



Wisconsin  
Department of Health Services

## Healthiest Wisconsin 2020 & Minority Health Program

October 15, 2015  
Wisconsin Division of Public Health  
Office of Policy and Practice Alignment  
Evelyn Cruz, Minority Health Officer  
Curtis Marshall, Public Health Educator

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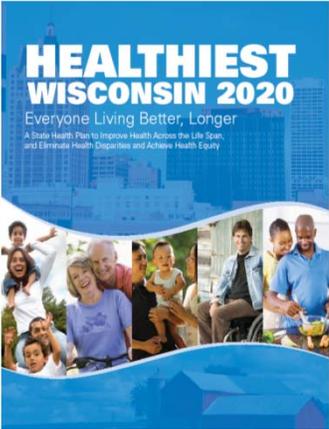
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**HEALTHIEST  
WISCONSIN 2020**  
Everyone Living Better, Longer  
A State Health Plan to Improve Health Across the Life Span,  
and Eliminate Health Disparities and Achieve Health Equity

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### What Is HW2020?



- Fulfill the statutory requirement to the Wisconsin Department of Health Services to produce a public health agenda at least every ten years.
  - Wis. Stat. §250.07(1)(a)
- Flexible public health agenda designed by many (more than 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.

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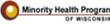
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**Brief History** 

- *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*

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**HW2020 Framework** 

<b>Vision</b> Everyone Living Better, Longer	<b>Mission</b> Assure conditions in which people can be healthy and members of healthy, safe and resilient families and communities.
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**HW2020 Goals** 

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

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**Focus Areas and Objectives** 

- Twenty-three (23) focus areas
  - Each focus area has two to three objectives
  - Each objective is directly tied to one of the two HW2020 goals
- Focus areas and objectives span three categories:
  - Crosscutting (2)
  - Health (12)
  - Infrastructure (9)

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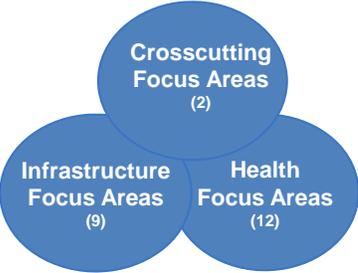
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**Focus Area Categories** 

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



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**Two Cross Cutting Focus Areas** 

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

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**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 and 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

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**Nine 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

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**Healthiest Wisconsin 2020 Linkages** 

- *Healthiest Wisconsin 2020* links directly to *Healthy People 2020*, the health plan for our nation.
- Local health departments use *Healthiest Wisconsin 2020* as a guide in the development of their community health improvement plans (CHIPs).
  - All Wisconsin local health departments are required by state law to develop a CHIP.

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**We can accomplish the *impossible* with teamwork.**

