

Medical College of Wisconsin
The Healthier Wisconsin Partnership Program
Call for Reviewers
Deadline: Friday, July 30, 2004

Background: In 1999, Blue Cross & Blue Shield United of Wisconsin announced its intention to convert to a stock insurance corporation and to dedicate the proceeds from that conversion to improving the health of the public. As a result of the conversion process, Wisconsin's two medical schools, the Medical College of Wisconsin and the University of Wisconsin Medical School, established permanent endowments for the benefit of the people of the state of Wisconsin.

The Healthier Wisconsin Partnership Program is a component of the endowment fund at the Medical College of Wisconsin. The vision for the Program is to improve the health of the people of Wisconsin. The Program supports community-medical school partnerships that address public and community health improvement. The Program supports projects that define public health inclusively, focusing on broad determinants of health in communities. As we begin the 21st century, Wisconsin continues to be faced with both challenges and opportunities in its efforts to improve the health of its residents. The Healthier Wisconsin Partnership Program provides a unique opportunity to advance a healthier state.

Approximately \$10 million will be distributed over the next three years through annual funding cycles of the Healthier Wisconsin Partnership Program. Funding decisions in each funding cycle will vary and will be based primarily on a merit review process.

In April 2004, the Healthier Wisconsin Partnership Program released its first request for proposals (see: <http://www.mcw.edu/display/router.asp?docid=435>). The proposal submission process is now underway, with full proposal deadlines in July 2004 and August 2004. Although the total number of awards and the average award amount cannot be precisely determined in advance, it is estimated that between 10 and 30 total projects will be funded in this first cycle.

This Call for Reviewers is intended to recruit qualified individuals to conduct a detailed merit review of each proposal submitted, based on the four criteria described in the request for proposals:

- Fit with the Health Improvement Model (see pages 6-7)
- Fit with the Community-Academic Partnership Model (see pages 8-9)
- Fit with the Principles of Stewardship (see page 10)
- Strength of the requested information within each section of the proposal guidelines (project description, budget and attachments)

For the individuals selected as reviewers, participation in the proposal review process will provide a unique opportunity to apply their experience and expertise, enjoy an intellectual challenge and network with colleagues while assisting an important new endowment fund to invest its resources wisely in community-academic partnerships that improve the health of Wisconsin's residents.

Reviewers are being sought from a wide range of organizations, including but not limited to:

- citizen groups, community-based organizations, religious organizations and health care organizations;
- colleges, and universities, with an emphasis on medical schools and other health professional schools;
- federal, state and local governments;
- Indian tribal governments, Indian tribes or Indian tribal organizations;
- scientific or professional associations; and
- voluntary associations, foundations and civic groups.

Requested Information (*please type*):

- A. Personal statement of no more than two pages that emphasizes education, experience and expertise that is relevant to being a reviewer, including:
- education, experience and expertise in one or more areas of the Health Improvement Model;
 - education, experience and expertise in one or more areas of the Community-Academic Partnership Model; and
 - listing of past grant proposal reviews (name of funding agency, grant program, and year).
- B. Contact sheet of no more than 1 page that includes this information in this order:
- Name, Title, Organization, Street Address, City, State/Province
 - Daytime Phone, Fax, Email and Website (if applicable)
 - How did you hear about this opportunity?
 - Voluntary demographic information (gender, race/ethnicity and age)
 - Primary organizational affiliation (indicate one):
 - Citizen or civic organization
 - College or university (indicate department or school)
 - Community-based organization
 - Consulting firm
 - Foundation
 - Government (indicate federal, state, county, city)
 - Health care delivery organization
 - Religious organization
 - Scientific or professional association
 - Tribal-affiliated organization
 - Voluntary association
 - No organizational affiliation
 - Other (indicate category)
- C. Contact information for two people who can verify the information contained in your personal statement (provide their name, title, organizational affiliation, daytime phone and email)
- D. Completed checklist of education, experience and expertise (Please use form on pages 4-5).
- E. Resume or curriculum vitae (maximum 5 pages) that emphasizes information you believe to be most relevant to being a reviewer

If you have questions at any time, please contact: Sarena D. Seifer, Executive Director, Community-Campus Partnerships for Health, Tel. 206-616-4305, Email: sarena@u.washington.edu

Checklist of Education, Experience and Expertise
Please type

Name: _____

1. Please check your highest completed education:

- High school
- 2-year college
- 4-year college or university (Please indicate degree and field: _____)
- Graduate or professional school (Please indicate degree and field: _____)
- Postgraduate training (Please indicate field: _____)

2. How many years of grant evaluation experience do you have (e.g., as a proposal reviewer, member of a site visit team, etc.)? _____

