

**MINUTES**  
**Public Health Council**  
**State Health Plan Committee**  
**October 11, 2006**

**Location:** United Community Center  
**1028 S. Ninth Street, Milwaukee, Wisconsin (Conference Room 1)**  
**Time:** 9:00 a.m. – 12:00 Noon

**Participants:**

Richard Perry, Jo Ann Weidmann, Leah Arndt, Rachel Morgan, Pa Vang, Carol Graham, Mark Huber, Cathy Frey (by teleconference), Patrick Remington (by teleconference), Peggy Hintzman (by teleconference)

**Absent:**

Christopher Okunseri, Gary Hollander (unable to attend), Mary Jo Baisch (unable to attend)

**Guests:**

Torrie King, Jan Seibert, Bridget Booske (by teleconference), Paul Moberg (by teleconference).

**Staff:**

Margaret Schmelzer, Kelli Jones, Deborah Pasha

<b>Agenda Item</b>	<b>Lead</b>	<b>Action</b>
The meeting was called to order at 9:10 a.m. The November 9, 2006 meeting was changed to November 2, 2006 due to schedule conflicts with the American Public Health Association.	Mr. Perry	Next meeting: Thursday 11/2/06 10 a.m. - 3 p.m.
Agenda reviewed. September 2006 minutes approved.	Mr. Perry	
Report from the Chair and Vice Chair: Reviewed the stem cell research issue that was included on the Public Health Council agenda as an informational item. Despite concern expressed by some members about taking action on an item that was listed as informational only, Council members voted to write a letter supporting the Governor on this issue. Resolved method of presenting information for action.  Brief update provided on the processes leading to the creation of a potential school of public health.	Mr. Perry Ms. Weidmann	Emergency Preparedness Committee and Public Health Council minutes and agendas will be sent to the Committee members. (Note: these are also available on Web site.)
Dr. Remington led a discussion concerning setting targets for Wisconsin for (1) overall health and (2) health disparities. State rankings are summary rankings compared to the rest of country. Assess disparities along with overall health. Attempt to examine trends and develop targets, not just rank Wisconsin. We need objective, measurable, evidence-based measures for the overarching goals for health and disparities. This is not	Dr. Remington	The State Health Plan Committee will be requested to review the template and to present to the Public Health Council.

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<p>expected to be redundant with work-to-date on priorities. The UW Population Health Institute is preparing a technical report for public health and policy makers with an accompanying presentation.</p>		
<p>Recommendations: Evaluation of the <i>HW2010</i> goal: Transform Wisconsin’s public health system for the 21<sup>st</sup> century.</p> <p>Reference document: <i>Healthiest Wisconsin 2010: A Partnership Plan to Improve the Health of the Public—A Midterm Assessment. Recommendations to Increase the Potential for Public Health System Transformation.</i></p> <p>Highlighted recommendations:</p> <ol style="list-style-type: none"> <li>1. Definitions of the public health system and concrete indicators are needed for the next state health plan.</li> <li>2. We need a public or social marketing campaign. Clarify client as the “public,” not just socially disadvantaged. Rural, exurban, and urban continuums, although many similar problems and variations. Evaluate service equity in Wisconsin.</li> <li>3. Data report and integration on local levels. Electronic reporting by all partners (government, the public, private, nonprofit, and voluntary sectors). Regional data sources by health outcomes are also desirable.</li> </ol> <p>There was discussion regarding 11 tribal entities and agreements and communications. Tribes determine whether to participate; however, the Governor recently required that state agencies invite tribal involvement from the start of planning. It was noted that DHFS has been doing so and was the first state agency to develop a memorandum of understanding with the Tribes.</p>	Ms. Graham	Schedule a continued discussion led by Ms. Graham and Dr. Hollander at the November 2006 meeting.
<p>Recommendations on <i>HW2010</i> Priority: Obesity, Overweight, and Lack of Physical Activity</p>	Ms. Frey Dr. Torres	Postponed to November 2006. Use this meeting to finalize report to the Public Health Council.
<p>Recommendations on <i>HW2010</i> Priority: Adequate and Appropriate Nutrition</p> <p>An extended discussion occurred to determine additional data needs and format issues concerning the provisional</p>	Ms. Weidmann	Postponed to November 2006. Use this meeting to finalize report to the Public Health Council.

