centers is growing and will help provide an expanded health care safety net for the uninsured.