

**Healthiest Wisconsin 2020:  
Everyone Living Better, Longer**



October 15, 2014  
Division of Public Health  
Orientation for New Public Health Employees  
Rothschild, Wisconsin

Kim E. Whitmore, MSN, RN, CPN  
Policy Section Chief  
State Health Plan Officer  
Wisconsin Department of Health Services, Division of Public Health

---

---

---

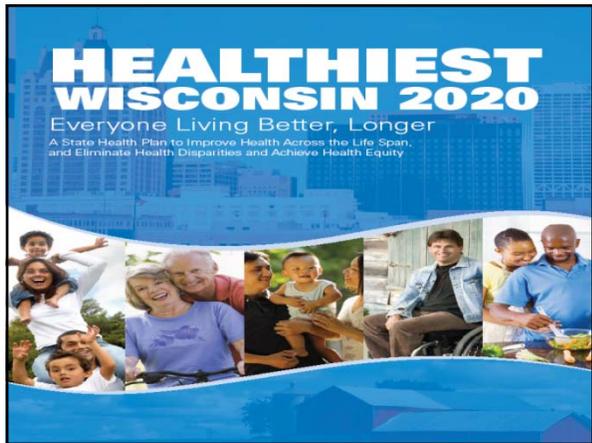
---

---

---

---

---




---

---

---

---

---

---

---

---

**What is *HW2020*?**



- Flexible public health agenda designed by many (>1500 partners) to be implemented by all from 2010 – 2020.
- Systematic approach designed to:
  - Align policies and systems.
  - Contain health care costs.
  - Improve health outcomes.

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhaw2020@dhs.wisconsin.gov](mailto:dhaw2020@dhs.wisconsin.gov)

---

---

---

---

---

---

---

---

**What is *HW2020*?**



A “call to action” to work together to improve health where we live, grow, work, learn, and play.

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

4

---

---

---

---

---

---

---

---

**Intent of *HW2020***



- Fulfill the statutory requirement to the Wisconsin Department of Health Services to produce a public health agenda at least every ten years
  - Wisconsin Statute, Chapter 250.07 (1)(a)
- Provide an agreed upon framework to work together to assure conditions in which people can be healthy and members of healthy, safe, and resilient families and communities.

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

5

---

---

---

---

---

---

---

---

**Brief History**



- Healthier People in Wisconsin: A Public Health Agenda for the Year 2000
- Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public
- Healthiest Wisconsin 2020: Everyone Living Better, Longer

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

6

---

---

---

---

---

---

---

---

## Local Community Health Improvement Plans



- All Wisconsin local health departments are required by state law to develop a community health improvement plan (CHIP).
- Healthiest Wisconsin 2020 links directly to local community health improvement plans and Healthy People 2020.
- Contact your local health department and get involved and help make a difference.

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

7

---

---

---

---

---

---

---

---

---

---

## Who are the HW2020 Partners?



<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

8

---

---

---

---

---

---

---

---

---

---

## A View From the Partners

*Essential Elements for Success*



Source: DePablo M, Abraham B, 2009

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

9

---

---

---

---

---

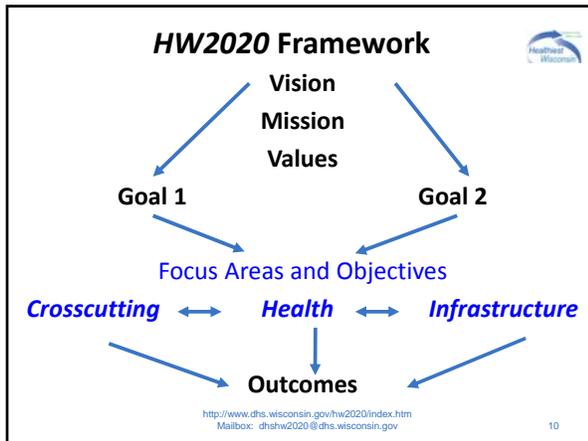
---

---

---

---

---




---

---

---

---

---

---

---

---

**HW2020 Framework**

**Vision**  
Everyone Living Better,  
Longer

**Mission**  
Assure conditions in  
which people can be  
healthy and members  
of healthy, safe and  
resilient families and  
communities

http://www.dhs.wisconsin.gov/hw2020/index.htm  
Mailbox: dhshw2020@dhs.wisconsin.gov

