

BIANNUAL REPORT

2021-2022



**MEDICAL
COLLEGE[®]
OF WISCONSIN**

**COMMUNITY
ENGAGEMENT**



COMMUNITY ENGAGEMENT

OUR TEAM

FACULTY

Staci Young, PhD

she/her/hers

Senior Associate Dean for Community Engagement

Director, Office of Community Engagement

Inaugural Faculty Director, ThriveOn Collaboration

Professor, Department of Family and Community Medicine

Director, Center for Healthy Communities and Research

Professor, Institute for Health & Equity

Zeno Franco, PhD

he/him/his

Associate Professor, Department of Family and Community Medicine

Faculty, Center for Healthy Communities and Research

Affiliate Research Associate Professor, Computer Science,

Marquette University

Bryan Johnston, MD

he/him/his

Assistant Professor, Department of Family and Community Medicine

Faculty, All Saints Family Medicine Residency

David Nelson, PhD, MS

he/him/his

Professor, Department of Family and Community Medicine

Faculty, Center for Healthy Communities and Research

Leslie Ruffalo, PhD, MS

she/her/hers

Associate Professor, Department of Family and Community Medicine

Co-director, Division of Medical Student Education, Family and Community Medicine

CURRENT STAFF

Sarah O'Connor, MS

she/her/hers

Program Director

Kristine Burke, MPH, MSW

she/her/hers

Program Coordinator III

Yesica Desarden, BS

she/her/hers

Program Coordinator II

Kelsey Heindel, BS

she/her/hers

Program Coordinator III

Ayodele Idowu, MBA

she/her/hers

Business Operations Coordinator

Jai Lor, BS

he/him/his

Administrative Associate

FORMER STAFF

(with the office during the 2021-2022 report time frame)

Kristy Caldwell, DrPH, MPH, Program Coordinator III

Myah Pazdera, MS, Program Coordinator III

Erika Petterson, MA, Program Coordinator III

Christine Zeller, MA, Program Manager II



OUR MISSION

The Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) is dedicated to improving the health of communities in Wisconsin and beyond by advancing the art and science of community engagement and making MCW a national leader in improving the health of the public.

“Community engagement embodies the best of the Medical College of Wisconsin (MCW) through strategic leadership and innovative partnerships. These collaborative efforts across our clinical, research, and education missions advance MCW as a national leader by improving the health of our communities.”



- Joseph E. Kerschner, MD
Provost and Executive Vice President
The Julia A. Uihlein, MA, Dean of the School of Medicine
Professor of Otolaryngology



- John R. Raymond, Sr., MD
President and Chief Executive Officer
Professor of Medicine



A NEW ERA OF COMMUNITY ENGAGEMENT

“Over the past two years at the Medical College of Wisconsin (MCW), the concept of “reimagining” has been at the forefront in the Office of Community Engagement (OCE). We have striven to rethink and improve the ways we work, partner, communicate, educate, and provide clinical care to our community. As my predecessor, Dr. Syed Ahmed, retired, I stepped into the interim role of senior associate dean for community engagement in 2021. Despite the unprecedented, ever-present challenges the COVID-19 pandemic posed locally, nationally, and globally, our team continued to make progress in reimagining our community engagement efforts. As an institution we developed new approaches to teaching, providing clinical care, and conducting research to ensure that our services remained accessible to those who needed them most. We also strengthened our partnerships with community organizations and leaders to promote health equity and continue to address social determinants of health. During this challenging time, OCE has risen to challenges hand in hand with our community, and I have transitioned into the role of senior associate dean permanently, as well as having been named director of the Office of Community Engagement and the inaugural faculty director for the ThriveOn Collaboration.

The OCE’s commitment to community engagement has remained unwavering as exciting and meaningful advancements continue to develop. The ThriveOn Collaboration between MCW, the Greater Milwaukee Foundation, and Royal Capital Group has grown and gained momentum as a generational investment in advancing health equity across Milwaukee. Building construction is underway, and partnerships have continued to be developed and nurtured. The Health Equity Academic Committee was launched to ensure the community engagement mission is threaded throughout all ThriveOn activities.

Staci Young, PhD (she/her/hers)

Senior Associate Dean for Community Engagement; Director, Office of Community Engagement; Inaugural Faculty Director, ThriveOn Collaboration; Professor, Department of Family and Community Medicine; Director, Center for Healthy Communities and Research; Professor, Institute for Health & Equity



In 2021 and 2022, OCE continued to engage with summer research students, providing them with didactic sessions and an educational series to discuss community engagement principles. This initiative demonstrates a commitment to supporting the next generation of community-engaged learners and practitioners. By providing students with opportunities to learn about the principles of community engagement and how to apply them in their research, OCE is fostering a cohort of community engaged practitioners.

The Community Engagement Spotlight Series was also launched to showcase the exceptional work of the community partners with whom OCE works. This initiative has been well received and is expected to expand throughout the campus community. By highlighting the great work of community partners, OCE is creating opportunities for collaboration, networking, and recognition for all those involved.

Another highlight of OCE's programming has been its Immersion Program. In 2022, the program brought together a cohort of scholars, both locally and nationally, to gain practical experience and skills in community-engaged partnership development. The program allowed scholars to work with community partners, apply community engagement principles, and gain valuable insights and experiences that will shape their future work. OCE recognizes that this type of hands-on training is vital for developing the next generation of community-engaged scholars and practitioners and plans to offer this immersive program again in 2023. MCW's community engagement efforts continue to gain national presence, as

individuals were selected for the Campus Compact Newman Civic Fellowship and the Engaged Scholars Initiative for the first time. These programs recognize outstanding individuals who are committed to community engagement and leadership in their local communities. By having individuals selected for these programs, MCW continues to be a leader in demonstrating the importance of community engagement.

As I look to the future of the Office of Community Engagement, I am energized by many opportunities ahead. I look forward to strengthening partnerships not only internally with other departments, but with students and community-based organizations locally, nationally, and globally. By connecting students at all levels of learning with community partners, MCW is investing in the future of medical education and developing a new curriculum that emphasizes the value of community engagement.

MCW is dedicated to advancing health equity across Milwaukee, Wisconsin, and beyond. We are inspired by all those who seek to improve the health and wellbeing of their communities. I am invigorated by the commitment to community engagement across our many departments, centers, and institutes. We too are part of the community, and our collaborative spirit moves us forward."

In gratitude,

Stacie Young



MCW - CENTRAL WISCONSIN

COMMUNITY ENGAGEMENT EFFORTS

The Medical College of Wisconsin (MCW)-Central Wisconsin campus collaborates with community partners to provide access to culturally and linguistically appropriate health care for Hmong and Hispanic communities and to create medical education opportunities in the region for students from middle school to medical school.

In March 2020, MCW-Central Wisconsin and the Wisconsin Institute for Public Policy and Service assembled the **Hmong and Hispanic Communication Network (H2N)** of concerned community partners to address the communication challenges hampering COVID-19 prevention and mitigation efforts in the Hmong and Hispanic communities of central Wisconsin. H2N focuses on strengthening communication channels and facilitating regular information exchange between public health, health systems, and resource agencies and the central Wisconsin Hmong and Hispanic communities through a network of community health workers (CHWs) who navigate language, cultural, and literacy barriers. H2N pop-up clinics have distributed over 1,500 COVID-19 and nearly 1,000 influenza vaccinations. These clinics also facilitate medical student engagement with communities and provide the students with opportunities to develop and tailor outreach strategies; create and deliver education sessions for CHWs; and help evaluate and address health care and health insurance access in Hmong, Hispanic, and rural communities.

The Advocates in Medicine Pathway (AMP) program was initiated in July 2020 with funding from Advancing a Healthier Wisconsin Endowment to promote a diverse future health care workforce. The program includes partnerships with University of Wisconsin-Stevens Point at Wausau and North Central Wisconsin Area Health and Education Center

(AHEC). As part of the six-month program, undergraduate students participate in virtual advising sessions, attend a virtual one-credit course, are paired with medical student mentors, shadow clinicians, and participate in a full-time, paid internship with the Wisconsin AHEC Community Health Internship Program. The program has worked with partners to develop an enrichment program called **AHmong Us** for high school students interested in health care careers and piloted a program called **Capturing the Leadership Spirit** for middle school students. The program has had three cohorts of 10 students, and MCW-Central Wisconsin will be matriculating one of the Hmong scholars this summer. As one program participant reflected, "I know these are resources we wouldn't be able to get on our own usually. . . . we wouldn't have the opportunities to hear conversations or ideas from other professors or medical students directly."

MCW-Central Wisconsin students participate in the **Physician in the Community Scholarly Pathway**, linking their medical education with the resources of our clinical partners and the needs of the local community to promote health. The students partner with community mentors and organizations on projects under the guidance of Corina Norrbom, MD, assistant professor, and Amy Prunuske, PhD, associate professor. There have been over 100 community-engaged scholarly projects funded in central Wisconsin targeting everything from early childhood to teen mental health to healthy aging. The program was recognized with an MCW President's Community Engagement Award in 2021 and a 2022 Star of Community Achievement Award from the Association of American Medical Colleges Group on Regional Medical Campuses.

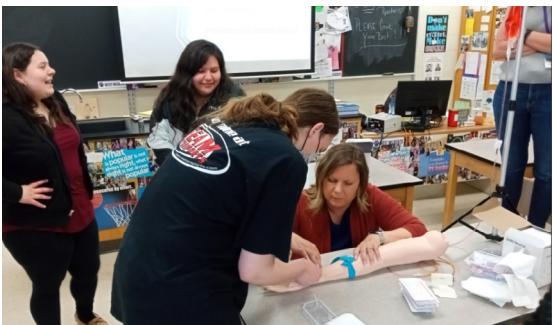
COMMUNITY ENGAGEMENT EFFORTS

For the past five years, the MCW-Green Bay campus has partnered with St. Norbert College to offer a new **Summer Academy of Medicine** camp to rising high school juniors and seniors. The residential biomedical sciences camp, directed by Craig Hanke, PhD, assistant dean for curriculum, and David Bailey, PhD, professor of biology at St. Norbert College, was envisioned to encourage student interest in science and medical careers as they consider their college plans. The initial offering of the camp brought 24 students to the St. Norbert College campus for four busy days of immersive science content. Classes are taught in a mixed lecture/laboratory workshop format, with hands-on experiences integrated into each hour of class time. Regional awareness of the camp has continued to increase with generous financial support from Prevea Health. Since the initial launch, interest in this unique summer camp has expanded rapidly—the camp has doubled in size and now welcomes 50 students over a span of two weeks in June. A student coming to De Pere from Hawaii last summer set a clear record for the furthest distance traveled to attend.

The **Serious About STEM (SAS)** program, started in 2018, is designed for first-generation female students interested in STEM (science, technology, engineering, and math) fields, such as microbiology, engineering, medicine, health technology, and IT. SAS begins in middle school and runs through high school to serve as a college pipeline program and provide opportunities for these young women to interact with, learn from, and be inspired by female mentors, including college professors, business leaders, and college and medical students. This year, two members will attend the Engineering Scholars Program camp at Michigan Technological University and all group members will participate in service learning. Finally, nine seniors have completed their college applications and submitted applications for several scholarships. The SAS program has been an impactful group that is meeting its mission to inspire young women to consider a career in science. Several SAS students who have graduated have matriculated into college.