**By simply changing the "I" to "We,"**

**"Illness" becomes "Wellness"!**

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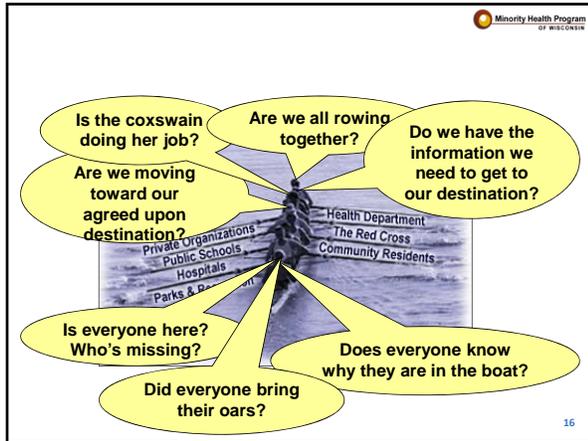
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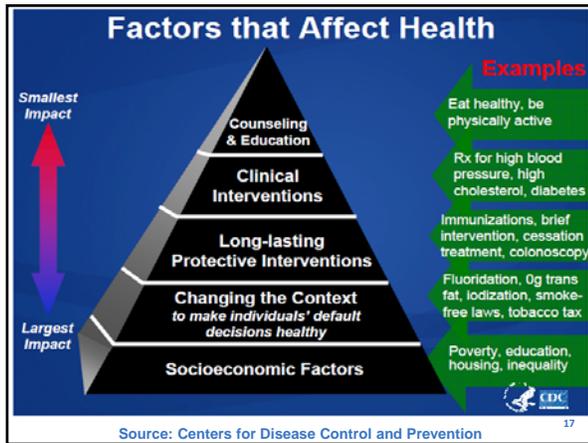
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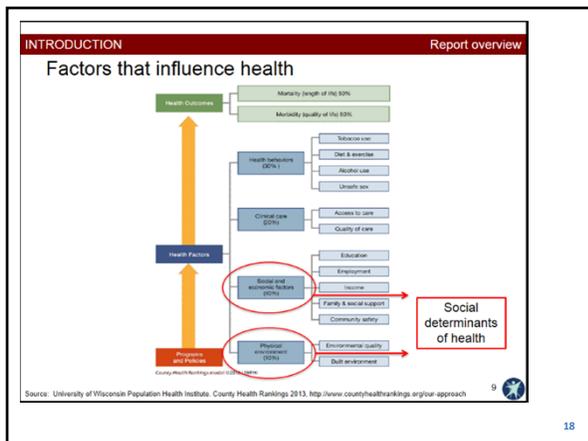
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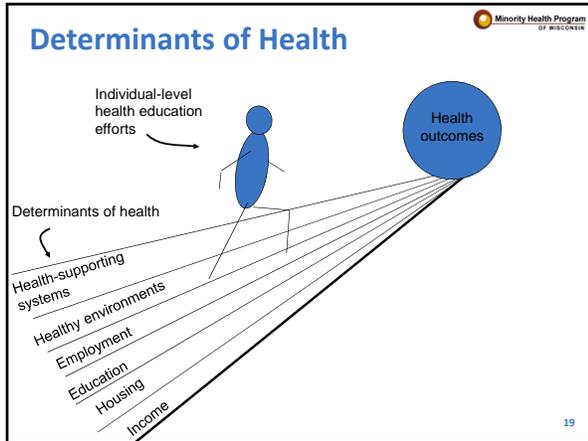
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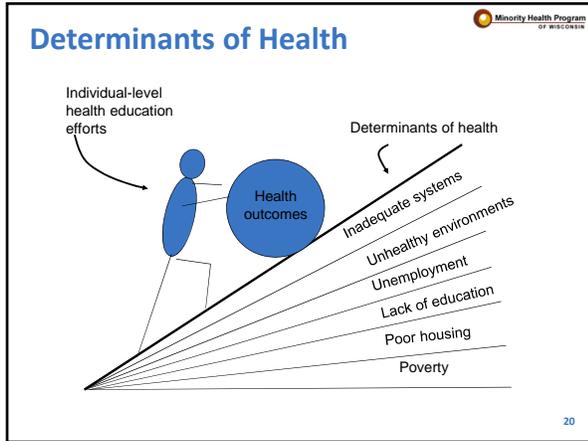
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### Monitoring and Reporting Progress

- The 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: 2016

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This slide is titled 'Monitoring and Reporting Progress' and contains a bulleted list of information regarding the Wisconsin Public Health Council's role and the progress of the state health plan. It includes references to the 'HW2010 Data Report' and the 'HW2020' midcourse review. The slide includes the logo for the 'Minority Health Program of Wisconsin'.

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**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>

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**HW2020 Baseline and Health Disparities Report** 

Addresses health focus areas, addresses 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>

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**Health Equity Check-In** 

**Wis. Stat. §250.20(2)(b)**

Conduct statewide hearings on issues of concern to the health interests of economically disadvantaged minority group members.

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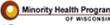
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## Purpose of Health Equity Check-In

- Determine if the results of the *Healthiest Wisconsin 2020 Baseline and Health Disparities Report* are reflective of the issues identified by minority communities.
- Inform Wisconsin Minority Health Program (MHP) priorities for 2015–2020.
- Inform best use of funding and resource allocation for community health initiatives.
- Inform Wisconsin Division of Public Health (DPH) strategic priorities.

