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The Medical College of Wisconsin, Inc. (MCW) and the MCW Consortium on Public and Community Health, Inc. (MCW Consortium) are pleased to present the fourth annual report on the Advancing a Healthier Wisconsin (AHW) endowment.

This report outlines the MCW Consortium’s commitment to, and compliance with, the documents established to guide its stewardship: the State of Wisconsin Office of the Commissioner of Insurance Final Decision and Order, issued March 2000; and, the AHW Five-Year Plan dated April 2003 and the plan Addendum dated December 2003.

These documents guide the process by which MCW received and now stewards approximately $409 million in proceeds from the conversion of Blue Cross and Blue Shield United of Wisconsin from a non-profit company to a stock insurance corporation.

This report addresses all activities and expenditures relevant to AHW from July 1, 2006 through June 30, 2007 and was developed according to the following timeline:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 21, 2007</td>
<td>Timeline approved by MCW Consortium</td>
</tr>
<tr>
<td>August 16, 2007</td>
<td>Outline approved by MCW Consortium</td>
</tr>
<tr>
<td>October 10, 2007</td>
<td>Initial draft approved by MCW Senior Associate Deans for Research, Education and Public and Community Health</td>
</tr>
<tr>
<td>October 23, 2007</td>
<td>MCW Audit Committee review</td>
</tr>
<tr>
<td>October 25, 2007</td>
<td>Initial draft reviewed by MCW Consortium</td>
</tr>
<tr>
<td>November 9, 2007</td>
<td>Final draft sent to MCW Board of Trustees</td>
</tr>
<tr>
<td>November 15, 2007</td>
<td>Final draft approved by MCW Consortium</td>
</tr>
<tr>
<td>November 16, 2007</td>
<td>Final draft approved by MCW Board of Trustees</td>
</tr>
</tbody>
</table>

The MCW Consortium appreciates this opportunity to report on the past year of activities to make Wisconsin a healthier state through the AHW endowment.

OPEN MEETINGS AND PUBLIC RECORDS LAWS STATEMENT

The MCW Consortium on Public and Community Health, Inc. (MCW Consortium) conducts its operations and processes in accordance with the State of Wisconsin’s Open Meetings and Public Records laws. Meetings of the MCW Consortium are open to the public, in accordance with the law. Agendas, minutes and documents approved by the MCW Consortium are posted online at www.mcw.edu/healthierwisconsin.

DIVERSITY STATEMENT

The Advancing a Healthier Wisconsin (AHW) endowment fund and the MCW Consortium on Public and Community Health, Inc. (MCW Consortium) are subject to, comply with and affirm the Equal Employment Opportunity and Affirmative Action policy of the Medical College of Wisconsin (MCW). The MCW Consortium is committed to optimizing the talents of people of different backgrounds, experiences and perspectives as a means of improving the health of the residents of Wisconsin. The AHW endowment will continue to be equally accessible to all qualified persons without regard to their race, religion, color, age, disability, sex, national origin, sexual orientation, marital status, membership in the military reserves, creed, ancestry and arrest or conviction record. This policy represents the AHW endowment and MCW’s commitment to nondiscriminatory practices and affirms its value for fair treatment of all qualified applicants and employees.
GOVERNANCE

The MCW Consortium on Public and Community Health, Inc. (MCW Consortium) was formed in 2002 as a non-stock, non-profit corporation whose purpose is to fulfill the obligations of the Public and Community Health Oversight and Advisory Committee as described in the March 2000 Insurance Commissioner’s Order. The MCW Consortium meets on a monthly basis and conducts itself in accordance with its bylaws and Wisconsin Open Meetings and Public Records Laws.

TERRY BRANDENBURG, MPA, MBA
Chair
Health Commissioner
City of West Allis
Mr. Brandenburg is a statewide leader in public health. For the past 14 years he has directed public health programs for the City of West Allis and the Village of West Milwaukee.

MICHAEL J. DUNN, MD
Dean and Executive Vice President
Medical College of Wisconsin
Dr. Dunn provides leadership for all academic, research, patient care and public and community health programs for MCW, Wisconsin’s only private medical school.

CHERYL A. MAURANA, PhD
Senior Associate Dean for Public and Community Health
Medical College of Wisconsin
Dr. Maurana has received national recognition for her work in public health research and community-academic partnership development.

PEGGY HINTZMAN, MBA
Vice Chair*
Associate Director
Wisconsin State Laboratory of Hygiene
Ms. Hintzman has more than 20 years experience in public health. She is a statewide advocate for Wisconsin’s public health.

TASHA JENKINS
Executive Director
Fighting Back, Inc.
Ms. Jenkins has focused her career on serving as an advocate for children and children’s health issues, specifically addressing substance abuse prevention for Milwaukee youth.

T. MICHAEL BOLGER, JD
President and Chief Executive Officer
Medical College of Wisconsin
Mr. Bolger has led the College through a period of unprecedented growth in research, patient care activity, and the expansion of MCW’s academic programs and outreach efforts in the community.

RANDALL S. LAMBRECHT, PhD
Dean, College of Health Sciences
University of Wisconsin-Milwaukee
Dr. Lambrecht is an advocate for Wisconsin’s senior citizens. He helped launch UWM’s Age and Community Initiative, which takes a comprehensive approach to the health and quality of life of seniors.

DOUGLAS R. CAMPBELL
Senior Vice President
Medical College of Wisconsin
Mr. Campbell has more than 25 years experience in academic health care fiscal oversight and management.

PAULA A. LUCEY, RN, MSN
President
Lamplighter Consulting
Ms. Lucey provides strategic guidance for community development initiatives and was a past Director of Milwaukee County Health and Human Services.

STAFF
HEALTHIER WISCONSIN PARTNERSHIP PROGRAM
Erin Frederick
Director
Ellen Servais, MPS
Assistant Director
Jean Moreland
Administrative Coordinator
Christina Ellis
Program Coordinator
Bobbie McDowell
Administrative Assistant

OFFICE OF THE SENIOR ASSOCIATE DEAN FOR PUBLIC AND COMMUNITY HEALTH
Alicia Witten
Assistant Director
Sarah DiPadova, MPS
Program Coordinator

*On October 19, 2006, the MCW Consortium, with Counsel, adopted a resolution for a vice chair position on the MCW Consortium. The vice chair shall be authorized to preside over MCW Consortium meetings in the absence of the chair, and may sign and certify resolutions made at meetings over which the vice chair presides. The vice chair may carry out other duties that the MCW Consortium may prescribe in future resolutions. The vice chair shall be a member of the MCW Consortium, but is not an officer of the MCW Consortium.
OVERVIEW

The Advancing a Healthier Wisconsin (AHW) endowment is dedicated in its entirety, and in perpetuity, to improving the health of the people in Wisconsin through three complementary components:

- **Healthier Wisconsin Partnership Program** supports community-academic partnerships that address public and community health improvement.
- **Research for a Healthier Tomorrow** supports basic science, clinical and translational research initiatives in such fields as cardiovascular disease, cancer, neurosciences, genetics and population health.
- **Educational Leadership for the Health of the Public** supports programs that provide training for health care professionals, medical and graduate students, as well as patients and consumers.

In accordance with the Insurance Commissioner’s Order, AHW dedicates 35 percent of funds for the Healthier Wisconsin Partnership Program and 65 percent of funds for research and education initiatives. The divided allocation remains unless it is increased or decreased by the affirmative vote of two-thirds of all MCW Consortium members at the time an AHW Five-Year Plan is approved. However, the MCW Consortium has elected to evaluate the allocation as part of its annual review process. On August 17, 2006, the MCW Consortium unanimously voted to maintain the previously determined distribution of funds.

GOAL AND ANNUAL MILESTONES

The primary goal of the AHW endowment, as described in the AHW Five-Year Plan governing document, is to support programs and initiatives that improve the health of the people of Wisconsin. To be effective and succeed in this goal, AHW will improve health status and health systems through the following approaches:

- Developing partnerships
- Promoting education for consumer health, public health professionals, and medical and graduate students
- Enhancing our ability to identify, treat and prevent disease

AHW approaches this goal with the following annual milestone objectives*:

1. Year One 2003-2004
   - The AHW Five-Year Plan was drafted with the assumption that implementation would begin in 2003, however, start-up was delayed pending the development and approval of an Addendum to the plan.
   - The final AHW Five-Year Plan, including the Addendum, was approved in February 2004. The subsequent annual milestone timeline outlined in the AHW Five-Year Plan now is adjusted due to these additional developments.