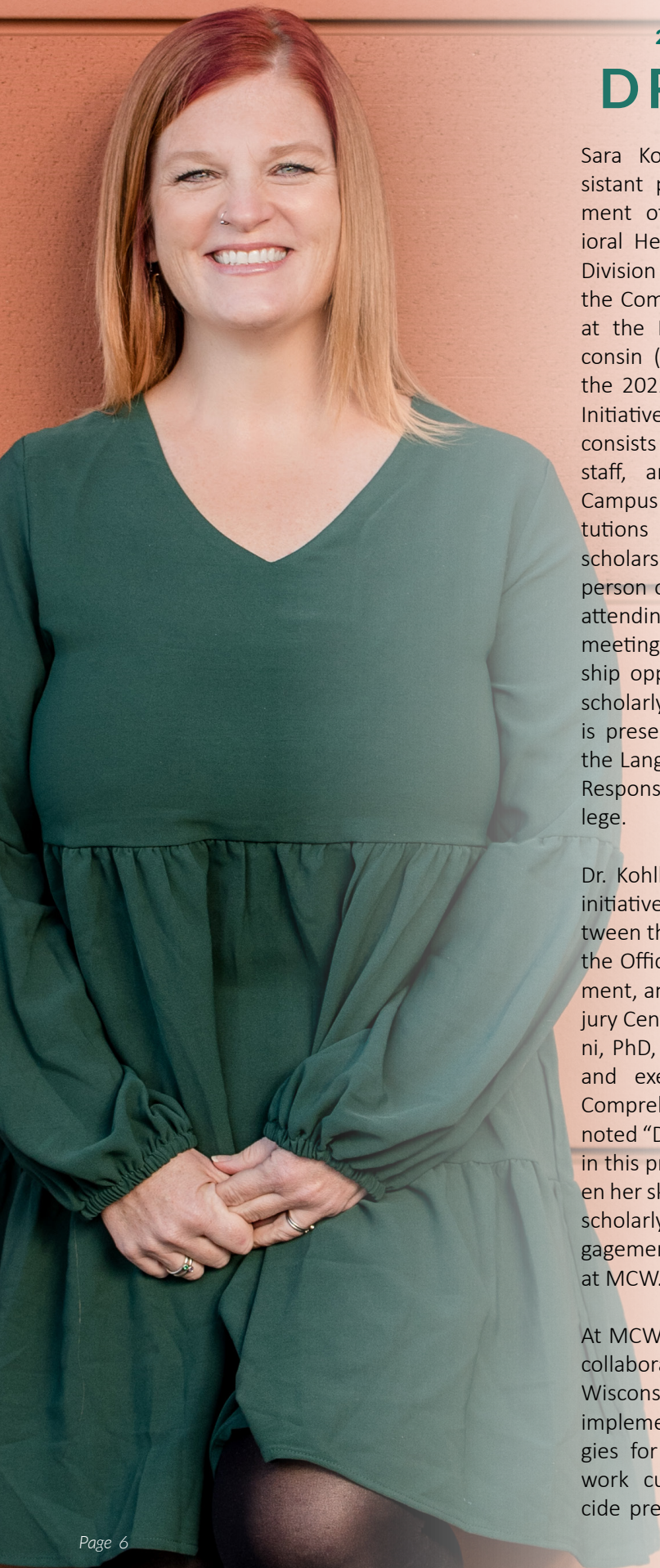


Summer Academy of Medicine camp participants



Erin Green, MD, assistant dean for clinical learning at MCW-Green Bay, instructing SAS students on how to place an IV line.





2022-2023 CAMPUS COMPACT ENGAGED SCHOLAR

DR. SARA KOHLBECK

Sara Kohlbeck, PhD, MPH, assistant professor in the Department of Psychiatry and Behavioral Health and director of the Division of Suicide Prevention at the Comprehensive Injury Center at the Medical College of Wisconsin (MCW), was selected for the 2022-2023 Engaged Scholars Initiative (ESI) cohort. The cohort consists of 15 engaged faculty, staff, and administrators from Campus Compact member institutions across the country. The scholars meet virtually and in person over the course of a year, attending retreats and monthly meetings, participating in mentorship opportunities, and pursuing scholarly projects. The initiative is presented in partnership with the Lang Center for Civic & Social Responsibility at Swarthmore College.

Dr. Kohlbeck's application to this initiative was a collaboration between the Office of the President, the Office of Community Engagement, and the Comprehensive Injury Center. Terri A. deRoon-Cassini, PhD, MS, professor of surgery and executive director of the Comprehensive Injury Center, noted "Dr. Kohlbeck's involvement in this program will only strengthen her skillset as she develops as a scholarly leader in community engagement and suicide prevention at MCW."

At MCW, Dr. Kohlbeck works with collaborators around the state of Wisconsin to research, develop, implement, and evaluate strategies for suicide prevention. Her work currently focuses on suicide prevention among veterans,

farmers, and marginalized populations, including Black and Latinx individuals living in urban areas. Her dissertation research focused on better understanding farmer suicide through qualitative methods, including photovoice.

According to Dr. Kohlbeck, the biggest contribution the program has made to her, so far, has been helping her to uncover and explore her own mindset toward cultural differences and commonalities. "This information has assisted me in gaining new and more complex perceptions and experiences, which will assist me as I continue to improve my community-engaged research practice. Additionally, the ability to network with community-engaged scholars from around the nation has exposed me to new and exciting ideas in this space, which I plan to bring back to my work here at MCW and in the community."

In summarizing the importance of her participation in ESI, John R. Raymond, Sr., MD, president and chief executive officer of MCW remarked, "Dr. Kohlbeck's focus on the prevention of suicide, self-injury, and violence is central to all four of MCW's missions of education, patient care, research, and community engagement. We recognize that addressing these issues is not a short-term endeavor and are confident that her participation in the Engaged Scholars cohort is an important next step in contributing toward solving these multi-faceted crises."

JONATHAN WONG

Jonathan Wong, then a second-year medical student at the Medical College of Wisconsin (MCW), was selected as a 2022-2023 Newman Civic Fellow for his work in community outreach and community engagement. He is one of a cohort of 173 students from across the country to be recognized with the fellowship for commitment to their communities as changemakers and public problem solvers. The fellowship provides students with training, networking opportunities, and resources to nurture their interests.

Jonathan was nominated by his MCW advisor, David Nelson, PhD, MS, professor of family and community medicine, for his volunteer work addressing housing and health equity. He volunteers for StreetLife Communities, a homeless outreach program in Milwaukee, and is conducting research regarding the threat of evictions and health, especially for single mothers of color. Jonathan is cofounder of the newly formed Street Medicine Interest Group at MCW that aims to increase MCW student involvement in community outreach with people experiencing homelessness.

In November 2022, Jonathan attended the Newman Civic Fellowship annual conference in Boston, where he was encouraged to continue his work in the community with volunteering and research, as well as to continue advocating for civic engagement throughout his career. "It was amazing to meet a lot of outstanding students from across the country and hear about their work in their

communities. There are so many amazing people doing incredible work in fields that they are passionate about, from LGBTQ rights to climate change to affordable healthcare. Hearing their stories inspired me to continue my work in the field of housing insecurity."

The Newman Civic Fellowship allows Campus Compact institutions to nominate only one student per institution. Staci Young, PhD, senior associate dean for community engagement and professor of family and community medicine, said, "Jonathan's work and dedication to community engagement and addressing housing and health equity made him a strong nominee for this fellowship. We in the Office of Community Engagement are proud that he is our first Fellow in this program."

The support of Jonathan Wong for the Newman Civic Fellowship was made possible through the nomination by John R. Raymond, Sr., MD, president and chief executive officer of MCW, the commitment to community-engaged medical education by Joseph E. Kerschner, MD, Julia A. Uihlein, MA, Dean of the School of Medicine and provost and executive vice president of MCW, and the mentorship of Dr. David Nelson.



COMMUNITY AND CLINICAL SOLUTIONS TO LEAD VIRTUAL WEBINAR SERIES

In December 2021, the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) partnered with the Clinical and Community Solutions to Lead-Free Children Project to present a two-part webinar series exploring solutions to the ongoing problem of lead exposure in Milwaukee County communities, “Community and Clinical Solutions to Lead.” The Clinical and Community Solutions to Lead-Free Children Project is funded by the Advancing a Healthier Wisconsin Endowment. Lead exposure and poisoning in childhood can result in learning disabilities, behavioral problems, anemia, and damage to the body’s organs and systems. While overall rates of lead poisoning in the US have sharply declined in recent decades, rates remain unacceptably high in geographic pockets of Wisconsin, notably in Milwaukee

and Racine, and are highly correlated with race and other social determinants of health. Although most effects of lead poisoning are not reversible, lead poisoning is 100% preventable. Dismantling the root causes of health disparities like elevated rates of lead poisoning requires investment in health equity informed by the community. Community engagement provides the means to identify and address underlying disparities, including providing access to the primary prevention that would stop lead poisoning in our communities. The MCW OCE partnered with the Clinical and Community Solutions to Lead-Free Children Project because we believe in the power of convening community and academic representatives to learn about, discuss, and act on complex issues. The sessions are summarized below.

SESSION 1: COMMUNITY RESPONSES AND SOLUTIONS TO LEAD

Staci Young, PhD, senior associate dean for community engagement and professor of family and community medicine, opened the series and framed the issue with her presentation, “*Introduction to Community Engagement and Racism as a Public Health Crisis.*” Heather Paradis, MD, MPH, deputy commissioner of medical services and chief medical officer, Milwaukee Health Department and pediatric specialist, Children’s Wisconsin, then followed with “*Lead 101,*” a primer on the epidemiology of lead poisoning in the US and Wisconsin. A parent perspective by Shyquetta McElroy, parent advocate, Coalition on Lead Emergency (COLE), followed, stressing the need for accessible education for parents about lead poisoning and prevention.

Session 1 closed with a panel discussion, “*Creating Healthy Housing,*” facilitated by Langston Verdin, MPH, health strategy director - policy, innovation, and engagement, Milwaukee Health Department. Panelists included:

- Franklin Cumberbatch, civic action team, vice president - engagement, Bader Philanthropies, Inc
- Richard Diaz, Chair, Coalition on Lead Emergency (COLE)
- Ofelia R. Mondragon, BA, residential services project manager, Social Development Commission
- Brian Weaver, MPH, lead policy advisor, Wisconsin Division of Public Health
- Tyler Weber, MPH, deputy commissioner of environmental health, Milwaukee Health Department

SESSION 1: COMMUNITY RESPONSES AND SOLUTIONS TO LEAD

The first session explored the issues of lead within the community through information and personal experiences shared by a physician, experts in lead-related areas, and a parent. The 148 attendees learned about the history of lead in Milwaukee, current data, common sources of lead, the impact of COVID-19 on the issue, and strategies for response.

Access the Session 1 recording at <https://youtu.be/IJI4IZSvFBc>



SESSION 2: CLINICAL RESPONSES AND SOLUTIONS TO LEAD

Dr. Young opened the second session by re-presenting *“Introduction to Community Engagement and Racism as a Public Health Crisis”* to frame the issues for attendees new to the webinar series. Robert Rohloff, MD, associate clinical professor of pediatrics; fellow, American Academy of Pediatrics; and board-certified pediatrician, Children’s Wisconsin, followed with his presentation, *“Introduction to Health System and Testing,”* in which he advocated for the provision of support and appropriate resources for follow up and care coordination for children with elevated lead levels and their parents. Deanna Branch, parent advocate, Coalition on Lead Emergency (COLE), then spoke to the need for robust education of parents about lead poisoning and the increasing advocacy by the parents of children affected by lead poisoning for their children and their communities.

The panel discussion *“Enhancing Clinical Systems to Address Lead Response, Surveillance and Prevention,”* facilitated by David Nelson, PhD, MS, professor of family and community medicine, closed the session. Panelists included:

- Franklin Cumberbatch, civic action team, vice president - engagement, Bader Philanthropies, Inc
- Chris Keim, RN, Coalition on Lead Emergency (COLE)
- Mike Larson, manager, Environmental Health Department, Sixteenth Street Community Health Center
- Holly Nannis, RN, public health nurse supervisor, Milwaukee Health Department

SESSION 2: CLINICAL RESPONSES AND SOLUTIONS TO LEAD

The second session focused on the role of the health system in testing, response, surveillance, and prevention. The 145 attendees heard from a parent, medical professionals, and other health-focused experts about lead processes in the clinical setting, the impact of COVID-19 on this issue, and opportunities for improvement.