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## Evaluating the Findings

The Health Equity Check-In:

- Process for engaging minority populations in conversation about state-level data and community needs
- Series of community-led focus groups with minority populations around the state
- Submitted through UW Institutional Review Board (IRB) (exempt)
- Unique collaboration between governmental public health, community-based organizations, and academic partners

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**Health Equity Check-In Project Timeline**

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Division of Public Health staff identify community leaders to conduct focus groups.	Community partners recruit, conduct, and record focus groups.	Division of Public Health staff help facilitate transcription of recordings.	Division of Public Health staff validate results with communities.	Division of Public Health staff coordinate the dissemination of results.	
Division of Public Health staff meet with focus group facilitators to train on methodology.	Division of Public Health staff provide technical assistance to focus group facilitators as needed.	Academic partners assist with coding, analyzing, and compiling assessment results, pulling out common themes from focus groups.	Academic partners generate list of community priorities in partnership with Division of Public Health staff.	Division of Public Health staff utilize results to inform Wisconsin Minority Health Program priorities, Division of Public Health priorities, and the Healthiest Wisconsin 2020 Midcourse Review priorities.	
Division of Public Health staff create card sets of state data to share in focus groups.			Academic partners assist in development of dissemination materials.		
Division of Public Health staff create questions. (completed)					
Racial/ethnic groups LGBT	Feb-May 2014	May-Nov 2014	Nov 2014-Sep 2015	Oct 2015-Jan 2016	Feb 2016
American Indian Disability Rural	Feb-May 2015	May-Nov 2015	Nov 2015-Jan 2016	Feb-May 2016	June 2016