2. Year Two 2004-2005
   - Start up functions to actively organize and fund projects with community-based partners, including training sessions and community meetings to foster and develop partnerships.
   - Develop and fund specific education and research initiatives to support health improvement.

3. Year Three 2005-2006
   - Fund approved community-based partnerships, education and research initiatives designed to maximize impact on the health of the public. Partnerships will be in varying stages of development and will be continually encouraged and supported.
   - Collect and review evaluative data related to community-based partnerships as well as education and research initiatives.

4. Year Four 2006-2007
   - Continue to develop and support community-based partnerships and education and research initiatives while beginning evaluation and outcome assessment. Evaluation will be designed to demonstrate efficacy and relevance in meeting the overall goal of improving health.
   - Expansion, modification or discontinuation of funding may be recommended as a part of this process**.

*This annual report addresses the period from July 1, 2006 through June 30, 2007 and responds to Year Four 2006-2007 milestones noted above.

**During the fifth and final year of the first AHW Five-Year Plan (2007-2008) the MCW Consortium will launch the planning process for the second AHW Five-Year Plan and investigate a unique funding initiative outside of the competitive award process for the Healthier Wisconsin Partnership Program.
MEASUREMENTS AND BENCHMARKS

To determine progress toward the AHW goal, the MCW Consortium has established the following measurements and benchmarks as described in the AHW Five-Year Plan:

1. Develop new community health partnerships targeted in Healthiest Wisconsin 2010 (the state health plan).

2. Enhance and strengthen existing community health partnerships, and increase their focus on Healthiest Wisconsin 2010.

3. Develop new public health professional development programs in coordination with University of Wisconsin School of Medicine and Public Health, and with other state health training programs such as those at University of Wisconsin-Milwaukee and Marquette University.

4. Expand continuing medical education offerings for health professionals and use distance learning and teleconferencing technology to increase accessibility.

5. Enhance medical school curriculum to include public and community health concepts and skills.

6. Establish a new clinical skills training and assessment program for students and health professionals to enhance the transfer and integration of new clinical skills, procedures, technology and research discoveries into community health care.

7. Enhance our ability to identify and control factors that lead to heart disease including the identification of genes relating to hypertension.

8. Broaden our ability to diagnose, treat and prevent cancer, and proceed with the development of predictive cancer profiling.

9. Demonstrate an improved understanding of the function of the brain and improve the ability to assess the effectiveness of investigational therapies.

10. Foster translational research and develop a program to facilitate the migration of research findings into clinical practice.

11. Further our understanding of evaluative clinical research including assessment of patient care outcomes.

12. Support new research initiatives that expand our knowledge of population health and community-based research as described by the Institute of Medicine’s “The Future of the Public’s Health in the 21st Century.”

CUMULATIVE FUNDING COMMITMENTS AND FRAMEWORK

From July 1, 2006 through June 30, 2007, the MCW Consortium approved funding for 58 new AHW initiatives totaling $21.5 million as follows:

- Healthier Wisconsin Partnership Program awarded $7,037,486 to 29 community-academic partnerships.
- Research for a Healthier Tomorrow awarded $9,088,922 to 18 projects.
- Educational Leadership for the Health of the Public awarded $5,395,824 to 11 projects.

This annual report summarizes activities occurring in 161 complementary projects (58 new initiatives and 103 projects funded prior to July 1, 2006).

The MCW Consortium recognizes that all three components are necessary to improve the health of the people of Wisconsin. The following chart represents cumulative funding commitments since AHW’s inception and the framework under which the endowment operates:
**ADVANCING A HEALTHIER WISCONSIN**

Three Complementary Components
Cumulative Funding Commitments* (July 2004-June 2007)

**Principles of Stewardship**
- Leverage
- Collaboration
- Accountability
- Prioritization
- Transformation

**Inclusive Process**
- Health Plans (local, state and national)
- Public Participation
- MCW Consortium on Public and Community Health

**Three Complementary Components**
Total Funds Committed (July 2004-June 2007)
161 Projects ~ $42,320,159**

**Educational Leadership for the Health of the Public**
24 Projects ~ $7,704,354
Education and training to enhance the capacity of:
- Public health professionals - $656,000
- Health providers, patients and consumers - $347,566
- PhD in Public and Community Health - $2,429,057***
- Master’s Degree in Public Health expansion - $1,380,949***
- Medical, graduate and resident education - $2,890,782

**Healthier Wisconsin Partnership Program**
78 Projects ~ $17,081,054
Through community-academic partnerships:
- Address leading health risks and priorities
- Focus on specific populations
- Prevent causes of death and disability
- Build capacity and enhance systems

**Research for a Healthier Tomorrow**
59 Projects ~ $17,534,751
Through basic, clinical, applied and translational research, address leading causes of death and disability including:
- Cardiovascular Disease - $2,364,384
- Cancer - $3,002,390
- Neuroscience - $407,161
- Genetics - $1,535,192
- Population Health - $4,624,427****
- Clinical and Translational Research - $3,184,435
- Imaging, Biotechnology and Bioinformatics - $2,416,762

**Outcomes**
- Improved Health of the People of Wisconsin
- Strengthened Community Capacity
- Leadership in Public Health

*Three projects totaling $610K were rescinded in fiscal year 2006-07. In addition, re-categorization in two projects changed from previous reporting periods to better reflect the purpose of the projects.

**Totals reflect figures for those projects reviewed by the MCW Consortium on Public and Community Health and approved by the MCW Board of Trustees for the period ending June 30, 2007.

***Total investments of $4,778,113 for the Public and Community Health Doctoral Degree program and $2,761,897 for the MPH expansion are divided evenly between Educational Leadership for the Health of the Public and Research for a Healthier Tomorrow fund totals.
The vision of the Healthier Wisconsin Partnership Program (HWPP) is to improve the health of the people of Wisconsin by funding community-academic partnership projects that address public and community health promotion and disease prevention initiatives through two types of awards:

- Development Awards: These awards generally fund planning, evaluation or pilot activities related to the formation or development of a partnership, project and/or program; or, the evaluation or implementation of capacity-building strategies aimed at strengthening organizations, sectors or systems. They are typically awarded for a 12-month period totaling no more than $50,000.

- Impact Awards: These awards generally fund partnership activities related to the implementation of a health promotion or health prevention project, program and/or partnership with significant impact; or, the implementation of capacity building strategies that will have significant impact on a health-related organization, sector or system. They are typically awarded for a 36-month period totaling no more than $450,000.

HWPP operates with a set of core Principles of Stewardship:

- **Leverage**: Seeking opportunities to leverage funding, with an emphasis on pooling existing resources, attracting additional resources and encouraging sustainability.
- **Collaboration**: Supporting effective collaboration between community partners and MCW partners to capitalize on the strengths of each. Projects should build upon Healthiest Wisconsin 2010 (the state health plan) and coordinate with other efforts in the community.
- **Accountability**: Measuring and accounting for outcomes through effective oversight and rigorous evaluation by including comprehensive involvement of affected communities.
- **Prioritization**: Aiming to have maximum impact on the health of the people of Wisconsin by deliberately focusing on the greatest state and local needs.
- **Transformation**: Effecting systemic change by emphasizing prevention, innovation and capacity-building.

Funding from HWPP is a competitive, unique and transformative opportunity for community organizations and MCW academicians to leverage resources, share information and capitalize on expertise as they work in partnership to address Wisconsin’s greatest health needs. Successful applicants embrace interrelated approaches to health improvement and community-academic partnerships through the following two models:
The Healthier Wisconsin Partnership Program (HWPP) has awarded $17,081,054 in three funding cycles to 78 community-academic partnerships. Each funded partnership consists of at least one community partner and one MCW academic partner and exemplifies HWPP’s vision to improve the health of the people of Wisconsin.