Access the Session 2 recording at <https://youtu.be/LmvxJNu7V90>

FACULTY AND STAFF COMMUNITY ENGAGEMENT SURVEY

The institution-wide community engagement survey, first administered by the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) in 2014, is used to identify faculty and staff community-engaged activities which contributed to and can inform strategies for advancing the community engagement (CE) mission at MCW. Given the scale of MCW’s workforce, the survey is distributed annually in alternating years, with staff most recently surveyed in 2021 and faculty in 2022.

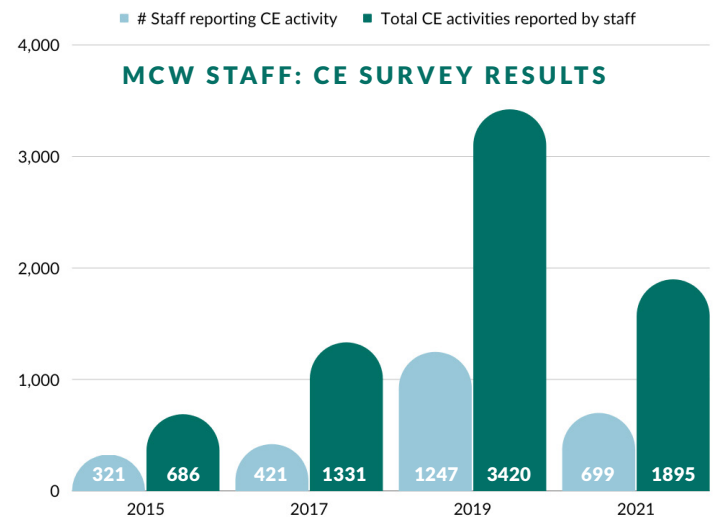
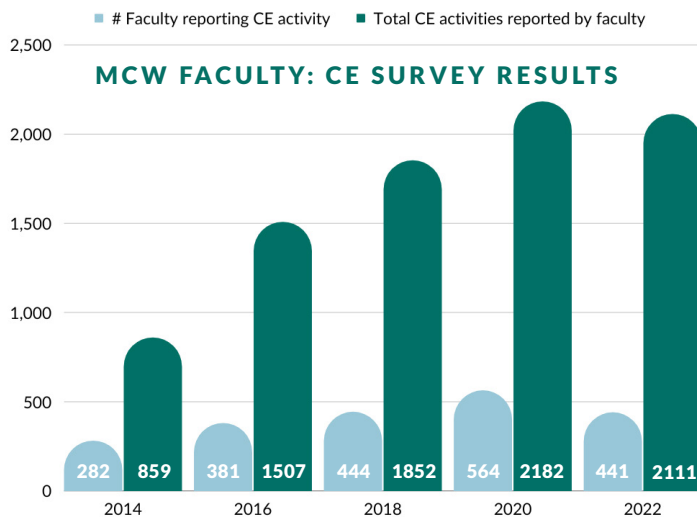
The survey captures data in categories including Outreach and Service; Events and Fundraisers; Education and Service Learning; Research; Clinical Care; Policy and Advocacy; Presentations and Publications; and Awards. Within the sections of Outreach and Service, Research, and Policy and Advocacy, the community organizations with which people have partnered are also obtained. Additionally, it has been recognized that COVID-19 impacted CE activity, so an opportunity to note which activities were affected by COVID-19 was added to each section. Sixty-five percent of staff in 2021 and 69% of faculty in 2022 who answered a question asking about the impact of COVID-19 indicated that COVID-19 did have an impact on reported activity.

Since converting the survey to the Research Electronic Data Capture (REDCap) system in 2019, the data continues to be more accurate, allows for longitudinal reporting of results, and provides a more comprehensive picture of MCW’s CE mission. OCE continues to collaborate on the CE Dashboard with the MCW Business Intelligence team—Jeff Morrow, Oksana Pigina, and Shweta Murari—to visualize the survey results and improve the technical build and integration with enterprise systems. The CE Dashboard serves as a tool for exploring our rich, longitudinal CE data with a simple interface. The OCE uses information from this survey for mission

advancement; identifying strategic priorities; substantiating CE research; applying for grants, awards, and recognitions; and tracking the ways in which CE occurs between our faculty, staff, and community. Future work will continue to focus on improving surveys, simplifying methods, increasing accuracy, and enhancing real-time capture of CE activities.

- In 2021, 699 staff members reported CE activities. These community-engaged staff members work across MCW. Within the 1,895 activities reported, staff members partnered with 198 unique community organizations.
- A comparison of staff survey results in 2019 and 2021 shows a decrease in reported activities, likely reflecting the impact of COVID-19. In 2019, 3,295 total activities were reported for all categories, while in 2021 staff reported 1,895 activities in the same categories.
- In 2022, 441 faculty members reported CE activities. These community-engaged faculty members work across MCW. Within the 2,111 activities reported, faculty members partnered with 262 unique community organizations.
- A comparison of faculty survey results in 2020 and 2022 shows a decrease in reported activities, likely reflecting the impact of COVID-19. In 2020, 2,182 total activities were reported in these categories, while in 2022, faculty reported 2,111 activities in the same categories.
- In 2021 and 2022, 1,140 faculty and staff who completed the CE survey reported CE activities.

Responses provide an opportunity to understand more about community engagement at an institutional level, and the OCE is grateful for all faculty and staff who complete the survey and who engage in CE activities that advance the health of our communities.

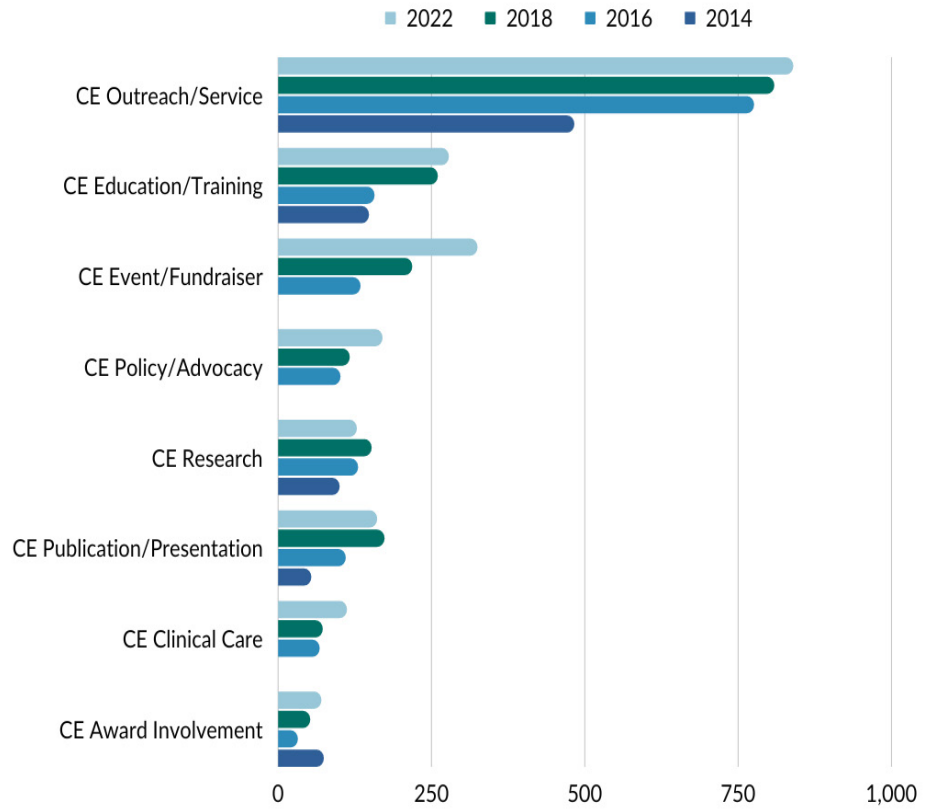




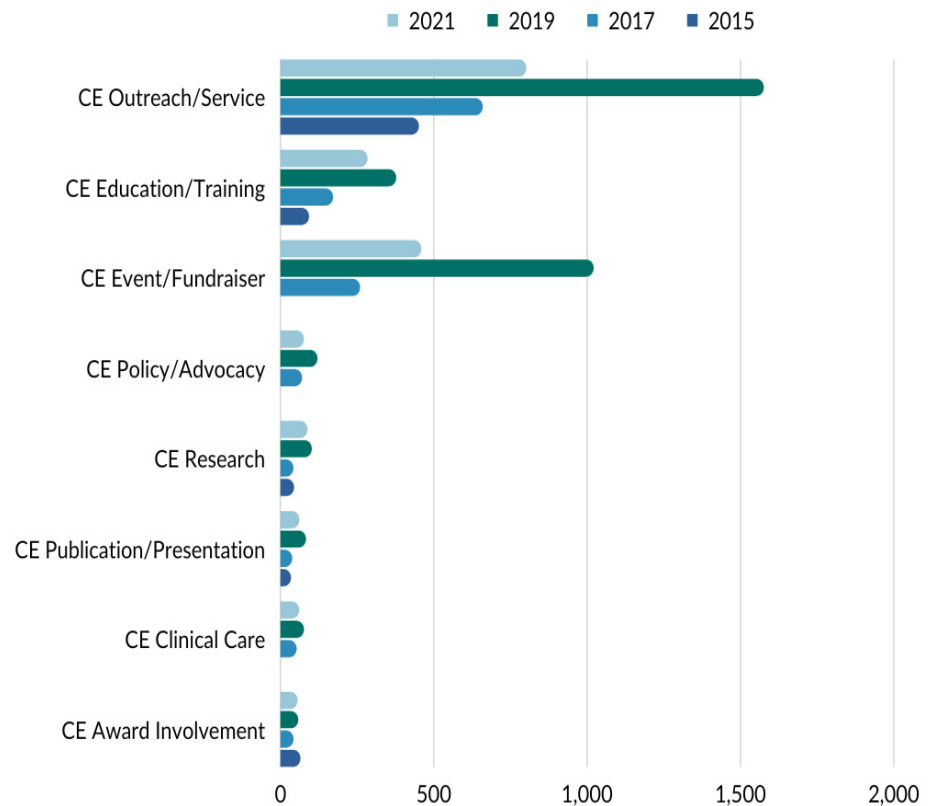
460
 UNIQUE
 COMMUNITY
 PARTNERS

**MCW FACULTY & STAFF
 2021 & 2022 SURVEYS**

MCW FACULTY SURVEY: CE ACTIVITIES BY CATEGORY



MCW STAFF SURVEY: CE ACTIVITIES BY CATEGORY



PRESIDENT'S COMMUNITY ENGAGEMENT AWARD

The annual Medical College of Wisconsin (MCW) President's Community Engagement Award, administered by the MCW Office of Community Engagement (OCE) in partnership with MCW's Office of the President, recognizes exemplary leadership and excellence in community engagement by MCW faculty, staff, students, and community partners. John R. Raymond, Sr., MD, president and chief executive officer of MCW, presented the awards, which recognize community-academic partnerships and projects, community-engaged research, and community outreach activities that advance MCW's community engagement (CE) mission and positively impact the health of Wisconsin communities.