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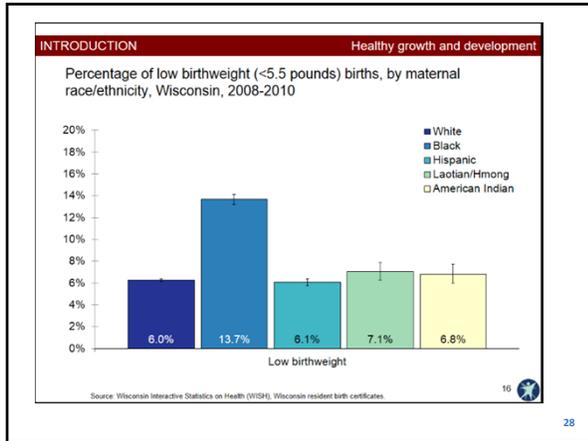
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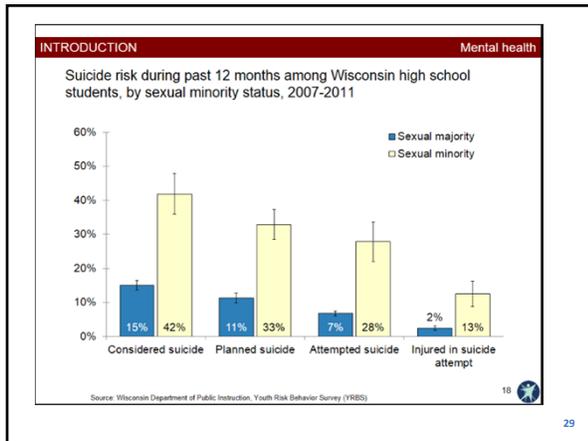
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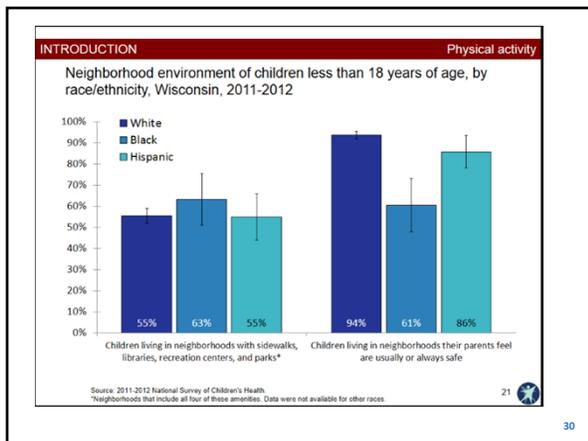
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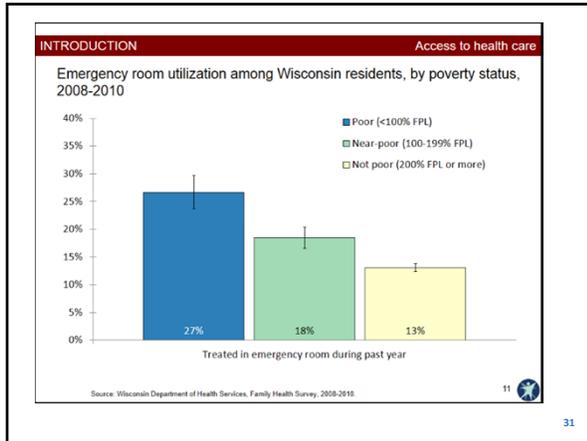
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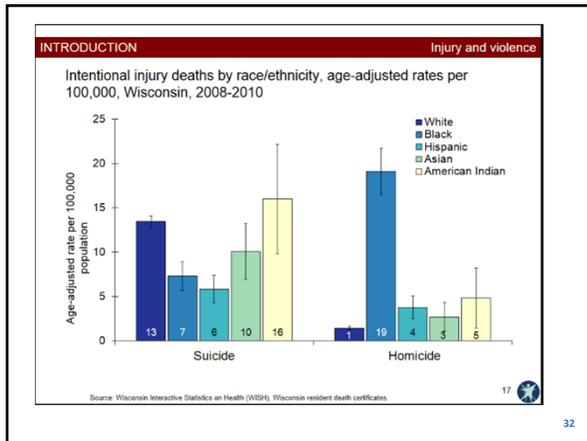
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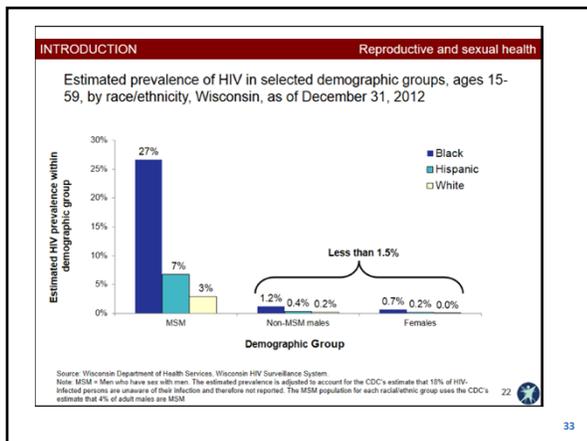
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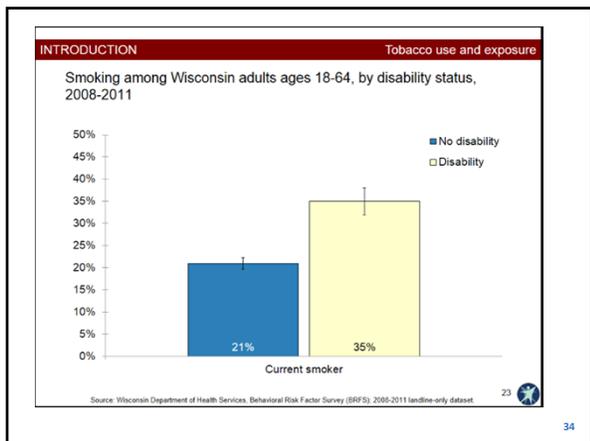
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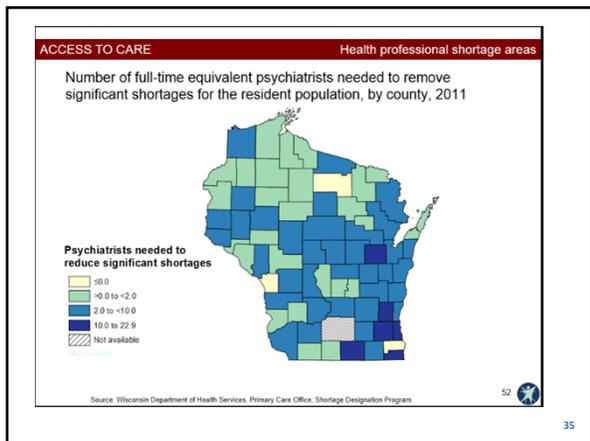
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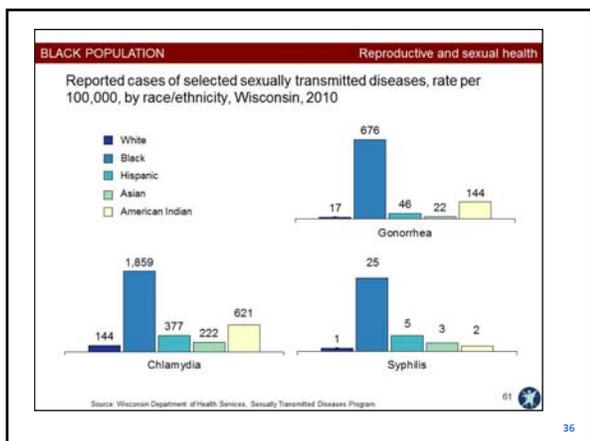
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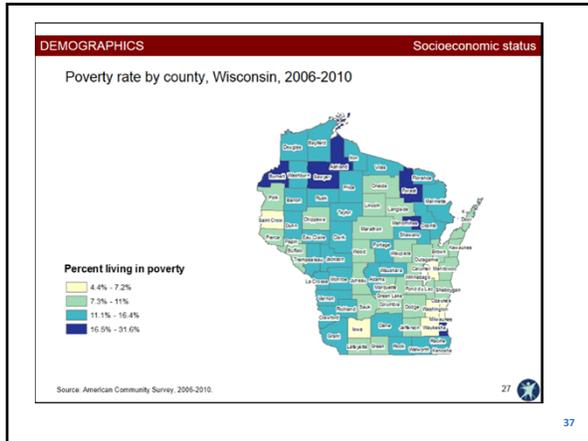
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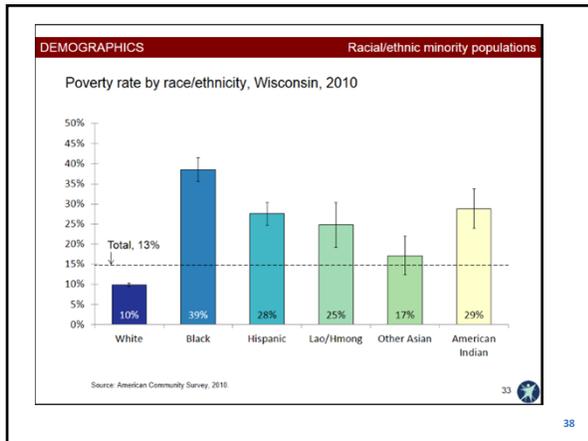
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Minority Health Program OF WISCONSIN