All HWPP funded projects propose transformational ways to improve the health of Wisconsin’s citizens, focusing on health promotion and disease prevention while also recognizing the significant role of building capacity and strengthening systems in an effort to reach those goals. The following table represents the distribution of all HWPP funded projects along the four interrelated areas of the Health Improvement Model as well their geographic emphasis.

Funding from HWPP is available to eligible partnerships throughout Wisconsin. In three funding cycles, a total of 34 Wisconsin counties (shaded) are being directly impacted by 78 projects. In addition, 11 projects indicated statewide (not county-specific) impact.

* N = 78. Applicants are able to select more than one indicator for each focus area, resulting in an overlapping of indicators.
On September 1, 2006, HWPP issued its 2007 Request for Proposals (RFP) for partnership projects and officially launched its 3rd Funding Cycle according to the following timeline:

<table>
<thead>
<tr>
<th>2006</th>
<th>2007</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>September 1, 2006: Issued RFP</td>
<td>December 5: Received proposals</td>
<td>December 5-15: Conducted technical reviews</td>
</tr>
</tbody>
</table>

TRAINING AND TECHNICAL ASSISTANCE

Following the issuance of the RFP, HWPP provided technical assistance that included providing information and training on the proposal process and partnership development steps, including:

- A refreshed web-based partner directory, listing MCW faculty and staff with interest in forming partnerships with community organizations. The directory also lists community organizations seeking academic partners.
- In early October 2006, HWPP staff conducted eight training sessions across Wisconsin to provide hands-on proposal assistance and guidance of RFP components. More than 115 participants attended from community organizations and MCW. Highlights of the sessions included a funded partner panel which allowed participants the opportunity to dialogue with funded HWPP community and academic partners. Ten funded proposals were disseminated throughout the session for review.
- HWPP conducted a series of discussions with MCW faculty members and liaisons of 12 MCW departments and centers to discuss the timeframe, criteria and methods for submitting proposals.
- Nineteen requests were made to HWPP staff by community organizations for assistance with identifying an academic partner, resulting in 10 proposal submissions by matched partnerships.
- HWPP responded to more than 100 calls and e-mails requesting additional technical assistance to improve proposal applications, access RFP materials, design effective project budgets and provide education about HWPP priorities and review processes.
- RFP forms were enhanced to reduce signature burden for applicants.
- HWPP launched an electronic Notice of Intent for ease of submission.
- A glossary of terms was added to the RFP and an updated list of frequently asked questions was maintained on the HWPP website.
- Proposal review score sheets and biographical information about the national merit reviewers were posted on the HWPP website and disseminated via the listserv prior to proposal deadlines.
- Healthiest Wisconsin 2010 long-term outcome objectives and system priorities were linked directly from the HWPP website as an aid for applicants to align proposals with Wisconsin health priorities.
- Abstracts for all funded HWPP projects were posted on the HWPP website.
- Quarterly electronic newsletters were disseminated to more than 2,000 community and MCW stakeholders.
- Applicants were notified in advance about proposal discussions of the national merit reviewers and the MCW Consortium being open to the public.

**SUMMARY OF PROPOSAL APPLICATIONS\(^*\)**

Following the provision of technical assistance and training for the 3rd Funding Cycle, more than 300 community and MCW partners submitted 91 Notices of Intent. Of these, 76 full proposals underwent a competitive merit review. The following provides an overview of proposals received:

<table>
<thead>
<tr>
<th>Summary</th>
<th>Impact</th>
<th>Development</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of proposals</td>
<td>41</td>
<td>35</td>
<td>76</td>
</tr>
<tr>
<td>Amount requested (approx.)</td>
<td>$17,881,488</td>
<td>$1,695,683</td>
<td>$19,577,171</td>
</tr>
<tr>
<td>Academic partner applicants*</td>
<td>52</td>
<td>46</td>
<td>84</td>
</tr>
<tr>
<td>Community organization applicants*</td>
<td>102</td>
<td>88</td>
<td>166</td>
</tr>
</tbody>
</table>

**Geographic Emphasis**

<table>
<thead>
<tr>
<th></th>
<th>Impact</th>
<th>Development</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>12</td>
<td>9</td>
<td>21 (28%)</td>
</tr>
<tr>
<td>Rural</td>
<td>3</td>
<td>4</td>
<td>7 (9%)</td>
</tr>
<tr>
<td>Urban</td>
<td>26</td>
<td>22</td>
<td>48 (63%)</td>
</tr>
</tbody>
</table>

*Self-reported on applications, unduplicated and exclusive of numerous support staff, volunteers and other involved partners.
COMPETITIVE REVIEW PROCESS

Technical Review
A technical review process provided an initial evaluation of proposal submissions to determine eligibility requirements were met and all sections were completed according to the RFP guidelines. Submissions that successfully passed the technical review proceeded to the merit review process.

Merit Review
National Merit Review
Community-Campus Partnerships for Health (CCPH), a non-profit organization that promotes health through partnerships between communities and higher educational institutions, conducted the National Merit Review for HWPP. Following a national recruitment process conducted by CCPH, 20 community and academic consultants were engaged to serve on the review panel. (Please see following page.)

Reviewers were from outside Wisconsin with expertise in public and community health, community-academic partnerships and proposal review. During January and February 2006, each proposal was independently reviewed and scored by two community and two academic reviewers. Impact proposals that received outstanding rankings following this independent review were discussed and ranked by all reviewers at an in-person meeting held in Milwaukee in February 2007.

MCW Consortium Review
On March 12 and 14, 2007, the MCW Consortium reviewed and discussed those proposals prioritized by the National Merit Review Panel, taking into account scores and comments as well as results of a thorough budget analysis by the MCW Controller’s Office. The MCW Consortium also considered all other proposals and determined a final slate to advance to the MCW Board of Trustees based on the following general criteria:

- Qualitative comment and quantitative assessment by national merit reviewers.
- Demonstrated alignment with Wisconsin health priorities as defined by the state health plan.
- Articulated commitment to Principles of Stewardship, the Health Improvement Model and the Community-Academic Partnership Model.

Award Announcement
On March 16, 2007, the MCW Board of Trustees approved the proposals recommended for funding by the MCW Consortium.

All applicants were notified of the funding determinations, received verbatim reviewer comments, their final score and minimum/maximum scores of all proposals.
A national merit review panel includes the following individuals:

**ALEX ALLEN, III, MA**  
Vice President of Community Planning and Research  
Isles, Inc.  
Trenton, NJ

**RAMONA BENSON**  
Community Health Worker Specialist  
City of Berkeley Black Infant Health Program  
Berkeley, CA

**ELMER FREEMAN, MSW, PhD(c)**  
Executive Director  
Center for Community Health Education and Research  
Boston, MA

**SUSAN ANN GUST**  
Co-coordinator  
GRASS Routes  
Minneapolis, MN

**KARI HARTWIG, DrPH**  
Assistant Clinical Professor  
Department of Epidemiology and Public Health  
Yale School of Medicine  
New Haven, CT

**ANNA HUFF**  
Project Director  
Mid Delta Community Consortium  
Phillips County  
Marvell, AR

**MICK HUPPERT, MPH**  
Associate Dean for Community Programs  
University of Massachusetts Medical School  
Worcester, MA

**MARION KAVANAUGH-LYNCH, MD, MPH**  
Director  
California Breast Cancer Research Program  
University of California  
Oakland, CA

**MATTHEW C. KEIFER, MD, MPH**  
Associate Professor  
Environmental and Occupational Health Sciences, Occupational & Environmental Medicine  
University of Washington  
Seattle, WA

**DANIEL F. KORIN, MD, FAAP**  
Lutheran Family Health  
Bronx, NY

**LISSETTE LAHOZ**  
Program Director  
Latinos for Healthy Communities  
Allentown, PA

**JOAN MILLER**  
Community Advocate  
Chicago, IL

**ELMER FREEMAN, MSW, PhD(c)**  
Executive Director  
Center for Community Health Education and Research  
Boston, MA

**SUSAN ANN GUST**  
Co-coordinator  
GRASS Routes  
Minneapolis, MN

**KARI HARTWIG, DrPH**  
Assistant Clinical Professor  
Department of Epidemiology and Public Health  
Yale School of Medicine  
New Haven, CT