The 2021 and 2022 award ceremonies were held in a virtual format and highlighted the tremendous breadth and significance of community-engaged work undertaken by MCW personnel and community partners. The virtual ceremonies have proven to be as meaningful and inspirational as the in-person events, affording family, friends, and colleagues the opportunity to witness the acknowledgment of

awardees' work and contribute to the heartfelt atmosphere of the celebration. Since the first President's Community Engagement Award ceremony in 2015, 53 CE practitioners (12 students, 14 staff members, 14 faculty members, and 13 community partners/programs) have been honored. In 2021, a special award was given to a team of MCW faculty and staff who led the MCW COVID-19 vaccination clinic—an entirely new clinical unit that ultimately saved lives by administering approximately 20,000 COVID-19 vaccinations to 10,000 individuals.

Each year, this important award acknowledges the work of a dedicated group of people who achieve excellence in CE and contribute to the wealth of resources at MCW to improve the health of our communities. They are a tribute to the importance of CE and partnership in enhancing education, research, patient care, and the health of our communities. The OCE echoes Dr. Raymond's words at the 2021 award ceremony that we are "humbled and amazed by the quality and impact of the work being done by so many."



AZURE'DE (DEDE) WILLIAMS, 2021 AWARDEE

"It was an honor to join a distinguished group of awardees recognized by the MCW Office of Community Engagement. The 2021 President's Award elevated the historical accomplishments of the Milwaukee Area Health Education Center in increasing the recruitment, training, and deployment of diverse healthcare professionals in Southeastern Wisconsin. It's quite an amazing feeling to have your commitment to health and education validated by your peers. It makes my dream, having a health workforce that sufficiently reflects the communities that it serves, a reality I will live to see in my lifetime."

RECENT RECIPIENTS HAVE DEMONSTRATED A WIDE RANGE OF WORK WITH REMARKABLE SCOPE AND IMPACT IN AREAS INCLUDING:

- Health disparities and achievement gaps
- Response strategies to COVID-19—specifically with African American, Native American, Hispanic, and Southeast Asian/Hmong communities
- Quality health care for veterans
- Dismantling of youth sex trafficking in Milwaukee
- Community partnerships for pediatric residency programs and medical trainees
- Diversity and inclusion
- The health of central Wisconsin residents
- Leadership and support of Asian American and Pacific Islander learners and community members
- Health care for low-income and underserved populations in Milwaukee county
- COVID-19 vaccine uptake and access to patient-centered comprehensive, quality health care for underserved and underresourced communities
- Advocacy for women's and migrant's health and reproductive rights
- Wellness, healthy eating, active living, and chronic disease prevention
- Patients' food insecurity
- Diagnosis and treatment of Alzheimer disease and other dementias
- Policy and practice changes, with a focus on cancer, cardiovascular disease, and mental health

2021 AWARDEES

Azure'De (DeDe) Williams
Milwaukee Area Health Education
Center, Community Partner

Team of Corina Norrbom, MD and
Amy Prunuske, PhD
MCW-Central Wisconsin Faculty

Shayvon McCullum
MCW-Milwaukee Staff

Team of Otis Winstead, Jr.; Wade Fer-
nandez; Cecilia Garcia, MAE; and Tou
Fong Lee
COVID-19 Team, Community Partner

Kajua Lor, PharmD, BCACP
MCW-Milwaukee Faculty

Christina Hoppe, MS
MCW-Milwaukee Staff

Team of Kristin Busse, PharmD, BCPS;
Karen MacKinnon, BPharm, RPh; Lisa
Henk, MHR; and Pam Jung
MCW-Milwaukee Special Recognition

Team of Suma Samudrala and Justin
Laridaen
MCW-Milwaukee Students

Alonzo Walker, MD
MCW-Milwaukee Faculty



2021 awardees during the virtual award ceremony

2022 AWARDEES

Joy Tapper, MPA
Milwaukee Health Care Partnership
Community Partner

2020 & 2021 Boards of Directors
Saturday Clinic for the Uninsured
MCW-Milwaukee Students

Raquel Valdes
MCW-Milwaukee Student

Lorraine Lathen, Aziz Abdullah, Nick
Tomaro, Marcus Austin
Community-Led Mobilization Team
Community Partner

Piero Antuono, MD
MCW-Milwaukee Faculty

Kelsey Heindel
MCW-Milwaukee Staff

Kirsten Beyer, PhD, MPH, MS
MCW-Milwaukee Faculty

Madeline Winn, PA-C
MCW-Milwaukee Staff



2022 awardees during the virtual award ceremony

COMMUNITY ENGAGEMENT POSTER SESSIONS

The Community Engagement (CE) Poster Session annually convenes academic and community partners for education and discussion. Sessions are designed to foster rich dialogue and to promote knowledge, networking, and community-academic collaboration to impact health, with presentations that may focus on projects, research, metrics, outcomes, or lessons learned from the field of community-engaged research (CEnR); community-centered information systems design; examples from the field in approaching translational research projects; direct collaboration with communities; and deep practical understanding of the needs and priorities of the communities.

In 2021 and 2022 the CE Poster Session continued to be a standalone event held in November, after previously being combined with the annual CE spring conference. The poster sessions combined highlighted over 90 projects presented by Medical College of Wisconsin (MCW) students, staff, faculty, and community and academic collaborators.



COMMENTS FROM ATTENDEES

“I was so impressed by the quality of the med student posters especially. Their knowledge of their research and their passion to discuss their posters was palpable. It is amazing to work at a medical school that is so focused on efforts to improve the health care of the whole region.”

“What a great poster session! I learned so much about what is occurring throughout MCW and ideas for connecting. Good to see a student presence as well. Community Engagement is an area that has wide applicability across research and education and clinical care.”

“It was exciting to learn about the wide spectrum of CEnR projects in the Greater Milwaukee region. There was ample opportunity to interact, discuss, and network.”

View the 2021 Poster Session Catalog:

<https://www.mcw.edu/-/media/MCW/Departments/Community-Engagement/POSTER-SESSION/2021-Community-Engagement-Poster-Session-Catalog.pdf>

View the 2022 Poster Session Catalog:

<https://www.mcw.edu/-/media/MCW/Departments/Community-Engagement/POSTER-SESSION/2022-Abstract-Catalog-Final.pdf>

2021

In November 2021, the 7th Annual CE Poster Session took place virtually. A total of 18 posters were presented via Zoom with 20 additional presentations recorded in advance for on-demand viewing from our event website. Posters were presented by individuals and groups with a variety of affiliations: MCW staff, students, and faculty from MCW Milwaukee's School of Medicine, School of Pharmacy, Graduate School; MCW-Central Wisconsin; and MCW-Green Bay; community organizations; the Milwaukee Health Department Laboratory; and other academic institutions such as Marquette University and UW-Milwaukee.

2021 TOPICS INCLUDED:

- Mobility for children with special needs
- COVID-19 vaccine education
- Culturally sensitive approaches to providing healthcare to the Hmong community
- Opioid addiction; posttraumatic stress disorder, and veterans' health
- Improving water quality, healthy soil
- Geriatric weight management

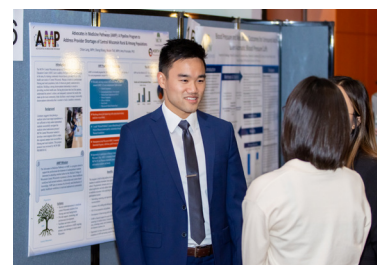
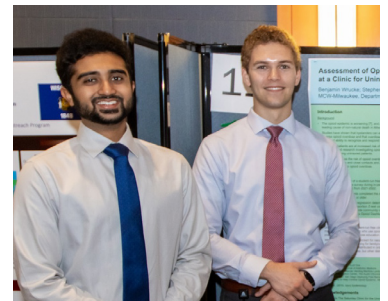
2022

In November 2022, the 8th Annual CE Poster Session was held in person for the first time since 2019. A total of 60 posters were presented in person by individuals and groups. Over 100 were in attendance with 90 different departments and affiliations represented including MCW staff, students, and faculty from MCW Milwaukee's School of Medicine, School of Pharmacy, Graduate School; MCW-Central Wisconsin; MCW-Green Bay; the Wisconsin Department of Health Services; and other academic institutions such as Marquette University, UW-Milwaukee, and the University of Texas.

2022 TOPICS INCLUDED:

- COVID-19 and grief
- Investigating the health care needs of the Muslim community in Milwaukee
- Mentoring adolescent students to mitigate adverse childhood experiences (ACEs)
- Decreasing community violence and recidivism
- Veteran peer outreach & suicide prevention
- Using CE to inform health disparities research

The Office of Community Engagement (OCE) extends gratitude to all presenters and participants who helped showcase the important work taking place across MCW and within our communities.



COMMUNITY ENGAGEMENT SPOTLIGHT SERIES

In September 2021, the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) launched a new series, Community Engagement Spotlight. The series was inspired by the extraordinary individuals recognized during the annual President's Community Engagement Award, upon whom we wanted to shine a broader, brighter spotlight. This program has directly engaged over 600 individuals from within and outside of MCW during live sessions and has thus far highlighted the organizations and programs of 16 community partners.

The purpose of the program is to highlight community partners and the important work they are doing for and with the community; illuminate their goals, motivations, accomplishments, and impact; demonstrate the ways they are partnering with people and programs at MCW; raise awareness of an issue that the individual works toward, represents, or supports; and provide an option for audience members to donate time, effort, or money for a designated related organization, issue, or movement.

For the inaugural season, the OCE hosted nine monthly sessions via Zoom, from September 2021 through May 2022.

The second season started in August 2022 and continues through May 2023. The OCE strove to establish a regular frequency, which worked well for guests and the audience. A new web page was created to highlight each upcoming spotlight event and archive the stories and links to the recordings of past sessions. The sessions were publicized with large-scale email campaigns and other monthly promotional methods including banners on MCW's intranet and stories and posts on MCW's institutional Facebook page. After each session, the OCE sent a recap email to registrants with links to the session recording and a survey to provide feedback and suggest future community partners to feature. An all-virtual series has provided a convenient and regular opportunity for both internal and external audience members to learn more about flourishing community-academic partnerships.

Community Engagement Spotlight, which plans to continue spotlighting exemplary community-academic partnerships, occurs thanks to collaboration with featured spotlight presenters and MCW facilitators and the support of the OCE team.

“
Thank you for offering these community spotlights. They offer an incredible way to learn about the work being done throughout our area and highlight opportunities for further engagement and improvement. These sessions consistently offer thought-provoking speakers and topics which provide a platform for re-ignited motivation to continue furthering the work and collaboration conducted at MCW.” - attendee

2021 & 2022 COMMUNITY PARTNER PRESENTERS



September 2021

Wade Fernandez

Creative Health Collective, an Advancing a Healthier Wisconsin funded STOP COVID-19 project.



October 2021

Otis Winstead, Jr.

Great Lakes Dryhooch, a Veteran nonprofit organization based in Milwaukee providing programming and resources, and a safe, comfortable environment for Veterans to gather. Facilitated by Zeno Franco, PhD of MCW.



November 2021

Cecilia Garcia

Creative Health Collective, Advancing a Healthier Wisconsin funded STOP COVID-19 project. Facilitated by Angélica Delgado Rendón, PhD of MCW.



December 2021

Kathy Gale, PhD

Eras Senior Network, a senior advocacy organization that serves both Waukesha and Milwaukee counties. Facilitated by Leslie Ruffalo, PhD, MS of MCW.



January 2022

Azure'De (DeDe) Williams

Milwaukee Area Health Education Center, advancing health equity in rural and underserved communities through education and training programs. Facilitated by Joni Williams, MD, MPH of MCW.



February 2022

Nurse Jenny Ovide & Pastor Dan Czaplewski

All Saints Family Health Center & Mount Calvary Lutheran Church, Farm to Hospital and Community Program, an urban farm that provides fresh food to at-risk communities while developing the workforce. Facilitated by Bryan Johnston, MD of MCW.