# WISCONSIN MINORITY HEALTH PROGRAM (MHP)

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**Minority Health Information** 

**Wis. Stat. §250.20(2)(e)**

Disseminate information on the status of the health of economically disadvantaged minority group members in this state.

- Previous three Minority Health Reports
- *HW2020 Baseline and Health Disparities Report*

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**Minority Health Program: Mission** 

Provide a persistent and continuing focus on the elimination of health disparities and build effective partnerships to improve the health of disadvantaged and vulnerable communities in Wisconsin.

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**Wisconsin Minority Health Program**   
<http://www.dhs.wisconsin.gov/health/minorityhealth/>

- The Minority Health Program provides statewide leadership for policy measures that aim to improve the health of vulnerable populations in Wisconsin.
- The program assures coordination of efforts intended to reduce health disparities.
- Program activities align with *Healthiest Wisconsin 2020*.

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**MHP's Authority and Guidance** 

- The Minority Health Program provides coordination of efforts intended to reduce health disparities.
- We consolidate three levels of guidance and authority:
  - 1) US Department of Health and Human Services Office of Minority Health strategic plan, the [National Partnership for Action](#);
  - 2) [Wis. Stat. §250.20](#); and
  - 3) the state health plan, [Healthiest Wisconsin 2020](#).

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**Wis. Stat. §250.20:**   
**Health Disparities Reduction or Elimination**

DEPARTMENTAL DUTIES; MINORITY HEALTH. The department shall do all of the following:

**(a)** Identify the barriers to health care that prevent economically disadvantaged minority group members in this state from participating fully and equally in all aspects of life.

**(b)** Conduct statewide hearings on issues of concern to the health interests of economically disadvantaged minority group members.

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**NPA National Stakeholder Strategy** 

1. **Awareness** - Increase awareness of the significance of health disparities, their impact on the nation, and the actions necessary to improve health outcomes for racial, ethnic, and underserved populations.
2. **Leadership** - Strengthen and broaden leadership for addressing health disparities at all levels.
3. **Health System and Life Experience** - Improve health and healthcare outcomes for racial, ethnic, and underserved populations.
4. **Cultural and Linguistic Competency** - Improve cultural and linguistic competency and the diversity of the health-related workforce.
5. **Data, Research, and Evaluation** - Improve data availability and coordination, utilization, and diffusion of research and evaluation outcomes.

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### CLAS Standards

CLAS standards are a comprehensive series of guidelines that **inform, guide, and facilitate** practices related to culturally and linguistically appropriate health services.

