

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



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

This strategic state health plan was prepared by the Wisconsin Department of Health Services, and through the collaborative efforts of public health system partners. It fulfills the statutory requirement to develop a state public health agenda at least once every 10 years [Wisconsin Statutes, Section 250.07 (1) (a)].

July 2010

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

Dedication

Healthiest Wisconsin 2020: Everyone Living Better, Longer is dedicated to Wisconsin's public health system partners. While they live and work in many different places across our state, and represent many different walks of life, they have all contributed generously of their time, talents, and resources to develop *Healthiest Wisconsin 2020*. Their ongoing dedication and commitment to collaborative partnerships will continue to transform policies, programs and systems that result in healthy, safe and resilient communities, families and individuals. We invite you to join them in making a difference.

Acknowledgements

The Wisconsin Department of Health Services and its public health system partners extend their gratitude to the University of Wisconsin School of Medicine and Public Health Wisconsin Partnership Program for its financial support. These resources supported 10 community engagement forums, 46 meetings of the Focus Area Strategic Teams, and the regular and active engagement of the *Healthiest Wisconsin 2020* Strategic Leadership Team during 2008-2009. We are also grateful to all the people who helped to shape *Healthiest Wisconsin 2020* (see Appendix A).

Suggested Citation:

Wisconsin Department of Health Services, Division of Public Health, Office of Policy and Practice Alignment. *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.* P-00187. July 2010.



State of Wisconsin
Department of Health Services

Jim Doyle, Governor
Karen E. Timberlake, Secretary

**A Letter from
Karen E. Timberlake, Secretary
Wisconsin Department of Health Services**

I am proud to present *Healthiest Wisconsin 2020: Everyone Living Better, Longer*. This plan represents the third decade of statewide community health improvement planning that is designed to benefit the health of everyone in Wisconsin and the communities in which we live, play, work, and learn.

Healthiest Wisconsin 2020 declares a bold vision: *Everyone Living Better, Longer*, which reflects the plan's twin goals: improve health across the life span, and eliminate health disparities and achieve health equity. The plan's mission is *to assure conditions in which people can be healthy and members of healthy, safe, and resilient families and communities*. The vision, goals, and mission of this plan are anchored in a set of core values that form the moral and aspirational compass for the plan. These include using science and evidence to solve problems, set policy, and take action; striving for fairness and justice; relying on leadership at all levels; and seeking to prevent rather than treat disease, injury, and disability.

Healthiest Wisconsin 2020 represents the fulfillment of Wisconsin Statute Section 250.07 (1)(a) that requires the Department to produce a public health agenda for the people of Wisconsin at least every 10 years. *Healthiest Wisconsin 2020* represents both a product – a state health plan – and an ongoing process using science, quality improvement, partnerships, and large-scale community engagement.

I extend gratitude to the Healthiest Wisconsin 2020 Strategic Leadership Team for its active engagement and accountability and to the more than 1,500 people from all walks of life who gave of their time to advise, create, and engage in the development of a plan that is bigger than any one person or organization. It took a community of partners to create this plan and it will take many more to implement it over the decade. *Healthiest Wisconsin 2020* embodies the concept that it takes the work of many to improve and protect the health of all.

Sincerely,

A handwritten signature in black ink that reads "Karen E. Timberlake".

Karen E. Timberlake
Secretary

Table of Contents

Executive Summary	1
Section 1. Overview.....	25
Section 2. Healthiest Wisconsin 2020 Framework	51
Section 3. Pillar Objectives and Overarching Focus Areas	
Comprehensive data to track health disparities	76
Resources to eliminate health disparities	76
Policies to reduce discrimination and increase social cohesion.....	77
Policies to reduce poverty.....	77
Policies to improve education.....	78
Improved and connected health service systems	78
Youth and families prepared to protect their health and the health of their community	79
Environments that foster health and social networks.....	80
Capability to evaluate the effectiveness and health impact of policies and programs	81
Resources for governmental public health infrastructure	82
Section 4. Infrastructure Focus Areas	
Access to high-quality health services.....	87
Collaborative partnerships for community health improvement.....	88
Diverse, sufficient and competent workforce that promotes and protects health	90
Emergency preparedness, response and recovery.....	90
Equitable, adequate, stable public health funding	91
Health literacy.....	92
Public health capacity and quality.....	93

Public health research and evaluation	94
Systems to manage and share health information and knowledge	95
Section 5. Health Focus Areas.....	97
Adequate, appropriate, and safe food and nutrition.....	99
Alcohol and other drug use.....	101
Chronic disease prevention and management	102
Communicable disease prevention and control.....	104
Environmental and occupational health.....	105
Healthy growth and development.....	105
Injury and violence	107
Mental health	108
Oral health.....	109
Physical activity.....	110
Reproductive and sexual health	111
Tobacco use and exposure	113
Section 6. Proposed Implementation Model.....	115

Appendix A. Planning Structures and Contributors to Healthiest Wisconsin 2020	129
How was <i>Healthiest Wisconsin 2020</i> shaped?	131
Contributors to planning <i>Healthiest Wisconsin 2020</i>	134
 Appendix B. Key Elements of Wisconsin’s Public Health System	
Core functions and the 10 essential services of Wisconsin’s public health system	189
 Appendix C. Comparing <i>Healthiest Wisconsin 2010</i> with <i>Healthiest Wisconsin 2020</i>	
A detailed comparison of each Plan’s key features.....	195
 Appendix D. Glossary	199
 Appendix E. Partner Perspectives: Challenges and Successes in Public Health	213
 Appendix F. Don’t Wait: Ideas for Effective Action	233