March 2022

Brett Fuller

Formerly of Milwaukee Public Schools, Wisconsin's largest school district with a robust health and physical education curriculum. Facilitated by David Nelson, PhD, MS of MCW and Leslie Ruffalo, PhD, MS of MCW.



April 2022

Keeshia Jones

Sisters Network, Inc. Southeast Wisconsin Affiliate Chapter, a breast cancer support group for African American women in Kenosha, Racine, and Milwaukee counties. Facilitated by Debra Nevels, MSHCM of MCW.



May 2022

Al Castro, MS, BSW

United Community Center, providing comprehensive services in education, human services, health, community development, and cultural arts curriculum. Facilitated by Ryan Spelley, PhD of MCW.



August 2022

Tou Fong Lee

Diverse & Resilient, a nonprofit organization in Milwaukee dedicated to serving LGBTQIA+* communities of color, and Outkast Alterations, Wisconsin's first Hmong LGBTQIA+ business. Facilitated by Zeno Franco, PhD of MCW.



September 2022

Lea Denny

Healing Intergenerational Roots (HIR) Wellness Institute, a survivor- and women-led organization located on Wgema Campus, Forest County Potawatomi Tribal land with programming to address the complex impacts of historical and intergenerational trauma on Indigenous people and victims of violence. Facilitated by Courtney Barry, PsyD, MS of MCW.



October 2022

LaNelle Ramey

MENTOR Greater Milwaukee, an advocate of quality mentoring in the Metro Milwaukee area and a resource for mentors and mentoring initiatives. Facilitated by Leslie Ruffalo, PhD, MS of MCW.



November 2022

Sophia Torrijos, Valerie MacMillan & Cheryl Ousley

Friedens Food Pantries, a network of food pantries building communities through nourishment and programs to address the holistic needs of the community. Facilitated by David Nelson, PhD, MS of MCW.

*LGBTQIA+, lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual/aromantic/agender, and more

WATCH ALL OF THE RECORDINGS HERE: <https://youtube.com/@mcwcommunityengagement5860>

COMMENTS FROM ATTENDEES

"It was like my soul took a fresh breath of air for the first time in months."

"This felt like the reminder I needed to realign my perspective & priorities."

"I felt like I learned a lot about a dynamic person and a great organization."

"Really appreciated the information and insight [he] provided in working with Native American communities and how to approach them as partners."

"I really appreciated hearing from someone at the intersection of so many different identities and how they engage their community and values for good."

REVIVAL OF THE COMMUNITY-ENGAGED SCHOLARS IMMERSION PROGRAM

The inaugural Community-Engaged Scholars Immersion program was hosted by the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) in 2019 to provide a truly immersive experience for researchers and scholars interested in community-engaged work. Following outstanding feedback, the in-person immersion program was brought back in 2022. The 16 participants ranged in profession, hometown, and age. While most were from the greater Milwaukee area, others traveled from Chicago and Alaska to participate in this immersive experience.

This 3.5-day program introduced researchers and scholars to the values of community engagement practices. They learned about community-academic partnerships, social determinants of health (SDOH), and strategies to combat health disparities. Participants met MCW researchers and various Milwaukee-area community partners.

The program kicked off with a networking event and a casual discussion among practitioners. On subsequent days, participants had the opportunity to visit different areas of Milwaukee. On the first day, participants spent time in Milwaukee's Silver City neighborhood and the Menomonee Valley. The group also visited Alice's Garden and met with experienced community organizer, Venice Williams, a session that many participants found "valuable . . . inspiring and authentic." Throughout the days, participants learned from community leaders and MCW researchers through a collaboratively developed curriculum and robust discussions.

At the close of the program, participants reported that learning about SDOH was enhanced by hearing the lived experience of community partners and residents. Participants reflected on how they might change their practices to align with community partners in meaningful relationships. Participants' feedback and reflections indicated that the Community-Engaged Scholars Immersion program achieved what it set out to do: spur conversation, provide space for reflection, and highlight the value of community-engaged practice.



COMMENT FROM PARTICIPANT

"[The Immersion Program] was a great combination of provocative content that challenges current structures and practical tools. The presenters were all engaging, passionate, competent and created a safe environment for learning."

IN THE COMMUNITY

DAY 1

Location: 5Wise

Partners:

Benedict Center; Eras Senior Network; Milwaukee Parks Foundation; Rebel Ink; Urban Ecology Center

Highlights:

- *Walking through Silver City Neighborhood visiting local businesses, and engaging with residential blocks*
- *Discovering context for local community development*
- *Brokering Partnership interactive workshop*

DAY 2

Locations:

Alice's Garden; Fondy Farmers Market; Nō Studios; Sherman Phoenix

Partners:

Alice's Garden; Bubir Bikes; Cream City Conservation & Consulting LLC; Fondy Farmers Market; Friedens Food Pantries; Greater Milwaukee Foundation; Hope House of Milwaukee; Imagine MKE; Milwaukee County Housing; MKE United at the Greater Milwaukee Committee; The Table

Highlights:

- *Hearing perspectives on community cultural development*
- *Walking the labyrinth at Alice's Garden*
- *Discussing racial equity and the political determinants of helath*
- *Visiting the Fondy Food Center*

DAY 3

Locations:

Ascension All Saints Family Health Center and its farm on the clinic grounds

Partners:

Ascension All Saints Family Health Center; Mt. Calvary Lutheran Church

Highlights:

- *Illustrating the role of arts and humanities in community engagement*
- *Examining the Stacked CE model and food security interventions that exemplify the model*
- *Touring the clinic farm*



STUDENT SUMMER COMMUNITY ENGAGEMENT PROGRAMMING

In 2021 and 2022, the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) again offered virtual summer learning opportunities for medical, pharmacy, and graduate students interested in immersing in community engagement (CE) and community engaged research (CEnR) principles. Understanding CE and CEnR is critical to addressing social determinants of health and resulting health disparities.¹ Medical professionals are more likely to meet the challenges of societal issues when they understand CE.² MCW has partnered with the University of Nebraska Medical Center (UNMC) since 2020 to support learners in their CE education. This partnership has offered the option for UNMC students to learn alongside MCW students.

1. Ahmed SM, Palermo AG. Community engagement in research: frameworks for education and peer review. *Am J Public Health*. 2010;100(8):1380-1387.

2. Goldstein AO, Bearman RS. Community engagement in US and Canadian medical schools. *Adv Med Educ Pract*. 2011;43-49.

DIDACTIC SESSION HIGHLIGHTS

In collaboration with the Clinical and Translational Science Institute of Southeast Wisconsin's (CTSI) Medical Student Summer Research Program (MSSRP), OCE offered a didactic session on CE principles and CEnR, required for all MCW MSSRP students and open to other interested learners. This session was well attended with well over 150 learners each year. As the program continues to gain traction, OCE hopes to see an increase in attendees from both MCW and UNMC in the coming years.

SUMMER SERIES HIGHLIGHTS

Beyond the didactic session, students from both MCW and UNMC were invited to apply to participate in a virtual CE student summer series to further their knowledge on CE principles, strategies, and overall depth of understanding. Sessions provided CE education from MCW and UNMC faculty, community partners, medical students, and medical residents, and engaged students in facilitated breakout room discussions. Based on input from prior years, a fourth session was added to the 2022 summer series: Moving Towards Residency and Career. Through this session, students learned about the potential to continue CE development and activities during residency training and how to articulate future CE intentions and make the case for CE support during residency.

CE STUDENT SUMMER SERIES SESSION TOPICS

- *Strong Community-Academic Partnership*
- *Equitable Power and Responsibility*
- *Capacity Building and Effective Dissemination*
- *Moving Towards Residency and Career (added in 2022)*

COMMENTS FROM PARTICIPANTS

"I'm even more intrigued to get more involved with community engagement! I am involved with a few organizations now and I'm hoping to . . . continue to be involved after graduation."
- 2022 participant

"It was really educational and thought provoking . . . My biggest take away is the idea that community engagement is a continuum and we should work to always improve it but to be mindful it's not a binary concept, or a box to check." - 2021 participant

"Prior to getting involved with research at MCW, I hadn't thought much about how [community engagement] can involve and impact the surrounding community. I found it helpful to learn about this and will keep this in mind moving forward with my current and future research projects." - 2021 participant

DIDACTIC SESSIONS BY THE NUMBERS - 2021 & 2022

314
students reached

~75%
MCW-Milwaukee rising M2 students were exposed to the CE didactic session

10
UNMC students joined in 2022

SUMMER SERIES BY THE NUMBERS - 2021 & 2022

100%
of participants strongly/somewhat agreed they learned something they will use in their practice/profession

100%
of participants strongly/somewhat agreed the sessions were worthwhile

53
students attended at least one session across 2021 & 2022

25
students finished 100% of sessions offered across 2021 and 2022

4th
session added in 2022 based on student input

COMMUNITY ENGAGEMENT SUMMIT

In December 2022, the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) invited a diverse group of MCW staff and faculty to provide input on how the community engagement mission intersects with MCW's other three missions—research, education, and patient care. The goal of the virtual Community Engagement Summit was for attendees to learn about current work in the community engagement mission at MCW, identify connections across the four MCW mission areas, and discuss how to create and amplify MCW connections and practices around community engagement.

Over 50 attendees learned from community engagement presentations and provided input on mission areas (research, education, patient care) with which they most connected. Small group discussions focused on what connections can be strengthened and what can be started, amplified, or stopped to enhance MCW's community engagement efforts.

Input during these discussions indicated that continuing to leverage and amplify ongoing efforts and existing resources, like classrooms, pipeline efforts, partnerships, and intra-institutional collaborations builds capacity and reinforces the foundation on which other efforts may be built or expanded including patient care and experience, community-academic partnerships, learning opportunities, and research collaborations.

Moving forward, centralization of these community engagement efforts can provide departments across the institution

with the tools they need to continue orienting their efforts toward the community. Enhanced tracking of community engagement across the institution will allow for strategic planning, goal setting, and objective assessment of community health outcomes. With this information at hand, MCW can coordinate the identification of resources, community partners, and projects to achieve synergy that will continue to grow and sustain the capacity and health outcomes of MCW and its communities.

Input received through the summit will inform the work of the newly named Community Engagement Advisory Council which is working internally at MCW to strengthen institutional connections.

CE SUMMIT PRESENTATIONS



MCW'S COMMUNITY ENGAGEMENT MISSION: SETTING THE CONTEXT

Staci Young, PhD

Senior Associate Dean for Community Engagement; Professor, Department of Family and Community Medicine



SCALING UP COMMUNITY ENGAGEMENT FOR FEDERAL RESEARCH: THE ALL OF US MKE JOURNEY

Zeno Franco, PhD

Associate Professor, Department of Family and Community Medicine; Site Co-PI, *All of Us* Wisconsin



CONNECTING WITH COMMUNITIES USING TRADITIONAL AND INNOVATIVE COMMUNICATION TECHNIQUES

CREATING NARRATIVES FOR AUTHENTIC PARTNERSHIP DEVELOPMENT WORKSHOP SERIES

Sharing stories is a foundational component of the practice of community engagement. With this in mind, the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) hosted Ex Fabula, a Milwaukee storytelling collective, to present four 90-minute virtual workshops in spring 2022 called *Creating Narratives for Authentic Partnership Development*. These workshops aimed to enhance the interpersonal communication skills of researchers, learners, staff, faculty, clinicians, and community partners.

Participants learned how the art of personal storytelling can help form connections with the community. Each module built on the previous one and taught learners about story structure framework, elements of a powerful story, ways to illuminate data, power dynamics in storytelling, and more. Participants also learned techniques for generating story ideas that resonate with potential partners.