<https://www.thinkculturalhealth.hhs.gov/content/clas.asp>

Three areas:

- Governance, Leadership and Workforce;
- Communication and Language Assistance; and
- Engagement, Continuous Improvement, and Accountability.

Minority Health Program of Wisconsin

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### CLAS Standards

Principal Standard:

Provide effective, equitable, understandable, and respectful quality care and services that are responsive to diverse cultural health beliefs and practices, preferred languages, health literacy, and other communication needs.

Minority Health Program of Wisconsin

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**Adopting the CLAS Standards** Minority Health Program OF WISCONSIN

DPH has officially pledged to adopt and implement the CLAS standards:

- Commitment to Health Equity
- Quality Improvement
- PHAB Accreditation
- Alignment and Legal Compliance

Next Steps:

- Five-Year Strategic Plan for Implementing CLAS

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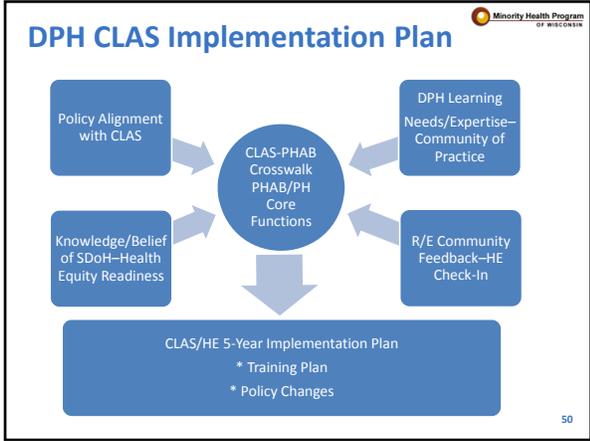
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**Life-Course Perspective** Minority Health Program OF WISCONSIN

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## Life-Course Perspective



Many risk factors and preventative factors across the lifespan that greatly influences the health and well-being of an individual and their family.

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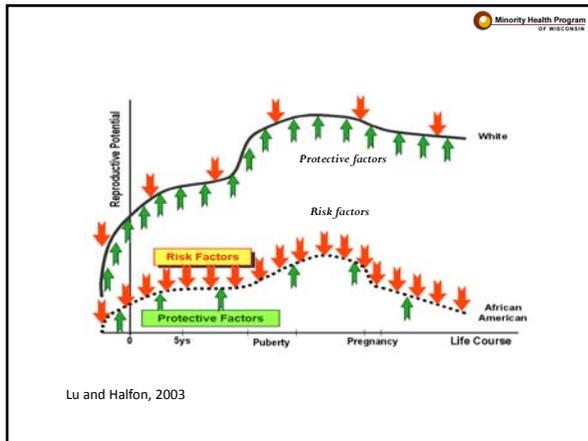
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## Life-Course Concepts



- Timeline
  - Today's experiences
- Environments
  - Social, physical, biological
- Timing
  - Sensitive periods
- Equity
  - More than genetics and behaviors

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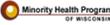
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## Division of Public Health Life-Course Efforts

**Framework for guiding efforts around:**

1. Healthy birth outcomes
2. Women's health
3. Early childhood systems
4. Children and youth with special health care needs
5. Integrated chronic disease programs

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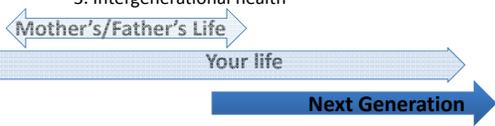
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## Life Course Perspective

Looking at health through a life course perspective addresses:

1. Individual health
2. Preconception health
3. Intergenerational health




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### Wisconsin HEALTHY PEOPLE AT EVERY STAGE OF LIFE FRAMEWORK: Core Messages

