

Public Health Council

STATE OF WISCONSIN

MINUTES OF THE MEETING OF AUGUST 13, 2010

STATE OFFICE BUILDING, 1 W. WILSON STREET, MADISON, WISCONSIN

Council Members Present: Dr. Julie Willems Van Dijk (Chair); Dr. Gary Gilmore (Chair-Elect); Dr. Mary Jo Baisch; Mr. Bevan Baker; Ms. Amy Bremel; Ms. Bridget Clementi; Ms. Catherine Frey; Ms. Susan Garcia Franz; Ms. Terri Kramolis; Dr. Corazon Loteyro; Mr. Douglas Nelson, Dr. A. Charles Post; Dr. Ayaz Samadani; Dr. James Sanders; Mr. Mark Villalpando; and Mr. Thai Vue

Council Members Absent: Dr. John Meurer; Ms. Deborah Miller; Mr. John Bartkowski; and Dr. Lynn Sheets.

Division of Public Health (DPH) Staff: Dr. Seth Foldy; Ms. Patricia Guhleman; Ms. Jane Conner; Ms. Margaret Schmelzer; and Mr. Kevin Wymore

Guests: Ms. Karen Timberlake; Ms. Kristine Freundlich; Ms. Carrie Kahn; Mr. Ed Rabotski; Jan Klawitter; and Katherine Vaughn-Jehring.

Call to Order

The meeting was convened shortly after 10 a.m. by the Chair, Dr. Julie Willems Van Dijk.

Minutes

The Council approved the June 11, 2010, Council meeting minutes, without correction. Gary Gilmore moved approval, and Corazon Loteyro seconded.

Evaluation

The Council reviewed the meeting evaluation results from the June meeting, which included and overall evaluation score of 3.9 on a 4.0 scale. There were fairly uniformly high evaluation marks for the individual topics and presentations.

Membership Issues

The Council heard an update about Council membership issues. Re-appointment of members whose terms expire in July is pending with the Governor's Office; it was noted that current members whose terms need renewal continue their Council membership unless they are explicitly terminated. Staff also noted requests have been sent to tribal chairs seeking nominations for tribal representation on the Council.

Open Forum

Members noted various updates. Dr. Gilmore provided a brief overview of his trip to Pine Ridge Reservation, and Susan Garcia Franz noted the 75th anniversary of Planned Parenthood in Wisconsin. Jane Conner, retiring staff to the Council, was recognized for her contributions.

NALBOH Annual Meeting Presentation

Both Dr. Willems Van Dijk and Dr. Gilmore attended the recent National Association of Local Boards of Health annual meeting in Omaha, and they shared their impressions. The Chair said it was fascinating to attend the meeting, which is becoming a strong group with influence in regulatory authority and policy-making. Organizationally, the trend nationally is toward organizing as an advisory group. Dr. Willems Van Dijk said Wisconsin has gone from having a Board of Health, to having nothing, to having an advisory body at present. She suggested that the Council serving as an advisory group reflects a national trend.

Presentation of 2009 Annual Report to Secretary Timberlake

The Council presented Department Secretary Karen Timberlake with its 2009 Annual Report, which highlighted resolutions on the state beer tax, national health systems reform, a rewrite of the Rules of Order, State Health Plan Committee reports and other accomplishments. Secretary Timberlake thanked the Council for its work and said it was a "banner year" for public health policy in the Legislature. She said the Council also has an opportunity to amplify the public health message.

Health Systems Reform Provisions in Wisconsin

The Council heard a presentation from Secretary Timberlake on the potential effect of national health systems reform legislation embodied in the Patient Protection and Affordable Care Act. It was noted that the Council had crafted and delivered a supportive letter on the legislation to the state Congressional delegation in December, 2009.

Stressing that the landmark law would make "more states look like Wisconsin," Secretary Timberlake provided information on how the state will implement the "insurance exchange" by 2014; add coverage to more than 125,000 state residents; and increase affordability of prescription drugs for Wisconsin senior citizens.

Secretary Timberlake noted the law's effects, both immediate and long term. Within six months after enactment, Timberlake said the law will include preventive care to insurance policies; coverage for young adults to age 26; and ban "pre-existing condition" clauses, as well as banning lifetime coverage limits from insurance policies.

She also said there are important public health investments in the law. She said the state "has work to do" in improving public health indicators. For example, about 20 percent of adults still smoke; about two-thirds are overweight or obese; and 76 percent fail to consume five or more fruits or vegetables per day.

To address these concerns, the law contains many synergies to further the State Health Plan, *Healthiest Wisconsin 2020*. Sections in the new law address: oral health, immunizations, home visiting, health disparities, and other issues. She highlighted new spending on public health workforce development and primary care. She noted that Wisconsin has already received or applied for several grants in the areas of maternal and child health; pregnancy prevention, health care workforce; and public health training.

Though she noted that some parts of the law may be challenged in court, she said Wisconsin should continue to move forward with preparations for the law's implementation. Timberlake noted that despite the many benefits of the law, it has been criticized for not doing enough to contain costs.

Additional information is available on the Wisconsin's Office of Health Care Reform website: www.healthcarereform.wi.gov

Healthiest Wisconsin 2020 Process and Update

The Council heard Ms. Patricia Guhleman and Ms. Margaret Schmelzer review the process and the current status of the Healthiest Wisconsin 2020 plan, which is the state's public health plan for the period 2010 to 2020.

Proposed Strategic Initiatives

Dr. Willems Van Dijk led Council discussion on the topic of what the Public Health Council must do to promote and assure effective implementation of the *Healthiest Wisconsin 2020*, the State Health Plan. In follow up to the Strategic Initiatives the Council passed at its June, 2010 meeting, the first order of business is to work on Initiative I—promoting the State Health Plan. Dr. Gary Gilmore has agreed to chair an Ad Hoc Committee on Marketing and Messaging. He will be joined by Council members Amy Bremel and Bridget Clementi. Ms. Patricia Guhleman presented a draft set of slides that present key messages about the State Health Plan and asked for Council feedback. The Ad Hoc Committee will take this feedback and bring a report to the October meeting of the Council.

Legislative Audit Bureau Reports on Blue Cross/Blue Shield Asset Conversion

Dr. Willems Van Dijk reported briefly on the format for the upcoming October agenda item on the topic. Both medical school-based Partnership Fund public health programs will be invited to discuss the evaluation reports from the state Legislative Audit Bureau, a non-partisan agency. Dr. Willems Van Dijk indicated that it will be important for Council members to read the report prior to the meeting in order to focus discussion. The agenda will include specific time for Council members to ask questions.

Adjournment

The meeting adjourned at about 2:00 p.m.

Mary Jo Baisch, Secretary

Date