Showcasing storytelling as a powerful strategy to community-engaged work was well-received by participants. Over 25 participants attended all four sessions, and learners gleaned new insights and techniques to storytelling through skill-building activities and meaningful connections with other participants. Instruction included crafting stories to share with fellow participants, the role of trauma-informed storytelling, and how to intentionally brainstorm ideas.

INNOVATIONS IN COMMUNICATING AND CONNECTING WEBINAR

Navigating and responding to a changing landscape of varying obstacles, detours, and shaky ground became the norm with the onset of the COVID-19 pandemic. In an effort to share what insights were learned, OCE hosted a webinar with 178 participants in May of 2021 called *Innovations in Communicating and Connecting* to reflect on how the pandemic significantly affected the practice of community engagement.

Participants contributed their own reflections throughout the webinar, using words like “flexibility” and “grace” to describe their community-engaged work during the first year of the pandemic. Participants gleaned many valuable insights from the presenters during the two-hour session. Words such as “patience,” “compassion,” and “empathy” were all used to describe themes and lessons learned throughout the webinar.



COMMENTS FROM WORKSHOP SERIES AND WEBINAR PARTICIPANTS

"I also really loved that this was a cross-departmental opportunity . . . my favorite part was actually meeting new colleagues and collaborators."

"[I'm] starting to think about storytelling in the context of gathering collaborative groups to build relationships and collegiality."

"All are developing trusting relationships with community members of all ages at the place that they are at. MCW is definitely doing great work and are great partners with the community."

COMMUNITY ENGAGEMENT "QUICK CLIPS"

The *Innovations in Communicating and Connecting* webinar highlighted some shifts that organizations and individuals had made in their communication and connection strategies with various partners and the public. During the webinar, six virtual community engagement "quick clips" that focused on new/improved practices were presented. Presenters and topics are as follows.



Marie Balfour
MCW medical student
"Empowering Primary Care Family Networks Towards Nutrition Behavior Change"



David Nelson, PhD, MS
MCW
"Virtual Skill-Building and Resource Sharing With Community"



Yvonne Greer, DrPH, RD, CD
Y-Eat Right
"Virtual Skill-Building and Resource Sharing With Community"



Ariana Vaeth
Artist
"Creative Health Collective: Engaging Artists in Public Health Messaging During a Pandemic"



Staci Young, PhD
MCW
"The Sisters Program: Maintaining Community-Based Outreach and Engagement During a Pandemic"



Langston Verdin, MPH
Children's Health Alliance of Wisconsin (formerly)
"Building New Relationships From the Ground up in a Virtual World"



Myah Pazdera, MS
MCW (formerly)
"Building New Relationships From the Ground up in a Virtual World"



Charlotte Running
MCW
"Key Takeaways From the Community Communication Initiative"



Photo by Jim Moy

THRIVEON COLLABORATION

The ThriveOn Collaboration is a historic, place-based effort grounded in a vision for a Milwaukee that is equitable, healthy, and thriving for all. The collaboration is a partnership between the Medical College of Wisconsin (MCW), the Greater Milwaukee Foundation (GMF), and the Royal Capital Group. It aims to eliminate racial, health, economic, and social disparities in Milwaukee communities. The ThriveOn Collaboration resulted from a common interest in investing in improving the quality of life for the communities the partner organizations serve. Visit thriveoncollaboration.org for more information.

THRIVEON KING

The collaboration includes the restoration of the former Gimbels-Schuster's Department Store located at 2153 N. Dr. Martin Luther King Jr. Dr. in Milwaukee. Once completed in 2024, the ThriveOn King building will serve as the new GMF headquarters and house select centers, institutes, and community engagement programs of MCW, including the Office of Community Engagement (OCE). It will feature spaces to support its five priority areas: housing, early childhood education, health and wellness, social cohesion, and economic opportunity. Tenant partners include Malaika Early Learning Center, a five-star rated early childhood education provider, Versiti Blood Center of Wisconsin, and JobsWork MKE. When completed, the building will also include community

gathering spaces, healthy food options, public art, and mixed-income housing for families and seniors. The goal is to unite with community members to build on our city's history while solving persistent challenges through significant neighborhood engagement and consistent, meaningful input.

HEALTH EQUITY ACADEMIC COMMITTEE

To advance its commitment to the ThriveOn Collaboration efforts, MCW created a Health Equity Academic Committee (HEAC) in early 2022. Co-chaired by Greg Wesley, JD, senior vice president for strategic alliances and business development, and Staci Young, PhD, senior associate dean for community engagement and professor of family and community medicine, the goal of HEAC is to guide the health equity priorities of MCW with the future partners, space, and neighborhoods of the ThriveOn King building. The committee currently brings together MCW facul-

ty from 15 academic units, along with representatives from GMF and Versiti Blood Center of Wisconsin, to collaborate on goals, strategies, and programs that align with the priorities of MCW's community engagement, research, and education mission pillars.

Since its inception, a significant focus of the committee has been connecting with internal and external stakeholders to learn about programming opportunities from organizations and businesses located at or near the ThriveOn King building. These connections are valuable as the committee considers future partnerships and explores more deeply how MCW will approach and impact health equity through its programming and other opportunities. In addition, the committee's ongoing work includes identifying targeted funding opportunities and exploring current work across MCW to inform the next steps.



BUILDING CAPACITY, CREATING CHANGE

During 2022, the Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) supported learners who led and contributed to community engagement across campus. What follows are reflections by two learners. Pediatric hospitalist Lauren Titus, MD, completed an individual community engagement rotation with OCE. Suma Thareja, PhD, MD candidate at MCW, engaged in a one-year fellowship supported by OCE, the Kern Institute, and the All of Us Research Program.

LAUREN TITUS, MD

“A phrase that I learned on my Community Engagement rotation that I keep coming back to is “building capacity.” Although numerous research articles detail the intersection of public health and community engagement, my community rotation led with experiences. Through these experiences, I started to engage with what it means to be a member of a community: to realize that you are served by your community and owe service to that community through a relationship based on reciprocity.

With Tim Baack, MS, LPC, president and CEO of Pathfinders, I was able to experience the in-

credible work that is done for houseless youth. From emergency housing to their drop-in center, youth programming, and a computer lab area, everything at Pathfinders is designed in response to the needs and wants of the teens. I was especially impressed by their attention to individualized choice. Understanding that we all have preferences that deserve to be honored and respecting the teens’ choices about clothing, food, and programming emphasizes that they matter as individuals. In discussing with Tim what he perceived to be teens’ greatest health needs, he commented that they pri-

oritize shelter and sustenance over health care. This was a transformative moment for me, as I started to realize that housing and food security are, truly, health care.

As I reflect on my time with StreetLife Communities, I remember being made aware that people had set up tents under the bridge close to a medical center’s parking deck. Despite their proximity to health care centers, these individuals had not been receiving any care or assistance from these organizations. This observation made me acutely aware of the risks of health care as a business, which at times conflicts with our de-

sire to promote wellness and safety in our communities. This experience reminded me of the importance of pushing against the aspects of health care that can be purely profit-driven at the expense of our community and recognizing that ensuring that everyone has access to stable housing and food supply is, in fact, the foundation of providing health care.”



SUMA THAREJA, PhD, MD CANDIDATE

“Community engagement efforts led by academic centers seek to create positive change by 1) strengthening relationships through building trust, 2) assessing community-specific needs to develop tailored responses, and 3) building initiatives in mutual partnership with community representatives. Below, I share three initiatives that gave me greater insight into these three intentions.

My Life, My Story

This narrative medicine program at the Clement J. Zablocki VA Medical Center enables patient-centered care. We offer health care trainees an extracurricular opportunity to interview Veterans about their meaningful life experiences and draft a first-person narrative in the voice of the Veteran. This life story is then added to

the Veteran’s medical records so that the health care team can learn and consider health concerns in the context of the patient’s values, perspectives, and experiences. This exercise builds trust between Veterans and their health care professionals and further empowers patients to actively participate in their own health and well-being.

Food as Medicine

As part of this initiative at the Saturday Clinic for the Uninsured, the Medical College of Wisconsin (MCW)-affiliated student-run free clinic in Milwaukee, we assessed food insecurity through a validated US Department of Agriculture survey. Through this research, we discovered that the clinic population has a higher prevalence of food insecurity than the pop-

ulation of Wisconsin or even Milwaukee County. Based on this greater understanding, we are planning a tailored initiative through partnerships with local food banks and organizations to increase patients’ food access and availability.

All of Us Wisconsin (Froedtert & MCW)

The All of Us Research Program is a national effort by the National Institutes of Health to create the most diverse database that links patient medical records, demographic and psychosocial surveys, and genomic results, driving the next frontier of personalized medicine. At this local site, we are conducting community-based participatory research by bringing together a group of scientists and community members to mutually build a hypothesis and

drive research that addresses the health care concerns and priorities of southeastern Wisconsin communities.

While spearheading and participating in these three initiatives, I am learning that the success of community engagement efforts comes from building a nonjudgmental environment, affirming community ownership, and ensuring a sense of belonging. I now see community engagement efforts not as peripheral events but as pivotal hallmarks for necessary, impactful, and translatable change.”





MISSION-SPANNING WORK OF COMMUNITY-ENGAGED FACULTY

The Medical College of Wisconsin (MCW) Office of Community Engagement (OCE) faculty work at the intersection of the college’s four missions: research, education, patient care, and community engagement. Among other efforts, OCE faculty partner with communities and students to identify community health and wellness needs; provide comprehensive patient-centered health care and community-engaged resident training; engage in research to identify mental health needs and promote access to mental health services; and pursue community inclusion in the future of clinical care. The projects address today’s needs and seek to impact future health for Wisconsin’s diverse communities.

RESEARCH, EDUCATION, PATIENT CARE & COMMUNITY ENGAGEMENT



BRYAN JOHNSTON, MD
ASSISTANT PROFESSOR, DEPARTMENT OF FAMILY AND COMMUNITY MEDICINE

Nurturing Community-Engaged Physician Residents

While we have long exposed family medicine residents to community work in the MCW All Saints Family Medicine Residency program, we have shifted our curriculum to enable residents to generate and develop skills in community engagement. Resident physicians are immersed in community programming from the start of their intern year, take part in community-focused rotations, and incorporate community resources and social determinant screening and intervention into their clinical care.

The capstone of their education is to lead a community engagement project in which they generate an understanding of community health needs and resources, partner with the community to address the issue they have focused on, study and understand the impact, and share it with the community and others. We hope this process will not only enrich the community but also shape the perspective resident physicians take into their careers.



LESLIE RUFFALO, PhD, MS
ASSOCIATE PROFESSOR, DEPARTMENT OF FAMILY AND COMMUNITY MEDICINE

Supporting Employment by Holistically Addressing Trauma

The “Integrating Trauma Screening and SBIRT to Enhance W-2 Case Management Services” project funded by the Advancing a Healthier Wisconsin Endowment operates at the intersection of research and education. In addition to the MCW Department of Family and Community Medicine, the project partners with the MCW Department of Psychiatry and Behavioral Medicine (Courtney Barry, PsyD), and Workforce Resource Inc, a workforce development agency that supports employment programs throughout 16 counties in northwest Wisconsin. The goal of our current research project is to integrate an evidence-based trauma screening tool (TSBIRT) into Workforce Resource Inc’s W-2 program, with a long-term goal of demonstrating the benefits of holistically considering how trauma impacts employment.

The project has served as a great venue for educating medical students and graduate students about community-based programming that advances public and community health. We have engaged three medical students and one PhD student throughout the duration of the project to assist with both quantitative and qualitative analysis elements of the research.



DAVID NELSON, PhD, MS
PROFESSOR, DEPARTMENT OF FAMILY AND COMMUNITY MEDICINE

Beyond Emails and Meetings: Deepening the Meaning of Community Engagement

Community engagement means going to the community to support and learn about a neighborhood or area. Such a simple concept of spending time within the community is often marred by the mundane such as emails, meetings, and desk work. As the pandemic loosens its grip on the world, communities have yet again become more accessible. The examples below provide insight into community engagement and the effort it takes for community, academic, and clinical partners to work together.