11

---

---

---

---

---

---

---

---

**Values / Principles**

Shared Accountability    Justice  
Alignment                  Leverage  
Collaboration              Performance Improvement  
Community Assets        Prevention  
Evidence                      Science  
Fairness                      Shared Leadership  
Infrastructure

http://www.dhs.wisconsin.gov/hw2020/index.htm  
Mailbox: dhshw2020@dhs.wisconsin.gov

12

---

---

---

---

---

---

---

---

## HW2020 Goals

1. Improve health across the life span
2. Eliminate health disparities and achieve health equity

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
 Mailbox: dhshw2020@dhs.wisconsin.gov

13

---

---

---

---

---

---

---

---

---

---

---

---

## Focus Areas and Objectives

23 Focus Areas

- Each Focus Area has 2-3 objectives
- Each objective is directly tied to one of the two HW2020 goals

The Focus Areas and objectives span 3 categories:

- Crosscutting (2)
- Health (12)
- Infrastructure (9)

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
 Mailbox: dhshw2020@dhs.wisconsin.gov

14

---

---

---

---

---

---

---

---

---

---

---

---

## 12 Health Focus Areas

1. Adequate, appropriate and safe food and nutrition
2. Alcohol and other drug use
3. Chronic disease prevention and management
4. Communicable disease prevention / control
5. Environmental and occupational health
6. Healthy growth and development
7. Injury and violence
8. Mental health
9. Oral health
10. Physical Activity
11. Reproductive and sexual health
12. Tobacco use and exposure

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
 Mailbox: dhshw2020@dhs.wisconsin.gov

15

---

---

---

---

---

---

---

---

---

---

---

---

## 9 Infrastructure Focus Areas



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

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

16

---

---

---

---

---

---

---

---

---

---

## 2 Cross Cutting Focus Areas



1. Eliminate health disparities
2. Social, educational, and economic factors that impact health

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

17

---

---

---

---

---

---

---

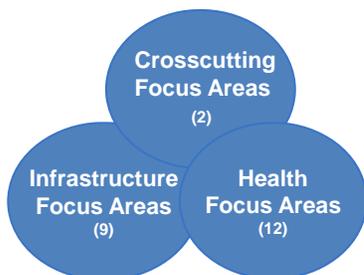
---

---

---

## Focus Area Categories

*Requires Systems Thinking and Keeping Your Eyes on All Three Categories*



<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

18

---

---

---

---

---

---

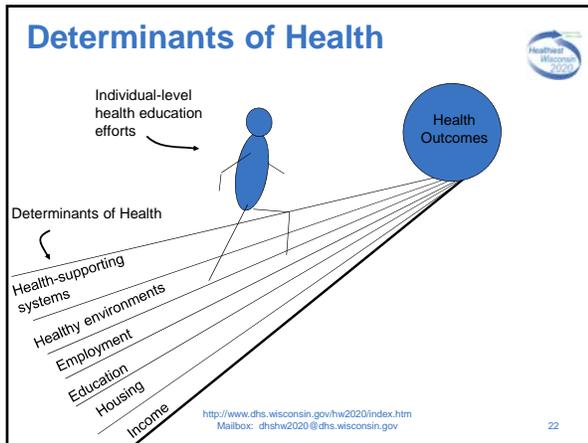
---

---

---

---






---

---

---

---

---

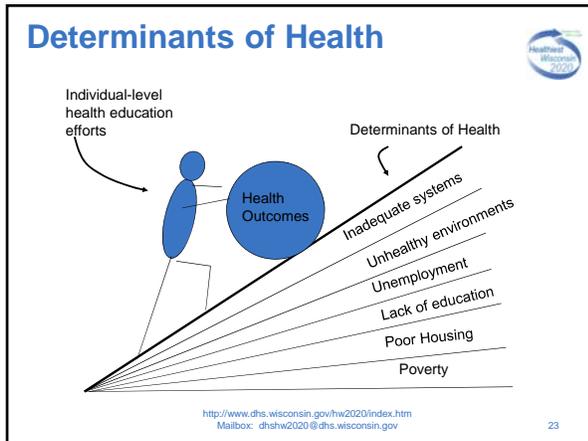
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

### Monitoring and Reporting Progress

- Wisconsin Public Health Council is charged with monitoring and reporting progress of the state health plan
- For HW2010, see: *HW2010 Data Report: Tracking a Decade's Progress: Summary Data for Healthiest Wisconsin 2010 (January 2012)*
- For HW2020: Midcourse Review: Underway. Target completion, April 2015.

