Committee Members in Attendance: Chair, Dr. Julie Willems Van Dijk (telephone); Chair-Elect, Dr. Gary Gilmore (in-person); Mr. Bevan Baker (telephone); Dr. Mary Jo Baisch (telephone); Dr. John Meurer (telephone); Dr. Ayaz Samadani (in-person).

Division of Public Health (DPH) Staff: Deputy Administrator Sandra Breitborde; State Health Officer; Dr. Henry Anderson; Ms. Patricia Guhleman; Ms. Kris Freundlich; Ms. Margaret Schmelzer; Ms. Kitty Klement.


Call to Order
The meeting was called to order via tele-conference by Dr. Julie Willems Van Dijk, Chair, at 8:30 a.m.

Administration

Review of Minutes. The Committee reviewed and approved meeting minutes from the September 2010 meeting. Minutes from the November 2010 meeting were approved contingent on modification that recognized Dr. Gilmore had requested to be excused from the meeting due to an international flight delay that made his attendance impossible.

Evaluation. The Committee discussed evaluation results from the December 2010 Council meeting. Respondents’ evaluations were highly positive; Dr. Gilmore noted the exceptional effectiveness of Dr. Willems Van Dijk’s leadership and facilitation at the December meeting. Executive members requested that at future meetings of the Council, a visual display of participants’ comments would be useful when making changes to documents. Ms. Guhleman indicated that this option would be investigated and implemented if feasible.

New Members. Staff indicated that two new members have been appointed to the Council: Gretchen Sampson and Faye Dodge. Staff will request bios to share with the Executive Committee. An orientation with the new members will be set up, with first preference for 9:00 a.m. preceding the February Council meeting or on a Friday morning prior to February 11. At present, 22 of the 23 Council positions are filled. New member names need to be added to the Council Web site.
Strategic Direction of the Council

Annual Report. Ms. Guhleman indicated that the draft 2010 Annual Report would be sent to the Executive Committee members early in the week of January 24, which will allow some editing by them prior to its mailing with the agenda packet to all Council members prior to the February 11 meeting.

A draft letter to the Governor, distributed prior to the meeting by Chair Dr. Willems Van Dijk, was discussed; this letter would serve as a cover to the Annual Report. The need for specific talking points was identified and perhaps clarification of the reference to Wisconsin’s status in the Health for America’s rankings. Executive Council members agreed that the letter with discussed modifications should be distributed to all Council members prior to the February meeting.

Executive Committee members discussed the importance of the key talking points. Dr. Van Dijk agreed to revise the draft cover letter, reflecting dialogue from the December Council meeting and the WPHA message and send it to Executive Committee members.

The Executive Committee will hold a teleconference on February 4, 8:30 – 9:30 a.m. to discuss the talking points.

WPHA. Dr. Willems Van Dijk shared that the Wisconsin Public Health Association (WPHA) has developed a new legislative proposal that is focused on healthy jobs and would create a chronic disease fund to accept funding from multiple resources. It includes a workplace wellness tax credit for businesses that create wellness programs for employees. It is based on a bill from last session (AB91) advanced by Representatives Murtha and Hopper. The bill would support employees making healthy choices (weight, nutrition, injury prevention initiatives, etc); it is not to be used for capital expenditures. The intent is for the use of evidence-based programs to reduce costs, increase productivity, and expand job creation by improving the attractiveness of the work place and improving the health of employees.

The Executive Committee agreed to invite WPHA leadership, perhaps Eric Ostermann, to brief the Council on this initiative.

The need was identified as to why previous introduction of this bill did not pass.

HIPAA Tracking Dissemination. Ms. Guhleman indicated that a list of potential recipients for the resolution would be developed and brought to the February 11 meeting for Council approval.

HW2020 Implementation. Ms. Guhleman indicated that the Healthiest Wisconsin 2020 (HW2020) Implementation Plan was Web-published by December 30, 2010, according to the timeline. Copies of the Implementation Plan will be provided to Council members. At the February meeting, the HW2020 report will identify potential next steps for the Council, particularly in relationship to the role of the State Health Plan Committee.
NALHBO. The Executive Committee discussed and identified support in pursuing NALBOH (National Association of Local Boards of Health), which currently includes representatives from approximately two-thirds of all states. Ms. Guhleman agreed to follow up with investigation regarding identification of potential funding and other potential issues related to Council membership.