3. Please check *all* areas in which you have significant experience and expertise:

Major areas of health risks and causes of death/disability:

- Access to primary and preventive health services
- Cancer
- Chronic obstructive pulmonary disease
- Communicable diseases
- Domestic violence
- Environmental and occupational health hazards
- Heart disease
- High risk sexual behavior
- Intentional and unintentional injuries
- Mental health and mental disorders
- Nutrition
- Overweight, obesity and/or lack of physical activity
- Social and economic factors that influence health
- Substance abuse and addiction
- Tobacco use and exposure
- Other (please specify: _____)

Specific populations:

- Children and adolescents
- Seniors
- Men
- Women
- Rural
- Urban
- Racial and ethnic populations (please specify which ones: _____)
- Uninsured
- Homeless
- Disabled
- Other (please specify: _____)

Checklist of Education, Experience and Expertise (continued)
Please type

Name: _____

Please check *all* areas in which you have significant experience and expertise:

Capacity-building and systemic programs:

- Advocacy and policy change
- Community development
- Community health improvement
- Community organizing
- Health workforce development
- Neighborhood revitalization
- Leadership development
- Policy development
- Undoing racism
- Other (please specify: _____)

Additional areas of experience and expertise:

- Asset mapping
- Biostatistics
- Clinical research
- Community assessment
- Community-academic partnerships
- Community-based learning
- Community-based program evaluation
- Community-based participatory research
- Conducting focus groups
- Conducting interviews
- Conducting participant observation
- Conducting surveys
- Cultural competency
- Epidemiology
- Financial management
- Health behavior change
- Health services research
- Policy analysis
- Program evaluation
- Program management
- Social marketing
- Others (please specify: _____)

Medical College of Wisconsin
The Healthier Wisconsin Partnership Program
Additional Background Information
Program Website: <http://www.mcw.edu/healthierwisconsin>

Projects funded by the Healthier Wisconsin Partnership Program must fit three key areas of emphasis: (1) the health improvement model; (2) the partnership model; and, (3) the principles of stewardship. Each of these key areas is described below.