**ANNA HUFF**  
Project Director  
Mid Delta Community Consortium  
Phillips County  
Marvell, AR

**MICK HUPPERT, MPH**  
Associate Dean for Community Programs  
University of Massachusetts Medical School  
Worcester, MA

**MARION KAVANAUGH-LYNCH, MD, MPH**  
Director  
California Breast Cancer Research Program  
University of California  
Oakland, CA

**MATTHEW C. KEIFER, MD, MPH**  
Associate Professor  
Environmental and Occupational Health Sciences, Occupational & Environmental Medicine  
University of Washington  
Seattle, WA
On March 16, 2007, HWPP announced funding of $7,037,486 for 29 projects as follows:

<table>
<thead>
<tr>
<th>Summary</th>
<th>Impact</th>
<th>Development</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of awards</td>
<td>14</td>
<td>15</td>
<td>29</td>
</tr>
<tr>
<td>Funding amount</td>
<td>$6,294,805</td>
<td>$742,681</td>
<td>$7,037,486</td>
</tr>
<tr>
<td>MCW partners*</td>
<td>21</td>
<td>22</td>
<td>37</td>
</tr>
<tr>
<td>Community partners*</td>
<td>42</td>
<td>38</td>
<td>73</td>
</tr>
</tbody>
</table>

**Geographic Emphasis**

| Statewide | 1 | 4 | 5 (17%) |
| Urban     | 12 | 10 | 22 (76%) |
| Rural     | 1 | 1 | 2 (7%) |

*Self-reported on applications, unduplicated and exclusive of numerous support staff, volunteers and other involved partners.

The following graphs represent the distribution of 3rd Funding Cycle Awards along the four interrelated areas of the Health Improvement Model*.

- Health Emphasis Areas in 3rd Funding Cycle
- Populations of Emphasis in 3rd Funding Cycle
- Disease Prevention in 3rd Funding Cycle
- Transformation in 3rd Funding Cycle

*N = 29. Applicants are able to select more than one indicator for each focus area, resulting in an overlapping of indicators.
3RD FUNDING CYCLE IMPACT PROJECTS

The following 14 projects were awarded funding on March 16, 2007 for implementation of three-year health promotion projects in Wisconsin.

BUILDING A RECOVERY-DRIVEN CONTINUUM OF BEHAVIORAL HEALTH CARE
$450,000  07/01/07 to 06/30/10

The intent of this project is to create a recovery-driven continuum of behavioral health care by integrating peer support throughout multiple service delivery systems, which care for individuals with behavioral health needs.

- **Our Space, Inc.**
  - Joan Lawrence
- **Milwaukee County Health and Human Services, Behavioral Health Division**
  - Jim Hill
- **Milwaukee County Mental Health Association**
  - Martha Rasmus
- **Waukesha County Department of Human Services**
  - Peter Schuler
- **Waukesha County Mental Health Association**
  - Lisa McLean
- **The Parenting Network**
  - Jan Buchler
- **Justice 2000**
  - Marilyn Walczak
- **Wisconsin Community Services**
  - Jill Fuller
- **Social Rehabilitation and Residential Resources**
  - Jeffrey Kincade
- **Grass Roots Empowerment Project**
  - Molly Cisco
- **Red Cross Homeless Outreach Program**
  - Jeanne Lowry
- **MCW Department of Psychiatry and Behavioral Medicine**
  - Jon Gudeman, MD

COMMUNITY-BASED CHRONIC DISEASE MANAGEMENT (CCDM)
$450,000  07/01/07 TO 06/30/10

CCDM will effect prevention of complications by screening for/managing hypertension, diabetes and obesity at churches and food pantries that serve underprivileged African Americans in Milwaukee and by promoting low-cost medicine, nutrition, education and exercise in a tiered community model.

- **Columbia St. Mary's**
  - Bill Solberg, MSW
  - Brenda Buchanan, BSN
  - Julia Means, BSN
  - Heather Puente, BA
- **MCW Department of Family and Community Medicine**
  - James Sanders, MD, MPH
  - Staci Young, MS
EARLY CHILDHOOD INTEGRATED DATABASE SYSTEM (ECIDS): IMPLEMENTATION AND EVALUATION
$449,691  07/01/07 TO 06/30/10

This project will focus on implementation and evaluation of an integrated database system for young children with disabilities in Milwaukee County, based on the results of a 2005 HWPP planning project, System Planning for an Integrated Database for Children with Developmental Disabilities.

University of Wisconsin-Milwaukee, Department of Communication Sciences & Disorders
Paula M. Rhyner, PhD
Timothy B. Patrick, PhD

City of Milwaukee Health Department
Kathleen Blair, BSN, MS

Milwaukee County Department of Health and Human Services
Liz Krania, MS

Milwaukee Center for Independence
Howard L. Garber

Center for Urban Population Health
Dale Sieber, MS
Andrew Marek, BBA

MCW Department of Pediatrics
Christine Cronk, ScD
Emmanuel Ngui, DrPH, MSc

EAT SMART
$448,243  09/01/07 TO 08/30/10

The Eat Smart Program will engage youth and their families in two diverse communities to learn how to grow, harvest, prepare, consume, recycle and study the nutrient value and benefit of food.

Children’s Hospital of Wisconsin
Michelle Smith-Beckley, RD, CD

Boys and Girls Clubs of Greater Milwaukee
Tracey Carey, BA

Milwaukee School of Engineering, Center for Biomolecular Modeling
Tim Herman, PhD

Growing Power
Sara Chrisman, BS

MCW Department of Pediatrics
Praveen Goday, MD
FAITH-BASED AFRICAN AMERICAN HEALTH NETWORK (FAAHN)
$447,992  07/01/07 TO 06/30/10

The FAAHN will build on the existing Black Health Coalition’s Faith-based Community Health Committee to create a communication and support infrastructure to engage the African American community in emergency preparedness, health policy, planning and advocacy to improve community capacity to reduce health disparities.

Black Health Coalition of Wisconsin
Patricia McManus, PhD, RN, CNPM
Georgia Cameron, MBA, RN

City of Milwaukee Health Department
Bevan Baker, MHA, CME, MT
Kathy Blair, BSN, MS
Anupa Gandhi, MS
Mat Wolters, MS

MCW Department of Pediatrics
Earnestine Willis, MD, MPH
Tiffany Frazer, MPH

HEALTHY LATINO FAMILIES: A NUTRITION/EXERCISE PROGRAM TO REDUCE OBESITY
$450,000  07/01/07 TO 06/30/10

This program will modify the middle school meal program to be healthier and infuse more physical activity and targeted health education messages into the curriculum. A family-based early evening education program will help children and parents incorporate these changes into their lives.

University of Wisconsin-Milwaukee
Ann C. Snyder, PhD
Jeanne B. Hewitt
Julia A. Snaethen

United Community Center
Rene Farias
Arturo Napoles

MCW Department of Pediatrics
Christine Cronk, ScD

LAKESHORE LODGE
$449,874  06/18/07 TO 06/17/10

This project will develop educational activities at Lakeshore Lodge through replication of Center for Healthy Communities health education and leadership programs, create a job training program for mental health consumers and create a central hub for the mental health community in Manitowoc County.

Manitowoc County Human Services Department
June Schulz, BS
Nancy Randolph, MPA

MCW Department of Family and Community Medicine
Marie Wolff, PhD
Eric Gass, PhD
PARTNERSHIPS TO CONNECT SCHOOLS, HEALTH AND PUBLIC HEALTH INSURANCE  
$450,000  ▶  07/01/07 TO 06/30/10  

This project's objective is to increase the number of eligible children who enroll in Wisconsin's Medicaid, BadgerCare and Healthy Start (Family Medicaid) public health insurance programs through closer coordination between these programs and the state's free and reduced price school lunch programs.

Covering Kids & Families  
Michael Jacob, MPA, BS  
Karen Odegaard, BS  
La Crosse County Health Department  
Lindsey Schwarz, BS

Community Advocates  
Ludys Rivera  
MCW Department of Pediatrics  
John Meurer, MD, MBA  
Tim Corden, MD

PEARLS FOR TEEN GIRLS HIGH RISK INTERVENTION  
$450,000  ▶  07/01/07 TO 06/30/10  

The primary purpose of the PEARLS for Teen Girls High Risk Intervention Project is to create an effective and replicable community-based model for improving the health, wellness and safety of extremely high-risk, low-income, African American teen girls within a school setting.