StreetLife Communities is a non-profit organization dedicated to meeting people where they are—even when that means they are living on society’s margins. Teams go out onto the streets of Milwaukee and build relationships over a cup of chili or sandwiches, and provide basic needs such as socks and t-shirts. Medical students and now medical residents from various departments go out on three shifts – including one late shift that begins at 10 p.m. and ends at 1 a.m. Though the team does not provide medical care, the teams imagine what medical care might look like for these community members one day.

Children in our community are still exposed to lead in paint and water, often resulting in significant health and socioeconomic challenges for families. A community–academic–clinical partnership was developed to support children, families, and community organizations with resources to build capacity, follow children with elevated lead levels, and lessen the distance between a positive test and a community response. Working with the community, seeing lead-filled environments, and talking to parents of exposed children not only provides a voice for families but underscores the importance and sense of urgency in continuing to remove the substance from our community in the future.

We hope that more academic and clinical partners will take advantage of opportunities to work with the community in the future.



MISSION-SPANNING WORK OF COMMUNITY-ENGAGED FACULTY RESEARCH, EDUCATION, PATIENT CARE & COMMUNITY ENGAGEMENT



ZENO FRANCO, PhD **ASSOCIATE PROFESSOR, DEPARTMENT OF FAMILY AND COMMUNITY MEDICINE**

The Road to Diverse Genomics for Equitable Healthcare

The *All of Us* Research Program is a nationwide effort funded by the National Institutes of Health (NIH) to deliver one of the largest, richest, and most diverse biomedical datasets in the world. In 2017 Froedtert & the Medical College of Wisconsin (MCW) was selected to participate in All of Us as part of a statewide consortium effort between Marshfield Clinic, University of Wisconsin-Madison, and Gundersen Health System. Program enrollment in Wisconsin began in 2018.

At the national level, the *All of Us* Research Program promotes community engagement and education as key strategies for ensuring equity, inclusion, and the advancement of community interests. The *All of Us* team at Froedtert & MCW has translated this into local initiatives that are grounded in the health priorities for Milwaukee and surrounding communities. Partnerships drive these local initiatives. For example, the *All of Us* team has partnered with several local Federally Qualified Health Centers (FQHC), including Sixteenth Street, Outreach, and Progressive Health Centers, to ensure that participants from diverse backgrounds can enroll in the program at a location close to home.

The team is also partnering with community agencies, community health workers, and non-profit organizations to expand the public's understanding of health research, genomics, and the significance of diverse representation to ensure equitable healthcare advances. The team is working closely with neighborhood-level media outlets to disseminate this information to communities of color, with partners such as *Black Women 50+ Health and Lifestyles Magazine*, radio stations like WNOV 860 AM and La Grand 104.7 FM, and newspapers like the *Milwaukee Community Journal*, *El Conquistador*, and the *Spanish Journal*, among others.

The *All of Us* Research Program at Froedtert & MCW also serves as an education hub for pipeline students from MCW and community programs. This role ensures that high school and college students from diverse backgrounds are exposed to basic research protocols early and are part of an effort that has local, national, and international significance for the advancement of science.



STACI YOUNG, PhD
SENIOR ASSOCIATE DEAN FOR COMMUNITY ENGAGEMENT
PROFESSOR, DEPARTMENT OF FAMILY AND COMMUNITY MEDICINE

Connecting Students to Community Through a Clinic for Milwaukee's Uninsured

The Saturday Clinic for the Uninsured (SCU) showcases how learners, under the mentorship of MCW faculty, can provide clinical care, become more familiar with the pressing health and social needs of community residents, and grow as future clinicians. Faculty, in turn, find motivation and inspiration in a commitment to providing holistic and comprehensive care that addresses the diverse health needs and goals of each patient.

Since its inception in 1991 (then known as the Isaac Coggs Saturday Clinic for the Uninsured), the clinic has shifted from providing care on a first-come, first-served basis to implementing care that is more patient-centered—meeting patients where they are and providing what they need for their health. Through student-led efforts, SCU has expanded its clinic services, now providing telemedicine and many specialty services in-house—including pharmacy, ophthalmology, psychiatry, dermatology, neurology, and more. Even though students do not receive academic credit for their participation, hundreds of medical and pharmacy students volunteer on a rotating basis each school year.

The SCU includes research focused on examining the varied health and wellness needs across patients and populations. Research findings add value and community benefit by providing evidence for tailoring resources and care toward the specific needs of patients. The newly formed Patient and Family Advisory Council (PFAC) has provided ideas to improve patient understanding of SCU services and processes and inputs into student volunteer training.

The SCU aims to be a holistic, community-engaged clinic that is welcoming and reliable for our patients. Our vision moving forward is to amplify our bidirectional work that benefits the community and MCW.



ACCOMPLISHMENTS

SELECTED AWARDS

Kelsey Heindel

- *President's Community Engagement Award, Medical College of Wisconsin, 2022*

Bryan Johnston, MD

- *Department of Family and Community Medicine Educational Project of the Year, Medical College of Wisconsin, 2022*
- *Karen Marcdante Excellence in Medical Education Scholarship Travel Award, Kern Institute, 2022*

- *Outstanding Teaching Award, by the Family Medicine residents for outstanding quality of instruction, All Saints Family Medicine Residency Program, 2022*
- *Outstanding Teaching Award, by the Family Medicine residents for outstanding quality of instruction, All Saints Family Medicine Residency Program, 2021*

David Nelson, PhD, MS

- *Society of Teaching Scholars Award, 2021*

Leslie Ruffalo, PhD, MS

- *Outstanding Graduate School Educator, Medical College of Wisconsin, 2022*
- *Outstanding Medical Student Teacher Award, Medical College of Wisconsin, 2022*

Staci Young, PhD

- *Outstanding Faculty Service Award, Medical College of Wisconsin, 2021*
- *Outstanding Graduate School Educator, Medical College of Wisconsin, 2021*

SELECTED PRESENTATIONS

- Balfour M, **Johnston B.** Comparing virtual and in-person children's nutrition curriculum during COVID-19. Department of Family and Community Medicine Annual Research Forum; 2021.
- Bauer, L., Meurer, L., **Young, S.**, Bernstein, R. Medical Student-reported Clinical Application of Urban and Community Health Pathway Principles: A Qualitative Study. Society of Teachers of Family Medicine Annual Spring Conference; 2021.
- DeNomie M, Hooyer K, **Ruffalo L.** Farm link: a systems approach to improving access to healthier food at a regional food bank. Department of Family and Community Medicine Annual Research Forum; 2021.
- Dyer, J., Harrison, R., Lundh, R., **Young, S.** Journey to Sustainability: Saving Money in a Student-Run Free Clinic through Pharmacy Services. Society of Student Run Free Clinics Annual Conference; 2022.
- **Franco Z.**, Davis C, Kalet A, et al. Augmenting Google sheets to improvise community COVID-19 mask distribution. Department of Family and Community Medicine Annual Research Forum; 2021.
- **Franco Z.** Equitable pandemic response and recovery: civic engagement strategies. Department of Family and Community Medicine Academic Fellowship Grand Rounds; 2021.
- Garrison C, **Johnston B.** Race matters: addressing racism as a health issue. Catholic Churches Social Justice Group Meeting; 2022.
- Hayes J, Bernstein R, Holzer D, **Johnston B.**, Malveaux A, Diehr S. Silver linings of the COVID pandemic: lessons learned from the pivot to telemedicine. Society of Teachers of Family Medicine Conference on Medical Student Education; 2021.
- Hayes J, Xu H, Berg D, **Johnston B.** The (resident) doctor will see you now: developing family medicine MOUD curriculum. Society of Teachers of Family Medicine Annual Conference; 2021.
- Hooyer K, Hernandez-Baurichter B, **Franco Z.** Artists as trusted public health messengers during COVID-19. Department of Family and Community Medicine Annual Research Forum; 2021.
- **Johnston B.**, Hayes J. Be the change: addressing stigma in the care of those who use drugs. Overdose Fatality Review Wisconsin Summit; 2021.
- **Johnston B.**, Nelson D. A health needs assessment among Milwaukee's homeless. Department of Family and Community Medicine Annual Research Forum; 2021
- Namin, S., **Young S.**, Jones, N., Fritzen-Pedini, C., Kwarteng, J., Cuevas, C., Beyer, K. Breast Cancer and the Self's Place: A Hermeneutic Phenomenology Study of Race and Place. 22nd World Congress of Psycho-Oncology & Psychosocial Academy; 2021
- **Nelson D.**, McClamroch K, Rios J, et al. Public health connected and safer COVID-19: the power of mobilizing public health professionals during the COVID-19 pandemic. American Public Health Association Annual Meeting; 2021.
- **Nelson D.**, Pazdera M, Verdin L, et al. Addressing childhood lead exposure with a community engaged approach. American Public Health Association Annual Meeting; 2021.
- **Nelson D.**, Pazdera M, Kellis J, et al. Clinical and community solutions to lead safe children and the impact of the COVID-19 pandemic. Department of Family and Community Medicine Annual Research Forum; 2021
- **Ruffalo L.**, **Johnston B.**, **Franco Z.** Community engagement: a key component of advancing health equity. Repeating annual session, Pediatric Joint Fellowship Grand Rounds, Medical College of Wisconsin/Children's Wisconsin; 2020-2022.
- **Ruffalo L.**, Barry C. Trauma screen, brief intervention, and referral to treatment (T-SBIRT): improving mental health among recipients of W-2 employment services. Primary Care Research Grand Rounds; 2022.
- **Ruffalo L.**, DeNomie M, Barry C, et al. Deconstructing the parallel silos of family caregiving units: healthcare, government and community. Department of Family and Community Medicine Grand Rounds; 2021.
- **Ruffalo L.**, DeNomie M, Barry C, et al. Exploration of system intersections in healthcare, government, and community to support family caregivers. Department of Family and Community Medicine Annual Research Forum; 2021.
- **Young, S.**, Frazer, D., Meister, T., Cawthra, T., Pinsonnault, L., Stolley, M. "Growing Qualitative Research Capacity in an Academic Medical Center." North American Primary Care Research Group Annual Meeting; 2022.
- **Young S.** Black health, wellness, and equity. Invited keynote speaker. Tosa Together Black History Month; February, 2022.
- **Young S.**, Beltrán-Ponce S, Cuevas C, et al. Exploring race, racism, residential segregation and cancer survivorship among Black and Hispanic women. Department of Family and Community Medicine Annual Research Forum; 2021.
- **Young S.**, Geraci J. Housing access for women in street-based sex work. Department of Family and Community Medicine Annual Research Forum; 2021.
- **Young S.**, Lundh R, Casper D, et al. Utilizing telehealth to improve health care delivery in Wisconsin's free and charitable clinics. Department of Family and Community Medicine Annual Research Forum; 2021.

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Franco Z. Interviewed for: Boulton G, Carson S, Lynch LR. 11 things experts say will help the rest of Wisconsin get vaccinated. *Milwaukee Journal Sentinel*. May 12, 2021. Accessed April 14, 2023. <<https://www.jsonline.com/story/news/health/2021/05/12/how-raise-wisconsins-covid-19-vaccination-rate-11-ideas-experts/4964733001/>>

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Johnston B. OPINION: What I want my patients to know as schools reopen. *Milwaukee Neighborhood News Service*. April 7, 2021. Accessed April 14, 2023. <https://milwaukeeens.org/2021/04/07/opinion-what-i-want-my-patients-to-know-as-schools-reopen/>

Young S. Interviewed/guest. COVID-19 and health disparities. Spectrum News 1 Wisconsin radio. February, 2021.