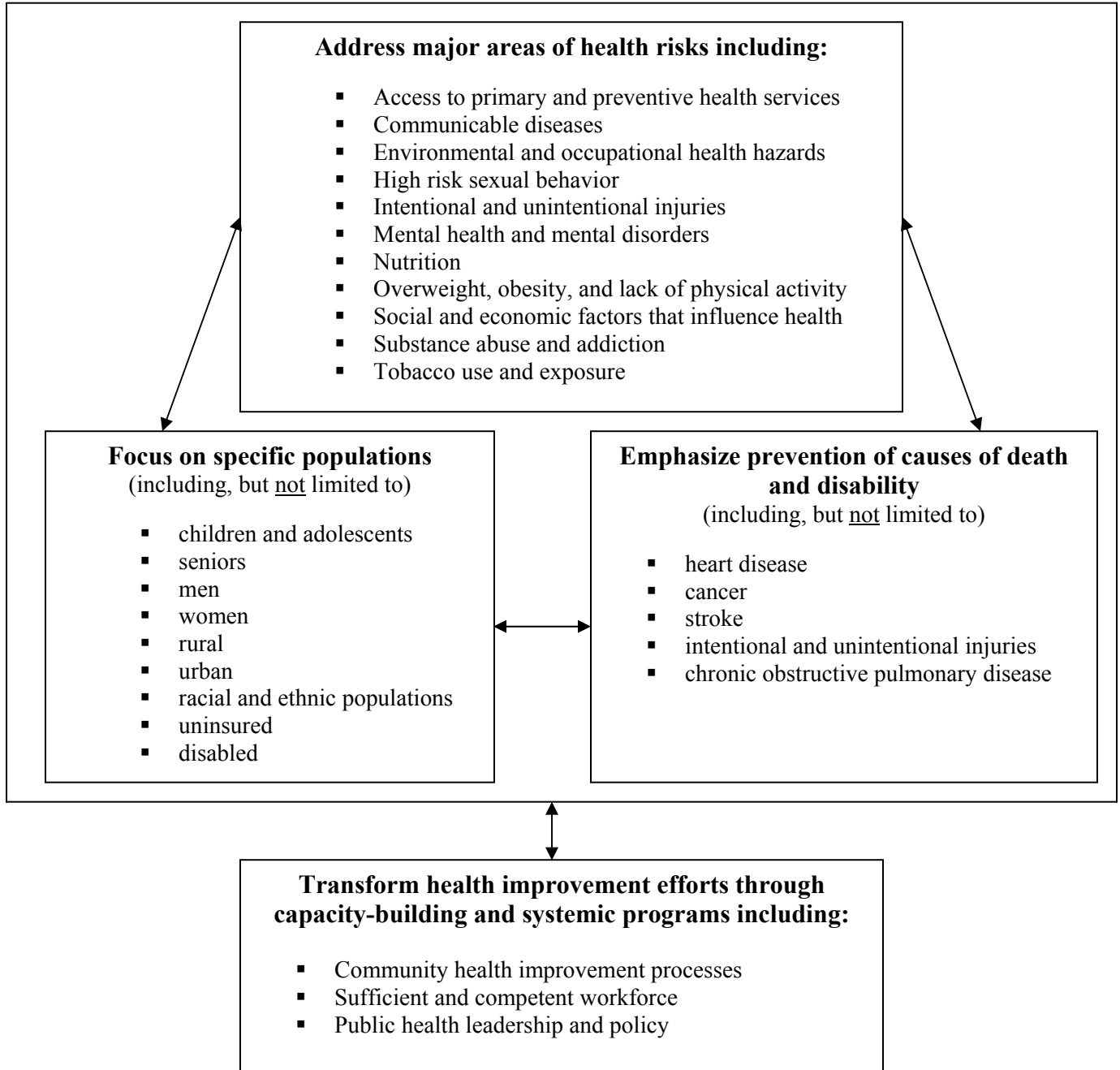
1. Health Improvement Model

The Healthier Wisconsin Partnership Program emphasizes a health improvement model that includes four interrelated approaches to improving the health of Wisconsin residents:

- Address major areas of health risks;
- Focus on specific populations affected;
- Emphasize prevention of causes of death and disability; and
- Transform health improvement efforts through capacity-building and strengthening systems.

Using this model, projects to improve health can emphasize any one of the four approaches as a starting point, with the requirement that the project also incorporate the other approaches into the project design. See the model on the next page for additional details.

The Healthier Wisconsin Partnership Program Health Improvement Model*



*Developed using broad public input as well as a number of significant health assessments including Healthy People 2010 (the national health plan), Healthiest Wisconsin 2010 (the state health plan), Healthy Milwaukee, and Advancing a Healthier Wisconsin (the Medical College of Wisconsin's five-year plan for the endowment funds).

2. Community-Academic Partnership Model

Each project funded by the Healthier Wisconsin Partnership Program must be conducted by a partnership including at least one community organization partner and one Medical College of Wisconsin partner. Partnerships can be in varying stages of development ranging from newly formed partnerships to well-established partnerships. The Healthier Wisconsin Partnership Program has been established in perpetuity, and the development of partnerships will be expected to grow over time. Partnerships funded by the Healthier Wisconsin Partnership program must provide clear evidence of a commitment to a partnership model that includes four elements:

- Understanding of the environment for partnerships;
- Commitment to an agreed-upon set of principles;
- Recognition that partnerships go through various stages of development; and,
- Creation of a written programmatic agreement.

These elements are described briefly below.

a. Understanding the Environment for Partnerships. Assessing and responding to the distinct environments within which partners operate while creating a mutually acceptable partnership environment is critical to the formation of successful partnerships.