PEARLS for Teen Girls, Inc.  
Danae Davis, JD  
Nikotris Perkins, BA  
University of Wisconsin-Milwaukee, College of Nursing – Institute for Urban Health  
Jean Bell-Calvin, MS, RN, CS-BC  
Shakoor Lee, RN, BSN, LPC, PhD (c)  
Family Leadership Academy  
Sheryl Gotts

University of Wisconsin-Milwaukee, Center for Urban Community Development  
Daniel Folkman, PhD  
Devarati Syam  
Elvira Asuncion  
Silver Spring Neighborhood Center  
Jim Bartos, MS  
MCW Department of Family and Community Medicine  
Kevin Izard, MD

PROJECT HEART: HEALTHY EMPOWERMENT TO ACCESS RESOURCES TOGETHER  
$450,000  ▶  07/01/07 TO 06/30/10  

The aim of Project Heart is to expand an existing community-academic partnership to implement a health improvement model focused on increased access to health screening, preventive education and advocacy for underserved women who are involved with the criminal justice system in Milwaukee.

The Benedict Center  
Kit McNally, BAC  
Bread of Healing Clinic  
Rick Cesar, RN  
Barbara Horner Ibler, MD

Community Advocates  
Luda Rivera, BA  
LeShandra Vernon
PROJECT RESPECT  
$449,951  07/01/07 TO 06/30/10

Project Respect will develop leadership, capacity and programs at eight Milwaukee neighborhood centers to effectively engage communities in the prevention of risk factors of sexual and intimate partner violence involving adolescents who live in many of the most impoverished areas of our community.

United Neighborhood Centers of Milwaukee  
Karen Higgins, BA  
Susan Rhinehart, MS

Agape Community Center  
Sister Patrice Colletti, MS, MA, BA

Journey House  
Michele Bria, PhD

Milwaukee Christian Center  
Kathy Baillargeon, MS

Next Door Foundation  
Sharon Schulz, BS

Northcott Neighborhood House  
Mac Weddle, BA

Transformations  
Jim Morningstar, PhD

Silver Spring Neighborhood Center  
Jim Bartos, MS

Neighborhood House of Milwaukee  
Donald Shane, MURP

University of Wisconsin-Milwaukee, College of Nursing  
Jean Bell-Calvin, MS, RN, CS-BC  
Shakoor Lee, RN, BSN, LPC, PhD (c)

City of Milwaukee Health Department  
Barbra Beck, PhD

MCW Department of Pediatrics  
Lynn Sheets, MD

STOP ABUSE AND NEGLECT OF ELDERS: INCREASING CAPACITY TO RESPOND  
$450,000  07/01/07 TO 06/30/10

This project will improve the health and safety of at-risk elders by increasing awareness, recognition, response and referral of elder maltreatment through a multi-level community-based education program targeting professionals who provide medical, home health and emergency response services to the elderly.

Milwaukee County Department on Aging  
Linda Cieslik, PhD  
Chester Kuzminski, MDiv  
Ramona Williams, MSW

MCW Department of Family and Community Medicine  
Linda N. Meurer, MD, MPH  
Syed M. Ahmed, MD, MPH, DrPH  
Kevin Hamberger, PhD
TAP (TARGETING ADOLESCENT PROBLEMS): SUBSTANCE ABUSE CRISIS HOTLINE AND PROGRAM
$449,694  ▶  07/01/07 TO 06/30/10

TAP will create a curriculum and screening tool, recruit and train volunteers and conduct community outreach and education to ensure the success of a crisis line for adolescents and young adults experiencing complications due to the use of illicit substances.

**Fighting Back, Inc.**  
Tasha Jenkins, BS

**Children's Health Education Center**  
Clay Anton, BA

**Children's Hospital and Health System**  
Mary Powers, RN, BSN, MS

**IMPACT**  
Duncan Shrout, MS

**MCW Department of Pediatrics**  
M. Susan Jay, MD

Jenny Schroeder, BS

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WAUKESHA SMILES: DENTAL OUTREACH TO LOW-INCOME WAUKESHA CHILDREN
$449,360  ▶  07/01/07 TO 06/30/10

The Waukesha Smiles Project will compare approaches to improve oral health habits and increase access to basic dental care for low-income children in Waukesha through a school-based outreach program of oral health promotion, screening and referral.

**School District of Waukesha**  
Hanneke Deeken, MSN, RN
Bonnie Siegel, MSN, RN

**MCW Department of Family and Community Medicine**  
Kenneth G. Schellhase, MD, MPH
Patrick H. Ginn, MD, MBA
Susanne Krasovich, MD
Anne Marbella, MS
Michele Leininger
3RD FUNDING CYCLE DEVELOPMENT PROJECTS

The following 15 projects were awarded funding on March 16, 2007 for implementation of one-year health promotion projects in Wisconsin.

CHANGING THE CULTURE OF RISKY DRINKING BEHAVIOR
$49,944  07/01/07 TO 06/30/08

This partnership will result in the formation of an Alcohol Risk Reduction Task Force in La Crosse, Wisconsin, to address the burden of at-risk alcohol use, abuse and injury.

La Crosse Medical Health Science Consortium
  Catherine Kolkmeier, MS
La Crosse County Health Department
  Al Bliss, BS
Gundersen Lutheran
  Brenda Rooney, PhD

Coulee Council on Addictions
  Pat Ruda, BS
CESA #4
  Tracy Herlitzke, MPH
MCW Department of Emergency Medicine
  Stephen Hargarten, MD, MPH
  Keri Frisch, MS

COMMUNITY READINESS FOR LGBT INTIMATE PARTNER VIOLENCE SUPPORT SERVICES
$50,000  07/01/07 TO 12/31/08

This project will use a Community Readiness Model to determine readiness and capacity of small and large lesbian, gay, bisexual and transgender (LGBT) communities in Wisconsin to address intimate partner violence (IPV). Outcomes include increasing community leadership and connection to IPV services within LGBT communities and a three-year action plan to provide IPV support services based on readiness levels of specific communities.

Diverse and Resilient
  Gary Hollander, PhD
  Brenda Coley
Critical Mass Consulting
  Susan Turell, PhD

MCW Department of Psychiatry and Behavioral Medicine
  Carol Galletly, JD, PhD
DETERMINING THE STATUS OF WISCONSIN SCHOOL HEALTH SERVICES
$50,000  07/01/07 TO 06/30/08

This project will assess the strengths, weaknesses, opportunities and threats of the current health services infrastructure in Wisconsin schools, and will result in a comprehensive call to action report on the status of school health services, including policy recommendations for key stakeholders.

Wisconsin Public Health Association
  Sarah Beversdorf, MSW, MPH
  Eric Ostermann, MA

MCW Department of Family and Community Medicine
  Marie Wolff, PhD

DEVELOPMENT OF A HISPANIC HEALTH PATIENT NAVIGATOR PROJECT
$49,918  07/01/07 TO 06/30/08

The project will build on the demonstrated successes of the patient navigation/community health worker concept to develop a culturally appropriate model to assist the Hispanic community in the Fox Cities to access and effectively utilize health care services and to secure implementation funding.

CAP Services, Inc.
  Patsy Mbughuni, PhD

MCW Department of Family and Community Medicine
  Marie Wolff, PhD

F4KIDS = A HEALTHIER FUTURE
$48,707  07/01/07 TO 06/30/08

This project aims to empower children to act as change agents to support a healthy cardiovascular lifestyle through an evidenced-based comprehensive school health promotion program.

