



HEALTHIER WISCONSIN PARTNERSHIP PROGRAM

Improving health through community – academic partnerships



PROGRAM OVERVIEW

- Blue Cross / Blue Shield Conversion
- *Advancing a Healthier Wisconsin* Endowment
- MCW Consortium on Public and Community Health
- Healthier Wisconsin Partnership Program
 - Annual statewide Request for Proposals for community-MCW partnerships
 - \$5-\$8 million funding per cycle: development and impact awards
 - Current total: \$10 million, 49 partnership projects

AUTHENTIC PARTNERSHIPS

PRINCIPLES OF STEWARDSHIP



COMMUNITY-ACADEMIC PARTNERSHIP MODEL

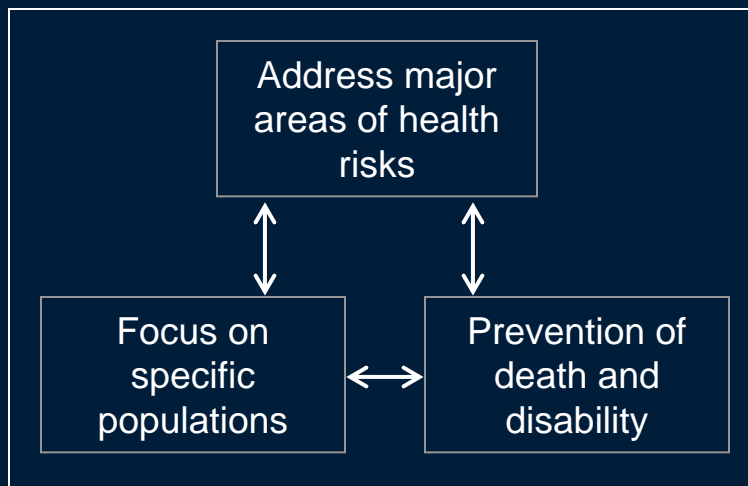


SUCCESSSES & CHALLENGES

- Formalized and well organized vision statement
 - Respected and recognized leadership
 - Clear, open process
 - Engaged by, and inclusive of, all stakeholders
 - Time to build partnership
 - Commitment to maintain it
 - Communication plan
 - Agreement on collaboration
 - Shared credit
 - Mutual responsibility
 - Evolutionary
- Lack of clear project purpose or plan
 - Unbalanced or unacceptable leadership
 - A history of conflict among key interests
 - Unrealistic goals with unattainable timelines
 - Hurried or forced relationships
 - Ineffective communication
 - Overburdened financial commitments
 - Ill-distributed responsibility
 - Exclusivity/silo-thinking

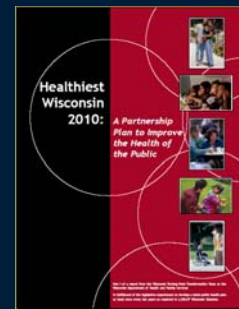
FUNDING PRIORITIES

HEALTH IMPROVEMENT MODEL



Transform health improvement efforts through capacity-building and systemic programs

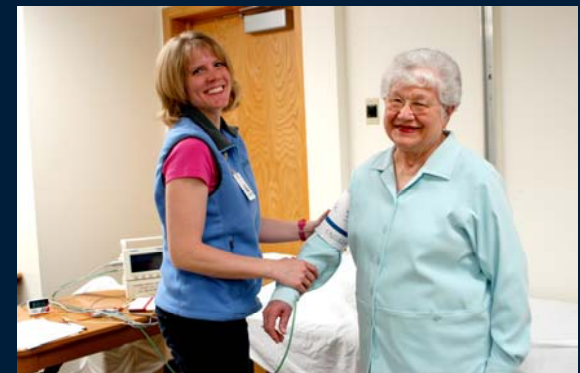
PROMISING PROGRAMS



- Competitive national merit review success
- Tie with state health plan priorities
- Technical capacity from community and faculty partners
- Stated sustainability and outcome measurement plan
- Demonstrated impact, policy change, statewide innovation

LESSONS LEARNED: IMPLEMENTATION

- Invest in technical assistance, outreach and innovative technology.
- Focus the RFP clearly on desired impact.
- Evaluate and report findings from funded projects and the overall program.
- Develop publicity and broad communication plan.
- Continuously improve process.
- Be flexible and open to new ideas.



LESSONS LEARNED: TRANSFORMATION

The funder is a partner, a change agent in the transformation.



- Lead institutional evolution
 - Strategic emphasis on public and community health
 - Cultivate senior leadership
 - Simplify bureaucracy and process
 - Spearhead development of a community IRB
 - Foster continued faculty, staff, student partnerships



- Engage community leadership
 - Participate in shared funding opportunities
 - Engage public, solicit input, incorporate feedback
 - Build community collaborations around health topics
 - Conduct national merit reviews
 - Steward funds with transparency