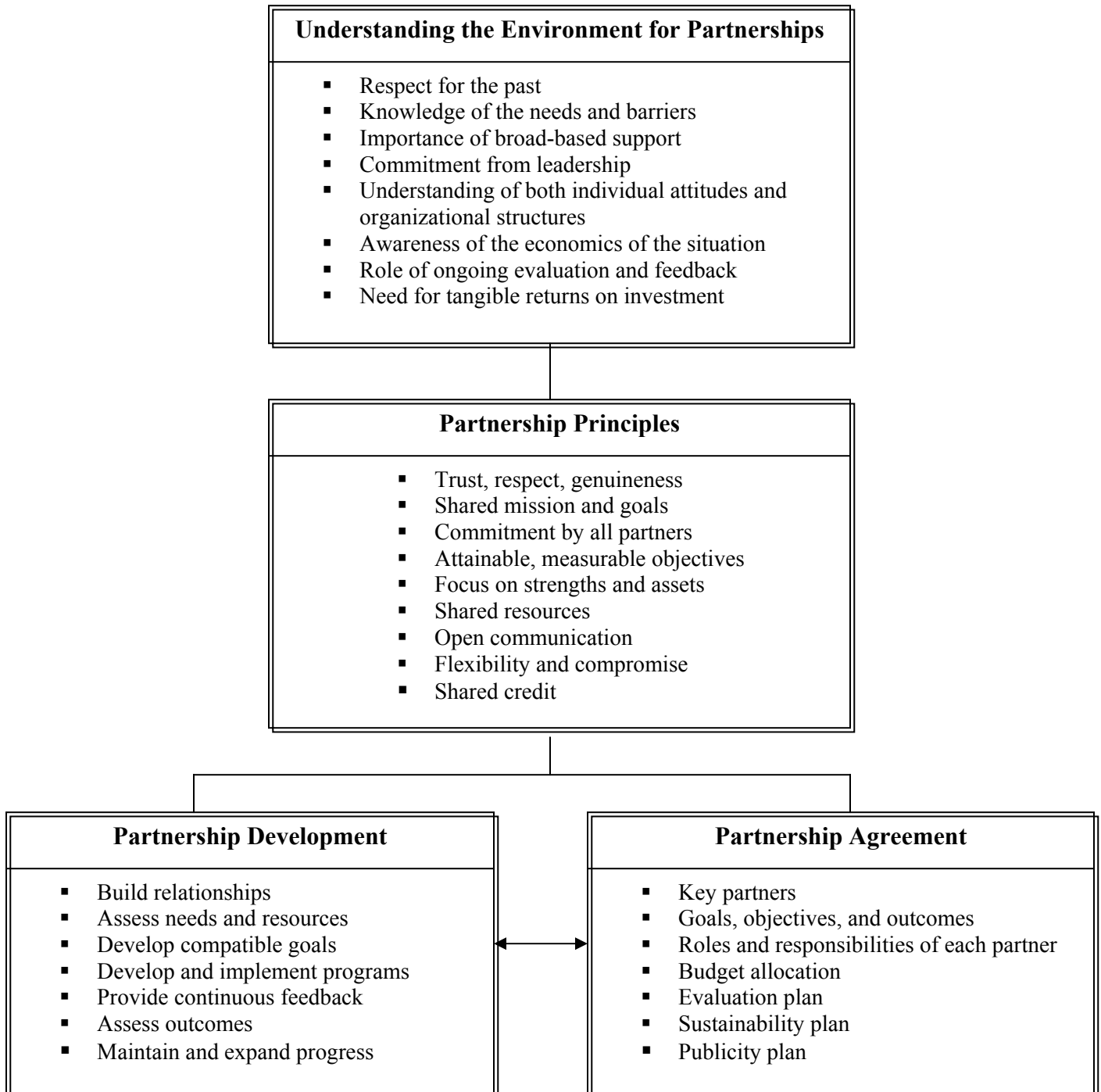
b. Partnership Principles. Making a commitment to an agreed-upon set of principles is also critical for the long-term success of a partnership. These principles include developing common goals, building trust and respect, and understanding and emphasizing strengths and assets. Open communication and feedback are also critical, as is flexibility to evolve, mutual benefit and shared credit.

c. Stages of Partnership Development. When community organizations and academic institutions build relationships, it is important to understand that the partnership development goes through several stages. The partners must build relationships, assess needs, develop compatible goals, implement programs, provide feedback, and assess outcomes. These stages allow partners to become better acquainted, build trust, and develop ways to sustain the partnership and expand progress. Identifying and sharing resources is also a key element.

d. Written Programmatic Agreement. A programmatic agreement using the principles of partnership described above will lay the groundwork for success. An agreement clearly identifies goals and objectives, and roles and responsibilities of each partner. Also included are well-defined, measurable outcomes, evaluation plans, and mutual benefits.

See the Community-Academic Partnership Model on next page for additional details.

The Healthier Wisconsin Partnership Program Community – Academic Partnership Model



Maurana, C. Building Effective Partnerships with Wisconsin Communities, *Wisconsin Medical Journal*, Vol. 99, No. 1, 31-32, January/February 2000.

Maurana, C, et al. How Principles of Partnership are Applied to the Development of a Community-Campus Partnership, In: Connors K and Seifer S (editors), *Partnership Perspectives*, Vol. 1, Issue 1, 47-53. San Francisco, CA: Community-Campus Partnerships for Health, 1998.

3. **Principles of Stewardship**

The Healthier Wisconsin Partnership Program emphasizes five principles of stewardship. Projects must demonstrate these five principles.

Collaboration. The project must demonstrate effective collaboration between community partners and MCW faculty to capitalize on the strengths that each brings to the table. The project must build upon Healthiest Wisconsin 2010 (the state health plan), and must coordinate with other efforts in the community.

Prioritization. The project must strive for maximum impact on the health of the people of Wisconsin by deliberately focusing on the greatest state or local needs.

Leverage. The project must work to leverage other opportunities, with an emphasis on pooling existing resources, attracting additional resources, and encouraging sustainability.

Accountability. The project must ensure accountability for the use of the funds and the impact of the programs on improved health. This must include effective oversight responsibility and rigorous evaluation. The project must include the community affected in all aspects of program design, development, implementation and evaluation.

Transformation. The project must aim to effect systemic change by emphasizing prevention, innovation, and capacity-building.