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: dshw2020@dhs.wisconsin.gov

24

---

---

---

---

---

---

---

---

---

---

## HW2020 Baseline and Health Disparities Report



- Addresses the health focus areas, access to healthcare and provides data summaries by population:
  - Racial/ethnic minority populations (American Indians, Asians, Blacks, Hispanics)
  - Socioeconomic status
  - People with disabilities
  - Lesbian, gay, bisexual, and transgender populations
  - Geography

<http://www.dhs.wisconsin.gov/hw2020/hw2020baselinereport.htm>

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

25

---

---

---

---

---

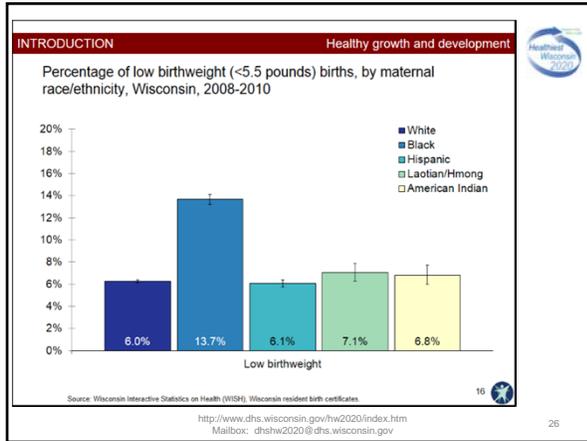
---

---

---

---

---




---

---

---

---

---

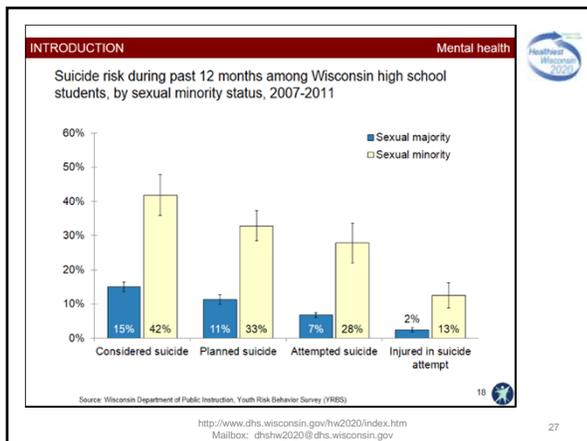