Children's Hospital and Health System/
Children's Health Alliance of Wisconsin
  Karen Ordinans
  Michael Danduran, MS

Cudahy Health Department
  Cheryl Orlando, RN, BSN

Cudahy School District: Lincoln Elementary
  Michael Carolan, MS

University of Wisconsin-Milwaukee
  Laura Anderko, RN, PhD

WeeCare Daycare – Women, Infants, and Children (WIC) Project
  Judy Zunk, MS, RD, CSP, CD

MCW Department of Pediatrics
  Pamela S. Cava, DO
  Susan Hovis, RN, BSN
  Amanda Kotowksi, RN, CPNP
  Barb Salv, ScD
FARM TO FORK: CULTIVATING GRASSROOTS CAPACITY TO TRANSFORM FOOD ACCESS
$49,769  07/01/07 TO 06/30/08

This project aims to reduce nutrition-related health risks and disparities in an inner-city, African American Milwaukee neighborhood by expanding a community-based health coalition and improving access to nutritious, affordable food through a comprehensive, farm-to-fork strategy and pilot programs.

Fondy Food Center
Young Kim

Johnsons Park Neighborhood Association
Elizabeth R. Drame, PhD

University of Wisconsin-Madison, School of Medicine and Public Health
Jessie Tobin, MPH

University of Wisconsin-Milwaukee, School of Architecture & Urban Planning
Nancy Frank, PhD

Urban Open Space Foundation
Marcia Caton Campbell, PhD

Walnut Way Conservation Corporation
Sharon Adams, MSW

MCW Department of Family and Community Medicine
Syed M. Ahmed, MD, MPH, DrPH
Melanie Hinojosa, PhD
Melissa Holmquist, MS
Linda Meurer, MD, MPH

MI SALUD - MI VIDA: HEALTH PROMOTER MODEL FOR DIABETES SELF-MANAGEMENT
$49,807  07/01/07 TO 06/30/08

This project will work to assess and develop a culturally appropriate diabetes peer health promoter model to facilitate better self-care of diabetes in Hispanic families in Waukesha County.

Hispanic Community Health Resource Center, ProHealth
Deb Ziebarth, RN, MSN

Institute of Hispanic Health and Human Services, Carroll College
Claudette McShane, MSW, PhD

MCW Department of Family and Community Medicine
Syed M. Ahmed, MD, MPH, DrPH
MILWAUKEE ALLIANCE FOR SEXUAL HEALTH (MASH)
$50,000  ♦  07/01/07 TO 06/30/08

The goal of this project is to reduce the rates of sexually transmitted diseases and unintended pregnancies among African American adolescents in the city of Milwaukee. The objectives are to form the MASH as a robust network of partners committed to working together toward this goal and to then prioritize and implement recommendations from the strategic plan.

City of Milwaukee Health Department
  Darryl Davidson, CPM
  Rodney Wilson

Wisconsin Department of Health and Family Services, Division of Public Health, Bureau of Communicable Diseases and Preparedness STD/HIV Programs
  Jim Vergeront, MD
  Kathleen Krchnavek, MSSW
  Anthony Wade

MCW Department of Family and Community Medicine
  Seth Foldy, MD, MPH

MCW Department of Pediatrics
  Wendi Ehrman, MD

MILWAUKEE COUNTY HEALTH CARE INTIMATE PARTNER VIOLENCE (IPV) CONSORTIUM
$50,000  ♦  07/01/07 TO 06/30/08

The purpose of this project is to create a partnership between health care, local domestic violence agencies, the Milwaukee Commission on Domestic Violence and Sexual Assault/Milwaukee Health Department and MCW faculty to improve the emotional and physical health of women in Milwaukee County who are impacted by IPV.

Task Force on Family Violence
  Carmen Pitre, BA
  Bernadette Witzack

Aurora Health Care
  Alice Kramer, RN, MS, CNS

Columbia St. Mary's Healthcare
  Barbara L. Gesme, RN

Froedtert Hospital
  Leslie J. Bardes, RN, MSW, CAPSW

Wheaton Franciscan Healthcare
  Peg Riesen, MS, RN

Children's Hospital of Wisconsin
  Carol G. Klingbeil, RN, MSN, NP

MCW Department of Emergency Medicine
  Mary Beth Phelan, MD, RDMS
  Dawn Kawa, BA

MCW Department of Pediatrics
  Marlene Melzer-Lange, MD
MILWAUKEE FOOD AND FITNESS INITIATIVE
$50,000  ♦  09/01/07 TO 08/30/08

The purpose of the Milwaukee Food and Fitness Initiative is to integrate the systems and services of a newly formed coalition of food, fitness, health, academic and community organizations and develop new programs to improve the nutrition and fitness of Milwaukee’s urban children and their families.

Growing Power, Inc.
Heather Ryan, BS
Mount Mary College
Lisa Stark, MPH, MS, RD, CD
Boys & Girls Clubs of Greater Milwaukee
Tracey Carey, BA
Lao Family Community, Inc.
Xoua Mark Xiong

United Community Center
Rene Faris, BA
Angelica Delgado Rendon, BS
MCW Department of Pediatrics
John Meurer, MD, MBA
MCW Department of Family and Community Medicine
David Nelson, PhD

NEW LEADERSHIP WISCONSIN: BUILDING LEADERSHIP CAPACITY TO REDUCE HEALTH DISPARITIES
$50,000  ♦  07/01/07 TO 06/30/08

This project will promote health improvement in Milwaukee by building health policy leadership capacity. A summer 2008 women’s leadership pilot program for Mount Mary College and MCW students will lead to Mount Mary College curriculum enrichment and mutual community service learning opportunities.

Mount Mary College
Krista S. Moore, PhD
Yvonne Lumsden-Dill, BA
S. Shawnee Marie Daniels-Sykes, PhD

MCW Department of Medicine
Ann Maguire, MD, MPH

PUBLIC HEALTH WORKFORCE DEVELOPMENT: A CALL TO ACTION
$50,000  ♦  07/01/07 TO 06/30/08

This project will develop a deliberate and transparent collaborative plan between statewide public health system partners to advance the state health plan system priority of a diverse, sufficient and competent public health workforce.

Wisconsin Public Health Association
Sarah Beversdorf, MPH, MSW
Eric Ostermann, MA
Lieske Giese, MPH
Area Health Education Centers
Nancy Sugden, BA
Wisconsin Department of Public Health
Nancy McKenney, RDH, MS

Wisconsin Association of Local Health Departments and Boards
Melody Bockenfeld, BSN, MPH
MCW Department of Population Health
Peter Layde MD, MSc
Kirsten Gruebling, MPH, CHES
Jenny Her
QUALITY HOME CARE
$50,000  07/01/07 TO 12/31/08

The primary purpose of the Quality Home Care Project is to develop and evaluate assessment tools to measure the quality of home care currently being provided in Wisconsin.

CAP Services, Inc.
Jeanine Hunkele Knapp, MPA

USDA Rural Development
Margaret M. Bau, MA

University of Wisconsin Center for Cooperatives
Anne Reynolds

MCW Department of Population Health
Raymond G. Hoffmann, PhD
Emily McGinley, MPH, MS

THE JOURNEY OF HOPE
$50,000  07/01/07 TO 06/30/08

The major purpose of this project is to build on the successes of Project HOPE by promoting a direction chosen by the Community Advisory Board of improving health status of participants in the Agape community and by strengthening the community’s capacity to address its own health needs.

Agape Community Center, Inc.
Sister Patrice M. Colletti, SDS, MA, MS

Cardinal Stritch University, College of Nursing
Sharon Garrett, MSN, RN

MCW Department of Family and Community Medicine
Jeff Morzinski, PhD
Staci Young, MS

USING SOCIAL NETWORKS TO INCREASE HIV TESTING IN VULNERABLE POPULATIONS
$44,536  07/01/07 TO 06/30/08

Delay in diagnosing HIV infection leads to increased morbidity and mortality. Universal screening will improve outcomes but those at highest risk are still less likely to be tested. Social networks testing can improve identification of HIV positive patients and deserves further study.

AIDS Resource Center of Wisconsin
Tim Medley
Cindee Shapiro, BS, MS, MBA

Center for Urban Population Health
David Frazer, MPH

MCW Department of Medicine
John Fangman, MD
During the period of this annual report, 34 projects awarded during the 1st and 2nd funding cycles were at various stages of activity. This section of the annual report reflects information received from projects’ progress reports and site visits. In order to effectively facilitate the administration of projects, HWPP operates the following general lifecycle (see chart) for projects’ periods of performance:

1ST FUNDING CYCLE IMPACT PROJECTS PROGRESS

The following projects were awarded funding in 2005 and are currently in their second year of implementation. Project activities and progress from July 1, 2006 through June 30, 2007 are reflected below. Some findings and highlights from these projects are noted on pages 52-57.