	Start Strong	Grow Safe and Strong	Achieve Healthy Independence	Live a Healthy, Productive, and Satisfying Life	Live Better, Longer
<b>Key Messages</b>	<b>Plan Ahead</b>	Plan for a healthy pregnancy	Make healthy choices	Take responsibility for your life	Foster self-management
	<b>Eat Well</b>	Know what immunizations your child needs. Immunize on time	Get school immunizations and/or boosters	Get adolescent immunizations	Support health policies like water fluoridation, tobacco free workplaces and public places, immunization in a
	<b>Be Active</b>	Eat a variety of healthy foods	Indulge on fruits and vegetables everyday		
	<b>Breathe Well</b>	Promote breast feeding for all infants	Focus on a healthy weight	Maintain a healthy weight	
	<b>Be Safe</b>	Do active play, get tummy time for babies	Be active: do less TV watching and video game playing	Maintain regular physical activity for life	
	<b>Achieve Mental Wellness</b>	Create tobacco free environments, places, including the womb. Support tobacco free public policies, enjoy the benefits of a tobacco-free life	If you don't use tobacco products, don't start. If you use tobacco, QUIT now! (1-800-QUIT-NOW)	Be an example - don't use tobacco products	
		Use infant safety seat properly; wear seat belts; wear bicycle helmets			
		Provide appropriate child supervision; promote positive parenting skills	Create a safe home environment; cultivate your support system		
		Build nurturing relationships with caring adults	Cultivate your support systems		
		Don't drink, use drugs or tobacco products; be aware of stress levels; build resilience skills	Get depression screening		
	Promote social/emotional screening				
	Birth to 3 years	4 to 11 years	12 to 19 years	20 to 49 years	50 years and over

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**Other Selected Division Reports** 

- [The Epidemic of Chronic Disease in Wisconsin](#)
- [Wisconsin Nutrition, Physical Activity & Obesity State Plan](#)
- [Wisconsin Asthma Plan](#)
- [Wisconsin's Comprehensive Cancer Control Plan](#)
- [The Wisconsin Plan for Heart Disease & Stroke Prevention](#)

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**Other Selected Division Reports** 

- [Wisconsin's Roadmap to Improving Oral Health](#)
- [Wisconsin Arthritis Action Plan](#)
- [Wisconsin Diabetes Strategic Plan](#)
- [Bringing Everyone Along: A Strategic Plan to Eliminate Tobacco-Related Health Disparities in Wisconsin](#)

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**Burden Reports** 

*Burden of:*

- [Diabetes in Wisconsin \(2011\)](#)
- [Falls in Wisconsin \(2010\)](#)
- [Heart Disease and Stroke in Wisconsin \(2010\)](#)
- [Oral Disease in Wisconsin \(2010\)](#)
- [Injury in Wisconsin \(2011\)](#)
- [Tobacco in Wisconsin \(2015\)](#)
- [Asthma in Wisconsin \(2013\)](#)
- [Suicide in Wisconsin \(2014\)](#)
- [Arthritis in Wisconsin \(2009\)](#)

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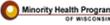
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**Additional Resources** 

- National Association for Local Boards of Health (NALBOH)  
[www.nalboh.org](http://www.nalboh.org)
- Public Health Accreditation Board (PHAB)  
[www.phaboard.org](http://www.phaboard.org)
- National Association of County and City Health Officials (NACCHO)  
[www.naccho.org/accreditation](http://www.naccho.org/accreditation)

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**Additional Resources** 

Institute of Medicine Reports

- The Future of Public Health  
<http://iom.edu/Reports/1988/The-Future-of-Public-Health.aspx>
- The Future of the Public's Health in the 21<sup>st</sup> Century  
<http://www.iom.edu/Reports/2002/The-Future-of-the-Publics-Health-in-the-21st-Century.aspx>
- For the Public's Health  
<http://www.iom.edu/Reports/2012/For-the-Publics-Health-Investing-in-a-Healthier-Future.aspx>

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**Additional Resources** 

- Centers for Disease Control  
[Social Determinants of Equity and Social Determinants of Health](#) (Dr. Camara Jones)
- Robert Wood Johnson Foundation  
[A New Way to Talk About the Social Determinants of Health](#)
- Association of Schools of Public Health  
[This Is Public Health](#)
- ["Healthiest Nation in One Generation"](#) video

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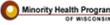
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**Additional Resources** 

**Web Link:**  
<https://www.dhs.wisconsin.gov/minority-health/index.htm>

**Minority Health Program Mailbox:**  
[DHSWIMinorityHealthProgram@wisconsin.gov](mailto:DHSWIMinorityHealthProgram@wisconsin.gov)

**Evelyn Cruz, Minority Health Officer**  
[Evelyn2.Cruz@dhs.wisconsin.gov](mailto:Evelyn2.Cruz@dhs.wisconsin.gov)

**Tasha Jenkins, Director, Office of Policy and Practice Alignment**  
[Tasha.Jenkins@dhs.wisconsin.gov](mailto:Tasha.Jenkins@dhs.wisconsin.gov)

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**NEXT STEPS . . .**

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