---

---

---

---

---




---

---

---

---

---

---

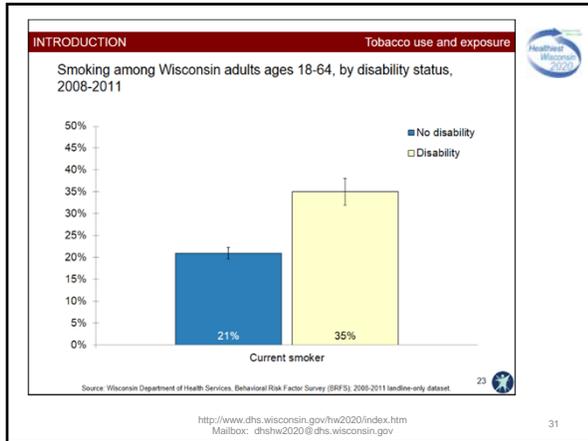
---

---

---

---






---

---

---

---

---

---

---

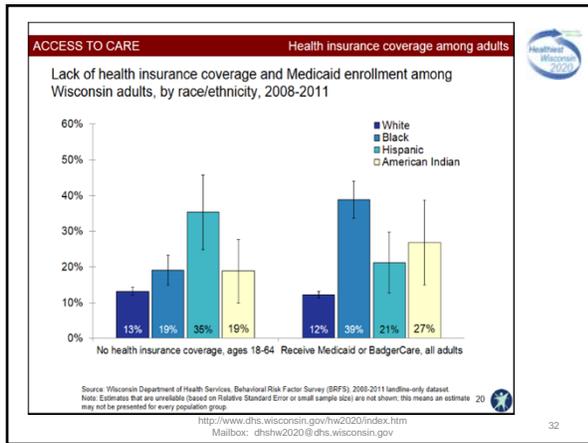
---

---

---

---

---




---

---

---

---

---

---

---

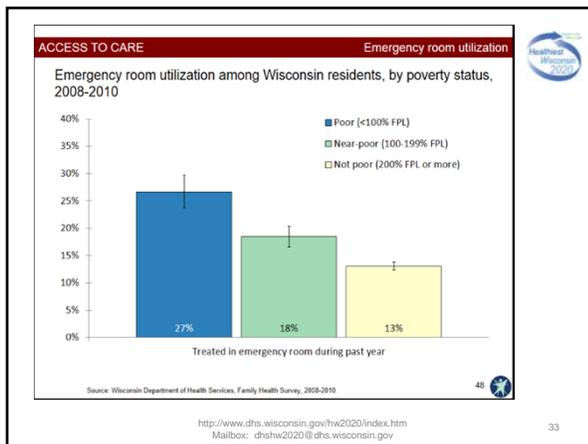
---

---

---

---

---




---

---

---

---

---

---

---

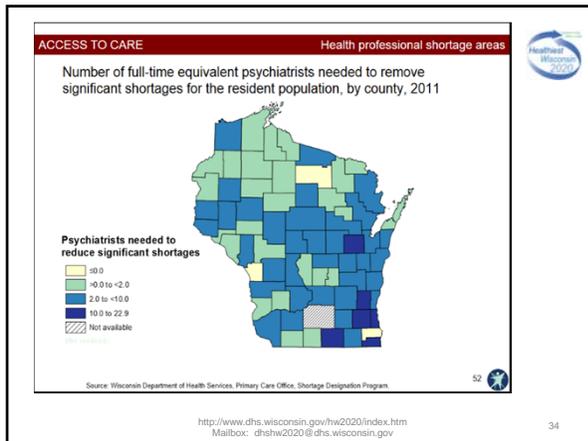
---

---

---

---

---




---

---

---

---

---

---

---

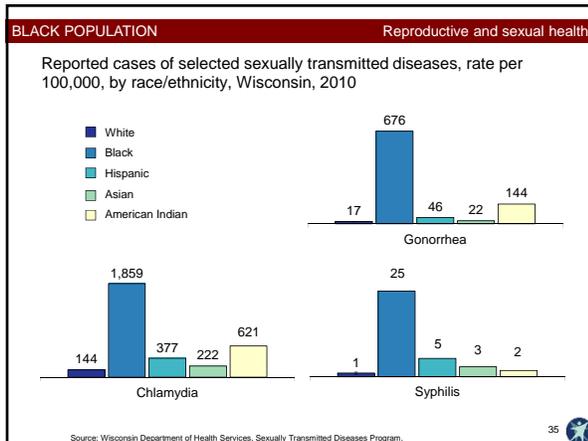
---

---

---

---

---




---

---

---

---

---

---

---

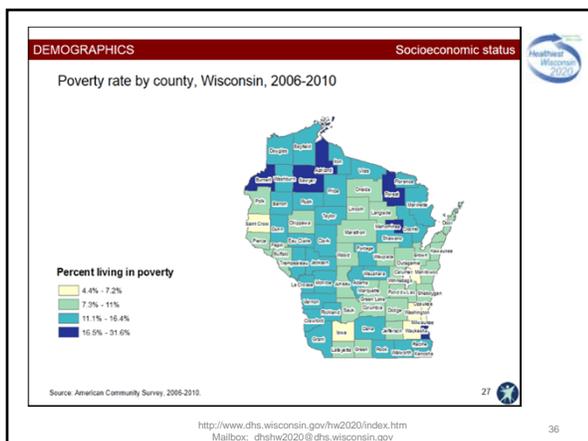
---

---

---

---

---




---

---

---

---

---

---

---

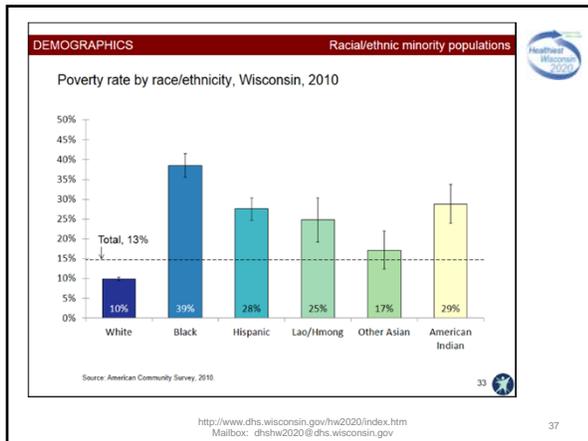
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---