BILINGUAL COMMUNITY-BASED CHRONIC CARE PROJECT
$450,000  04/01/05 TO 03/31/08

This project aims to develop a model of care to reduce the adverse health effects of chronic conditions (asthma, diabetes and obesity) most prevalent in the Sixteenth Community Health Center patient population, an inner-city Hispanic community in Milwaukee. The program educates the community about chronic disease risks and management, tests new solutions for treating chronic diseases, evaluates interventions, establishes community partnerships to help deal more effectively with these problems and trains staff in new delivery procedures.

PROGRESS: Project partners successfully marketed and commenced a pilot research study using the Chronic Care Model for 30 patients. A total of 53 families enrolled, six-month goals were established, weekly exercise sessions and support groups were conducted and a joint database for project tracking was created. Of particular success was the ability of participating organizations to refer and track patients with chronic illness to primary care providers through a Patient Electronic Care System registry viewable by multiple providers. Cooking curriculum, monthly grocery tours, family fun nights, active sports and play programming, aerobics and trial fitness club memberships at the United Community Center were developed. Monthly Stoplight Nutrition classes open to the public were conducted and marketed throughout the community. Monthly stress and relaxation classes were offered to all patients in English and Spanish with a focus on depression screening for chronic care patients. Project partners are continuing to design effective recruitment strategies, broadening participant criteria for programs and preparing to grow infrastructure for programs beyond the pilot phase.

Sixteenth Street Community Health Center
    Mary J. Mueller, MPH, RD, CD
    Sonja Valdes
    Virginia Zerpa-Uriona, MPH

United Community Center
    Rene Farias
    Angelica Delgado-Rendon

MCW Department of Pediatrics
    Asriani Chiu, MD
    Jennifer Cohn, MLS
    Christine Cronk, ScD

MCW Center for Population Health
    Ray Hoffmann, PhD

MCW Department of Medicine
    Paul Knudson, MD
CHURCH-BASED HEALTH AND WELLNESS PROGRAM
$450,000  04/01/05 TO 03/31/08

This project aims to reduce health risk factors related to cancer, cardiovascular disease and diabetes in African American church-based communities. Church Health Action Teams (CHATs) are recruited from congregations to conduct baseline assessments of their communities and develop interventions through education.

PROGRESS: The LifeScan Health Risk Appraisal Tool was implemented in the seven partnering churches to determine risks for chronic conditions, assess participant results and design continuing education modules for diabetes, cardiovascular disease and cancer. In addition, MCW medical students commenced development of modules on stress management and sexually transmitted diseases. Five churches subsequently implemented exercise groups for congregation members and three churches conducted food demonstrations in concert with City of Milwaukee Health Department Nutritionists. Six churches created a health education resource center. A website was created as well as monthly electronic newsletters (including church bulletin inserts and healthy recipes). Project partners are continuing to monitor and assess representation on action teams and leverage support of pastors to market the programming.

Christ Temple Church of God in Christ
Pastor Hugh B. Genous

City of Milwaukee Health Department
Yvonne Greer

Ebenezer Church of God in Christ
Pastor Jonathan Saffold

Greater Bethlehem Temple Church
Pastor Samuel D. Rogers

Holy Cathedral Church of God in Christ
Pastor Charles McClelland

Mason Temple Church of God in Christ
Pastor Ocie Tatum

New Hope Missionary Baptist Church
Pastor Archie L. Ivy

Parklawn Assembly of God
Pastor Walter Harvey

MCW Department of Family and Community Medicine
Syed M. Ahmed, MD, MPH, DrPH
Staci Young, MS

COMMUNITY HEALTH ADVOCATE MODEL PROGRAM (CHAMP)
$449,501  03/01/05 TO 02/28/08

This project aims to develop, implement and sustain a health advocate program at five Milwaukee public housing sites. The project focus is on changing behavior through peer influence and social support by recruiting and training residents to become health advocates for their housing sites.

PROGRESS: Health Resource Centers have been created in housing sites with computers, printers and Internet access. Additionally, advocates at each site have been trained by the MCW reference librarian about access to credible online health information. Advocates at each site developed and distributed health surveys to all building residents (317 received; average response rate of 52 percent), assessed results (using the University of Wisconsin-Stevens Point LifeScan Health Risk Appraisal) and distributed computerized individual health plans to participating residents. Top health concerns identified in the assessment guided the advocates’ programs and resource library content. Program modules (cardiovascular disease, active living, diabetes, healthy eating and nutrition) are being implemented for residents. A Community Health Advocate Toolkit was created. Project partners continue to meet twice per month to assess participation, as well as
enhance capacity and training needs of advocates in leadership and cultural competency. One of the five original building sites withdrew from the project due to differing resident priorities.

**Housing Authority of the City of Milwaukee**
Charles Aitch, MSW  
Ken Barbeau  
Pat Hydu, RN  
JoDee Kuhl, RN  
Margaret Murphy, RN  
Honey Patscot, RN  
**Nutrition Consultant**  
Alice Thompson, RD, MS, MPH

**S.E.T. Ministry, Inc.**
Thelma Newby, RN, PhD  
James Holifield, MSW

**MCW Department of Family and Community Medicine**
Syed M. Ahmed, MD, MPH, DrPH  
Shari Crome  
Eric Gass, MS, PhD  
Marie Wolff, PhD  
Staci Young, MS

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**CULTURALLY-APPROPRIATE WEIGHT LOSS INTERVENTION FOR OVERWEIGHT LATINO CHILDREN**  
$450,000  
08/22/05 TO 08/21/08

This project aims to conduct a unique, community-based intervention that involves a randomized trial of culturally-appropriate weight loss intervention for overweight Latino children in Milwaukee. The intervention promotes lifestyle changes through a low glycemic index weight loss regimen, one or more physical activities and dietary counseling including cooking classes for parents.

**PROGRESS:** The project used local Hispanic publications to build awareness, established collaborations with the Milwaukee Brewers and the Milwaukee Wave for education modules, trained staff and successfully recruited enrollment project control and intervention groups. The study statistical team collaborated and aligned itself with the National Outcomes Center to optimize cost effectiveness and outcomes instruments. Nearing the mid-point of this project’s implementation (spring 2007), the partnership and HWPP collaboratively paused project activities due to significant changes among partners to assess how the project would continue.

**Milwaukee Kickers Soccer Club**
Kate Carpenter

**United Community Center**
Ricardo Diaz  
Rene Farias

**MCW Department of Pediatrics**
Glenn Flores, MD, FAAP
HEALTH CARE CAN CHANGE FROM WITHIN: A SUSTAINABLE MODEL FOR INTIMATE PARTNER VIOLENCE  
$450,000  
06/01/05 TO 05/31/08

This project aims to improve the health of women in Wisconsin by strengthening the primary and secondary prevention of intimate partner violence (IPV) in the health care system. The project will develop, implement and evaluate a model training program to help medical clinics and emergency departments establish a sustainable intervention for IPV.

PROGRESS: Having two health advocates leading each clinic’s ability to identify and respond to IPV has resulted in better trained clinical and administrative personnel in primary and secondary capacity. All clinics have implemented new primary prevention efforts through patient education about healthy relationships, including site posters and distribution of pamphlets/brochures to consumers. All clinics have drafted additional policies and procedures with language for screening and assessment for IPV. One clinic has fully adopted the new policies and two are in the process of implementing change. The fourth clinic is a pediatric health center and currently is awaiting final approval before advancing with unique policy adaptation.

Physicians at all clinics routinely utilize the newly developed Partner Violence in Health Care Assessment to measure attitudes and knowledge on domestic violence. Health advocates now sit on clinic Quality Improvement committees and meet regularly with faculty liaisons. More than 20 hours of workshops were conducted throughout the year with health advocates, in addition to monthly partnership planning meetings and 13 clinic staff training sessions.