Committee Issues

Emergency Preparedness. The Emergency Preparedness Committee has not met since the previous Executive Committee meeting.

February Council Meeting Agenda

Identified agenda items include:
- Standing items (estimate: 1 hour)
- Possible Council Action on Communication to Governor Walker (60 minutes)
- HW 2020 Implementation Plan (20 minutes)
- Legislative update and follow-up, including Legislative Council Studies (60 minutes)
- Lead program report to the legislature (10 minutes)
- WPHA report
- Executive Committee report on Partnership Fund recommendations (10-15 minutes)
- Announcements (5 minutes)
- Other

Discussion with Wisconsin Partnership Fund and Healthier Wisconsin Partnership Program officials

At 9:00 a.m., Dr. Willems Van Dijk formally turned over direction of the Executive Committee meeting to Chair-elect Dr. Gilmore. Executive Committee members who rescinded themselves from the following discussion and left the meeting included: Dr. Willems Van Dijk; Dr. John Meurer; Mr. Bevan Baker.

Call-ins at 9:00 a.m. to the discussion included: Dr. Patrick Remington; Ms. Eileen Smith; Ms. Cheryl Maurana; Dr. Syed Ahmed; Ms. Alicia Witten; Ms. Mary Jo Knobloch.

Dr. Gilmore invited representatives from each of the two schools to address the four points made by the Council in its December 2010 letter addressed to them.

Dr. Cheryl Maurana, MCW, indicated agreement with the importance that funding address public health issues; however, oversight to the current split between community-based versus other has recently been reviewed and affirmed. She indicated that the MCW letter of response to the Audit Bureau clarified how public health interests are appropriately being addressed. Upon questioning from the Executive Committee, Dr. Maurana indicated that she could clarify this in a response to the Council.
Dr. Remington emphasized that the 65% portion of the funding has been increasingly used for population health efforts, including public health education and research for engaging community organizations. He expressed willingness to further discuss this point.

Representatives from both MCW and UW indicated concern that the endowment funds not be used to supplant basic funding for public health.

In addressing recommendations from the Council related to the need to address health disparities, representatives from each of the schools identified specific initiatives in place. However, the continued need to further address disparities was also identified.

The recommendation from the Council that proposals not require an academic partner was addressed. Dr. Remington described the deliberateness that lay behind this requirement in order to both build partnerships and assure products that reflect standards accepted in the academic community. Various strategies for building partnerships were discussed, some of which are already in place. *Dr. Gilmore indicated that it would be helpful for the schools to make explicit these strategies.*

Both MCW and UW indicated challenges for developing sustainability from new programs, and new ideas are welcome. Some current steps in process include the fellowship program and the leadership institute.

Recommendations from the Council related to partnership program accountability were responded to by MCW with identification of their strengthened technical assistance and added staff to work on evaluation and one to work on technical assistance; UW Madison indicated they are proposing a new reporting system to include both site visits and phone calls to strengthen relationships and reporting.

Representatives from each of the academic institutions and the Executive Council agreed on the importance of continued communication and shared goals, although differences may exist in specific strategies.

At 10 a.m. representatives from the two academic institutions concluded their participation in the discussion.

**Conclusion of Partnership Fund Discussion**

Executive Committee members remaining in the meeting agreed on the following:
A letter will be sent to the MCW and UW Partnership Programs asking they send a response to PHC by 1-31-2011 containing:
- Current activities
- Status update
- Share good examples with us

In future discussion it will be important to consider:
- Natural linkages and liaisons in the Council now, e.g., Bevan Baker
- Inviting Partnership Program representatives back to a Council meeting later in the year


Having periodic updates or issue relative to Partnership Program as regular feature on agendas.

*The Executive Committee will hold a teleconference on February 3, 2011 to discuss the cover letter accompanying the responses from the two academic institutions.*

**Adjournment**
The meeting adjourned at 10:10 a.m.