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<p>reports on (1) Obesity, Overweight, and Lack of Physical Activity; (2) Tobacco Use and Exposure; and (3) Adequate and Appropriate Nutrition. Recommend highlighting the subpopulations that have had some progress.</p>		<p>Ms. Schmelzer to discuss this with Ms. Guhleman and provide the data to the reports where available.</p>
<p>Recommendations on <i>HW2010</i> Priority: Tobacco Use and Exposure</p> <p>Format includes introduction; followed by bulleted findings on progress with objectives highlighted in green, yellow, red according to status; plus appendices of data tables. Need to address disparities.</p>	<p>Ms. Hintzman Dr. Remington</p>	<p>One-page summary will be distributed to Committee.</p>
<p>Provisional Recommendations on <i>HW2010</i> Priority: Alcohol, Substance Use, and Addiction</p> <p>It is apparent that counseling resources are lacking.</p>	<p>Mr. Perry Ms. Vang</p>	<p>Mr. Perry and Ms. Vang will prepare a provisional report.</p>
<p>Overarching recommendations (e.g., integrated data and information, financing, partnerships, disparities, socio-economic, workforce). Boilerplate recommendations address financing and data.</p> <p>Basic Phase I / Phase III format in place will be used. Will submit Lack of Physical Activity, Adequate Nutrition, and Tobacco Use.</p> <p>Issue of missing external data was discussed. Critical message is that essentially only governmental public health data are collected, other public health system data are missing. Mr. Huber reported that the Wisconsin Hospital Association has a new Community Benefit Services report, categorized by the 11 health plans to include gap analysis and free services.</p>	<p>Mr. Perry Ms. Weidmann All</p>	<p>Mr. Perry and Ms. Weidmann will prepare recommendations to be incorporated in each report concerning financing and data.</p>
<p>Open Comment Session</p> <p>Need to incorporate naturopathic medicine. Suggest interventions in schools, WIC. Suggest peer education model for both school-age and workforce.</p> <p>Most medical schools have not trained medical staff on methods of using nutrition therapeutically. Dr. Seibert and colleagues would like to offer training. There are about 15 licensed, trained physicians in Wisconsin to</p>	<p>Dr. Jan Seibert</p>	

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help in policy development. Dr. Seibert was recently invited to join faculty at MCW. Need to hold food industry accountable.		
<p>Report from the Division of Public Health</p> <p>Minutes will be taken by Deborah Pasha only on Thursdays due to conflict with 2<sup>nd</sup> Wednesday meeting of SE WALHDAB. Ms. Weidmann concurred that she experiences the same conflict and would ask that the Wednesday 2007 meeting dates be reevaluated.</p> <p>Members are encouraged to attend either the 12/11 or 12/14 Public Health and Policy Horizons Conference.</p>	Ms. Schmelzer	<p>Send Hanrahan's "What's in it for Public Health" paper.</p> <p>Add race, sex, age, LGBT data for long-term outcomes.</p> <p>Mr. Perry and Ms. Weidmann will request at least two hours be dedicated to reviewing the SHPC reports at the December 2006 meeting of the Public Health Council.</p>
<p>Evaluation:</p> <p>Refreshing how work gets done in this committee. Some issues not getting the in-depth discussion needed. Food great. Appreciate attendance and contributions of reports. Ask that we try to be more organized and start the meetings on time.</p>		
Adjournment: 12 noon		

Respectfully submitted by:  
Deborah Pasha, Regional Public Health Nursing Consultant

- C: Dr. Sheri Johnson, Administrator and State Health Officer  
 Dr. Ayaz Samadani, Chair, Public Health Council  
 Patricia Guhleman, Interim Director, Bureau of Health Information and Policy  
 Stephanie Ward, Chief Staff, Public Health Council