Young S. Interviewed/guest. *CTSI Discovery Radio*. Breast cancer: race & place. May 21, 2021. Accessed April 14, 2021. Also broadcast on WMSE 91.7 FM. <https://soundcloud.com/ctsi/episode-85>

Young S. Interviewed/guest. *CTSI Discovery Radio*. Community health: building thriving communities through wellness of mind, body & spirit. January 21, 2022. Accessed April 14, 2023. Also broadcast on WMSE 91.7 FM. <https://soundcloud.com/ctsi/episode-93-community-health-thriving-communities-through-wellness-of-mind-body-spirit>

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- Anderson D, Beinhoff P, **Ruffalo L**. Rural residence predicts lower cardiac mortality and better mental health outcomes. *WMJ*. 2021;120(3):183-187.
- Cory MM, Cory KS, Osmani WA, **Young S**, Lundh R. CHECK UP: a student-designed model for creating innovative patient education materials that your patients will actually use. *Int J Psychiatry Med*. 2021;56(5):374-384.
- Cory M, **Johnston B**, **Nelson D**. A student-driven community engagement model for school nutrition education programs. *J Sch Health*. 2021;91(12):1024-1029.
- Doubeni C, **Nelson D**, Cohn E, et al. Community engagement education in academic health centers, colleges, and universities. *J Clin Transl Sci*. 2022;6(1):E109.
- **Franco Z**, Davis C, Kalet A, et al. Augmenting Google sheets to improvise community COVID-19 mask distribution. *International Conference on Information Systems for Crisis Response and Management*. 2021.
- **Franco Z**, Hooyer K, **Ruffalo L**, Frey-Ho Fung RA. Veterans health and well-being—collaborative research approaches: toward veteran community engagement. *J Humanist Psychol*. 2021;61(3):287-312.
- Hayes J, **Johnston B**, Barenboim H, Tempe M. Evidence based opioid weaning with behavioral support - Forum for Behavioral Science Edition. *Int J Psychiatry Med*. 2022;57(5):403-412.
- Hayes JR, **Johnston B**, Lundh R. Building a successful, socially distanced family medicine clerkship in the COVID crisis. *PRIMER*. 2020;4:34.
- Hooyer K, **Ruffalo L**. An educational theater-based activity to challenge cultural stereotypes about veterans’ and their lived experiences. *J Veterans Stud*. 2021;7(1):258-265.
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- Matzke J, **Johnston B**, Schneider T, **Nelson D**. A health needs assessment among Milwaukee’s homeless. *WMJ*. 2022;121(2):149-152.
- Nelipovich S, Kotagiri N, Afreen E, Craft M, Allen S, Davitt C, **Ruffalo L**, Diehr S. Impact evaluation of patient-centered, community-engaged health modules for homeless pregnant women. *WMJ*. 2022;121(2):99-105.
- **Pazdera M**, Lor KB, Winstead O, Hamberger LK, Curry B, **Franco Z**, **O’Connor S**, Gollin-Graves M, Hurley R, **Gray T**, **Ahmed SM**. Addressing opioid misuse among veterans: a peer-delivered opioid prevention curriculum. *Int J Res Serv Learn Community Engagem*. 2021;9(1).
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- Runkle N, **Nelson D**. The silence of food insecurity: disconnections between primary care and community organizations. *J Patient Cent Res Rev*. 2021;8(1):31-38.
- Spector A, Quinn K, **Young S**, O’Brien M, deRoos-Cassini T, Dickson-Gomez J. A qualitative examination of substance use disorder treatment-seeking among women with opioid use disorders: the role of syndemics and structural violence. *SSM Qual Res Health*. 2021;1:100014.
- Zimmer M, **Franco Z**, Praveen M, Echeveste C, **Heindel K**, Ogle J. Public opinion research on artificial intelligence in public health responses: results of focus groups with four communities. AAAS Center for Public Engagement with Science and Technology. 2021:1-28.

DEFINITIONS THAT GUIDE OUR WORK

- **Anti-Racist Institution** is an institution that has committed to identifying and changing its role in the systemic accumulation of disadvantages for one group(s) to the advantage of another group(s), based on persisting racist beliefs, with a sustained focus on racism that impacts Black Indigenous People of Color (BIPOC).¹
- **Black Indigenous People of Color (BIPOC)** is a phrase used to identify people who are Black, Latinx, Asian, and Indigenous peoples (see the definition for People of Color [POC]). “Two letters, for Black and Indigenous, were included in the acronym to account for the erasure of Black people with darker skin and Native American people,” according to Cynthia Frisby, a professor of strategic communication at the University of Missouri School of Journalism.² Its use is still evolving and contested by some activists.¹
- **Collaboration** is a “process by which groups come together, establishing a formal commitment to work together to achieve common goals and objectives” through joint ownership of the work, risks, results, and rewards.³
- **Community** is “a group of individuals organized into a unit or manifesting some unifying trait or common interest. Community need not be defined solely by geography. It can refer to a group that self-identifies by age, ethnicity, gender, sexual orientation, special interest, faith, life experience, disability, illness, or health condition; it can refer to a common interest or cause, a sense of identification or shared emotional connection, shared values or norms, mutual influence, common interest, or commitment to meeting a shared need.”⁴
- **Community-Academic Partnership** is “partnership that leverages the strengths of both community and academic partners to answer community health problems.”⁵
- **Community Based Participatory Research (CBPR)** is a “collaborative approach to research that equitably involves, for example, community members, organizational representatives, and researchers in all aspects of the research process.”⁶ “CBPR begins with a research topic of importance to the community with the aim of combining knowledge and action for social change to improve community health and eliminate health disparities.”⁷
- **Community Capacity Building** is “an increase in community groups’ abilities to define, assess, analyze, and act on health or any other concerns of importance to their members.”⁸
- **Community-Engaged Dissemination** is “a way to distribute and integrate research evidence and evidence-based practice within communities and service systems.”⁹
- **Community-Engaged Research (CErR)** is “a process of inclusive participation that supports mutual respect of values, strategies, and actions for authentic partnership of people affiliated with or self-identified by geographic proximity, special interest, or similar situations to address issues affecting the well-being of the community or focus. . . . [It] is a core element of any research effort involving communities which requires academic members to become part of the community and community members to become part of the research team, thereby creating a unique working and learning environment before, during, and after the research.”¹⁰
- **Community Engagement** is “collaboration between institutions of higher education and their larger communities (local, regional, state, national, global) for mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”¹¹
- **Community Outreach** is “the ways faculty, staff, and students collaborate with external groups in mutually beneficial partnerships that are grounded in scholarship and consistent with [the] role and mission” of their professional appointment.¹²
- **Community Service** is co-curricular or extracurricular service that is done apart from or in addition to academic or professional duties.¹³
- **Culture** is the shared attitudes, values, beliefs, practices, goals, aesthetic standards, linguistic expression, patterns of thinking, behavioral norms and styles of communication which a group of people has developed to assure its survival in a particular environment and characterize a group.¹
- **Cultural Competence** is the capacity to function effectively with various cultures and successfully navigate a multicultural, global society. On an organizational level, it assumes the capacity to creatively utilize a diverse workforce for meeting business goals, achieving the mission, and enhancing performance.¹
- **Cultural Humility** is the “ability to maintain an interpersonal stance that is other-oriented (or open to the other) in relation to aspects of cultural identity that are most important to the person.” Cultural humility is different from other culturally based training ideals because it focuses on self-humility rather than achieving a state of knowledge or awareness.¹
- **Equality** is about ensuring that every individual has an equal opportunity to make the most of their lives and talents.¹
- **Equity** is the assurance of conditions for optimal access and opportunity for all people, with particular focus on promoting policies, practices, and cultural messages that eliminate differential negative outcomes for people from historically subordinated groups.¹
- **Health** is broadly defined as a “state of complete physical, mental, and social well-being, and not merely the absence of disease.”¹⁴ It is “a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities.”¹⁵
- **Health Disparities** refer to “a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion.”¹⁶
- **Health Equity** means that “everyone has a fair and just opportunity to be healthier. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care. . . . For the purposes of measurement, health equity means reducing and ultimately eliminating disparities in health and its determinants that adversely affect excluded or marginalized groups.”¹⁷
- **Human-Centered Design** is “a problem-solving technique that puts real people at the center of the development process, enabling you to create products and services that resonate and are tailored to your audience’s needs.” Community-centered design set the stage for shared governance and people-focused design consideration.¹⁸
- **Inclusion (Organizational Inclusion)** is the co-creation and continual nurturing of a culture in which all people experience respect, belonging, access to opportunity, and influence through the integration of many cultural backgrounds, ideas, perspectives, and approaches to the work. An inclusive culture can produce learning, innovation, excellence, and mutual benefit throughout the missions of MCW and the communities we serve.¹
- **People of Color (POC)** is a phrase used to identify people who are Black, Latinx, Asian, and Indigenous peoples—not to be confused with “colored” (a pejorative because of its historical context); the phrase now frequently is used instead of “minority.”^{1,19}
- **Population Health** is “the health outcomes of a group of individuals, including the distribution of such outcomes within the group.”²⁰
- **Pronouns** are words that “refer to either the people talking (‘I’ or ‘you’) or someone or something that is being talked about (like ‘she’, ‘it’, ‘them’, and ‘this’). Gender pronouns (he/she/they/ze etc.) specifically refer to the person you are referring to.” “Asking and correctly using someone’s pronouns is one of the most basic ways to show your respect for their gender identity.”²¹
- **Public Health** has the mission of “fulfilling society’s interest in assuring conditions in which people can be healthy.”²² “Public health promotes and protects the health of people and the communities where they live, learn, work, and play.”²³ “Public health works to track disease outbreaks, prevent injuries, and shed light on why some of us are more likely to suffer from poor health than others.”²³
- **Racial Equity** is having full participation and access to the benefits and institutions of society free from discrimination for all people. These include health care, education, safe and affordable neighborhoods, sustainable employment, and the right to vote.¹

- **Racial Inequity** is “when two or more racial groups are not standing on approximately equal footing.”²⁴
- **Racism** is “a marriage of racist policies and racist ideas that produces and normalizes racial inequities.”²⁴
- **Racist Ideas** are “ideas that suggest one racial group is inferior or superior to another racial group in any way.”²⁴
- **Racist Policies** are “measures that produce or sustain racial inequity between racial groups.”²⁴
- **Social Determinants of Health** are “the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. These forces and systems include economic policies and systems, development agendas, social norms, social policies, and political systems.”²⁵
- **Social Justice** is “the view that everyone deserves equal rights and opportunities—this includes the right to good health.”²² Elimination of oppression and the “isms” to create a full and equal participation of all groups in a society where the distribution of resources is equitable and all members are physically and emotionally safe and secure.¹
- **Translational Science** is “the field of investigation focused on understanding the scientific and operational principles underlying each step of the translational process.”^{26,27}
- **Translational Science Spectrum** is a continuum of “activities where critical insights are passed between research modalities so that biomedical discoveries can lead to tangible improvements in human health.” Basic science discoveries are “translated” to generate clinical insights which then are developed to inform implications for clinical practice which then lead to implications for population health. Levels of the spectrum are often identified by “T-levels”²⁸ which correspond to the following:
 - T0—Basic Scientific Discovery
 - T1—Translation to Humans
 - T2—Translation to Patients
 - T3—Translation to Practice
 - T4—Translation to Population Health
 - T5—Improved Global Health

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- Contributing content as planners, presenters, panelists, facilitators, and guests during webinars, podcasts, and other programs
- Sponsoring, supporting, and reviewing award nominations and applications
- Providing input for specific coalition and mission-focused efforts
- Facilitating communications, scholarly writing, and data visualization efforts

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