**HW2020 Endorsement Form**  
*It takes the work of many to improve the health of all*

- Review and complete the form available at the HW2020 web site (see *Spotlight Box*)
- Become a champion
- Share leadership and accountability for the public's health
- Non-binding
- <http://www.dhs.wisconsin.gov/hw2020/index.htm>

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dhshw2020@dhs.wisconsin.gov](mailto:dhshw2020@dhs.wisconsin.gov)

---

---

---

---

---

---

---

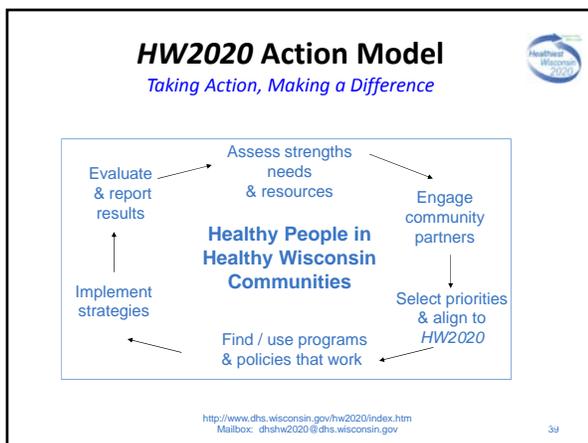
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

---

---

## HW2020 Website



- Additional Information and Resources
  - Tool Box
  - User's Guide
  - Downloadable Partner Materials
  - Evidence-Based Resources

<http://www.dhs.wisconsin.gov/hw2020/index.htm>

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dshw2020@dhs.wisconsin.gov](mailto:dshw2020@dhs.wisconsin.gov)

40

---

---

---

---

---

---

---

---

## Summary



- Wisconsin public health partners have identified priority public health issues based on our population.
- Both improving health and the public health infrastructure are important.
- Our goals include eliminating health disparities and striving for health equity in every area of our work.
- Our guiding document, *HW2020*, stresses that we focus on:
  - Underlying determinants of health so that we're working most effectively
  - Engaging and collaborating with both traditional and non-tradition partners since no one can go the path alone

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dshw2020@dhs.wisconsin.gov](mailto:dshw2020@dhs.wisconsin.gov)

41

---

---

---

---

---

---

---

---

## Contact Information



**Web Link:**

<http://dhs.wisconsin.gov/hw2020/>

**HW2020 Mailbox:**

[DHSW2020@dhs.wisconsin.gov](mailto:DHSW2020@dhs.wisconsin.gov)

**Kim Whitmore**

[Kimberly.Whitmore@dhs.Wisconsin.gov](mailto:Kimberly.Whitmore@dhs.Wisconsin.gov)

<http://www.dhs.wisconsin.gov/hw2020/index.htm>  
Mailbox: [dshw2020@dhs.wisconsin.gov](mailto:dshw2020@dhs.wisconsin.gov)

42

---

---

---

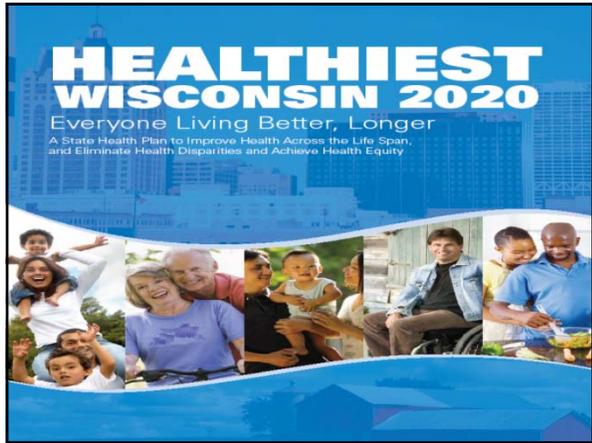
---

---

---

---

---



---

---

---

---

---

---

---

---