Froedtert Hospital Emergency Medicine  
Pat Bellittiere  
Leslie Bardes  
Julie Baker

Racine Family Medicine Center, Wheaton  
Loren Meyer, MD  
Carolyn Abrahamson  
Drinka Marinkovic

Sojourner Truth House  
Kathleen Stolpman  
Debra Fields

Waukesha Family Practice Center, Waukesha Memorial Hospital Foundation  
Kathie Strombom  
Velia Martin  
Cindy Wrass

The Women’s Center  
Marie Kingsbury  
Mary Hennis

MCW Department of Family and Community Medicine  
Bruce Ambuel, PhD  
Marie Wolff, PhD  
Kevin Hamberger, PhD  
Clare Guse, MS

MCW Department of Pediatrics  
Marlene Melzer-Lange, MD

MCW Department of Emergency Medicine  
Mary Beth Phelan, MD, RDMS

MCW Downtown Health Center  
John Meurer, MD, MBA  
Pam Ramsey  
Jenny Schroeder

PARTNER UP FOR SUPERIOR HEALTH (PUSH)  
$450,000  
04/01/05 TO 03/31/08

This project aims to reduce the prevalence of obesity and being overweight in Ashland, Bayfield, Iron, Price and Sawyer counties. The project uses a multi-faceted approach and evidence-based interventions to change the social norms to support good nutrition and increase physical activity. Each county will develop a comprehensive community action plan that coordinates with local school districts, community centers, churches, employers and local government to improve fitness and increase nutrition. Ongoing evaluation is an integral part of this project.
PROGRESS: As five northern Wisconsin counties implemented individual community action plans, children and families were engaged in a variety of health education and obesity prevention activities. Ashland County designed and has nearly completed the installation of a community-driven walking/bicycling trail circumscribing the Ashland city perimeter. All but one school district in Bayfield County have adopted wellness policies and are working in conjunction with local health departments to mandate these policies. In this same county, an employee wellness policy has been created and extended to county government employees, with replication aspired in all local businesses, teacher’s unions and area schools. The Iron County Health Department has rallied community leadership for the use, linkage and expansion of bike trails between lake region communities, complemented by community education regarding obesity and related health risks pertinent to community stakeholders. PUSH activities in Price County include continued work with the Healthy Restaurants Program, a multitude of educational programs and presentations at area schools and worksites and the beginning phase of a walkable community model in the city of Phillips. Similarly, a community walking program involving a church, five businesses and young mothers from the Lac Courte Oreilles Reservation was implemented in Sawyer County, involving more than 200 community stakeholders.

Ashland County Health and Human Services Department  
Teri Kramolis

Bayfield County Health Department  
Amelia Lindsey

Iron County Health Department  
Zona Wick

Price County Health Department  
Tracy Ellis  
Tony Bondioli

Sawyer County Health and Human Services Department  
Pat Harrington

MCW Department of Family and Community Medicine  
David B. Schubot, PhD

RIVERWEST HEALTH INITIATIVE

$450,000  05/01/05 TO 04/30/08

This project aims to prepare and analyze community health profiles by conducting a community health assessment, identifying and prioritizing community strengths and needs, developing a strategic health plan to address community needs and identifying health improvement efforts for top health priorities. The project will increase community coalition participation, increase parent education of healthy lifestyles and resources, ensure immunizations at Franklin Pierce and Fratney schools and participating Children’s Outing Association (COA) Centers, decrease rates of reported juvenile crime and substance abuse, increase the number of community youth linked to a medical home and increase the number of children birth to three years attending COA’s Centers that receive developmental screenings.

PROGRESS: With information gained from continued outreach and a published Community Health Assessment, partners have expanded planning and programming in five health priorities: access to health care, mental health, nutrition, neighborhood safety and community capacity. The project was strengthened with the creation of an independent website, a monthly health column in a local newspaper, dissemination of bilingual pamphlets, reports at monthly neighborhood association meetings, door-to-door outreach resulting in 31 individuals referred to free/low-cost medical care and more than 1,000 stakeholders becoming informed about health care and community resources.

A comprehensive dental screening program was initiated in partnership with Madre Angela Dental Clinic for more than 130 neighborhood school children, 36 of whom were referred successfully for additional care. Collaborations were forged with
Citizen Action of Wisconsin to develop a strategic plan for education policymakers about health needs of the uninsured, as well as with the Milwaukee Area Health Education Center and Impact 2-1-1 for updated free and low-cost health clinic referrals. Mental health resources were developed for programming in elementary schools, local GED programs, community workshops and inclusion in assessment screening tools for outreach coordinators. Maximum enrollment in school breakfast programs was achieved in one elementary school, a dietician consultant provided informational sessions, outreach to the Milwaukee Public School Board and parents was expanded and support was generated to start gardening projects in area schools.

COA Youth and Family Centers  
Emily DeLeo, RN  
Tom Schneider
Columbia St. Mary’s Family Health Center  
James Sanders, MD, MPH
Columbia St. Mary’s  
Bill Solberg
Franklin Pierce School  
Norm McLure
Oliver Wendell Holmes Elementary School  
Janet Mays
Our Lady of Divine Providence Church  
Patricia Beirne
Peace Learning Center  
Evelyn Ang

SDC Community Partners  
Leigh Englebert
Saturday Free Clinic  
James Sanders, MD, MPH
University of Wisconsin-Milwaukee, College of Nursing  
Mary Jo Baisch, PhD, RN
University of Wisconsin-Milwaukee, Riverwest Pierce Community Nursing Center  
Mary Jo Baisch, PhD, RN
YMCA-CDC  
Jan Christensen
MCW Department of Family and Community Medicine  
James Sanders, MD, MPH

WISCONSIN INJURY PREVENTION COALITION  
$450,000  03/15/05 TO 02/28/08

This project aims to reduce the burden of intentional and unintentional injuries in Wisconsin by supporting the development of community-based injury prevention coalitions across Wisconsin. Project partners will identify, prioritize and intervene to change areas of injury that have the most impact on their communities.

PROGRESS: All five counties have successfully formed injury prevention coalitions, and developed and submitted an injury prevention program plan describing county-specific prevention activities. Manitowoc County focused on fall prevention among elderly residents, developing a home health care and Lifeline-based falls prevention screening program. Vernon County strengthened its community-based falls prevention screening process and has convened an additional subcommittee to create a Signs of Suicide prevention program to address youth suicide. Kenosha County formed a large and active suicide prevention coalition, conducted a suicide prevention and intervention gap analysis, opened lines of communication between service-delivery agencies, compiled a Community Resource Card and launched the Act-Care-Tell movie theater ad campaign. Sawyer County partners worked closely with law enforcement and tribal leadership to gather seatbelt use data, organized car seat inspection clinics, instituted high profile road safety signs and painted cross walks and are evaluating the walkability of the county, including the Lac Courte Oreilles Ojibwe Reservation. Project Northland, an evidenced-based program to reduce alcohol use among youth, is being implemented in Rusk County school systems, complemented by family and community town suppers addressing adolescent substance use and retailer compliance. Overarching all county
activities, partners collaborated to comprehensively gather multi-county program and policy data, informing the publication of the Wisconsin Burden of Injury Report.

Kenosha County Division of Health
Debbie Reuber

Manitowoc County Health Department
Cathy Ellis

Rusk County Department of Health and Human Services
Margaret (Kayo) Nash

Sawyer County Department of Health and Human Services
Patricia Harrington

Vernon County Health Department
Elizabeth Johnson
Emily Olson

Wisconsin Department of Health and Family Services Injury Prevention Program
Linda Hale, RN, BSN

University of Wisconsin-Madison, Population Health Institute
Barbara Hill, MSSW

MCW Department of Family and Community Medicine
Clare Guse, MS

MCW Department of Population Health
Peter Layde, MD, MSc

MCW National Injury Research Center
Ann Christiansen, MPH

2ND FUNDING CYCLE IMPACT PROJECTS PROGRESS

The following projects were awarded funding in 2006 and currently are in their first year of implementation. Project activities and progress from July 1, 2006 through June 30, 2007 are reflected below. Key findings and highlights from these projects are noted on pages 52-57.

BUILDING COMMUNITY CAPACITY: GAMP CHRONIC DISEASE MANAGEMENT INITIATIVE
$449,970  07/01/06 TO 06/30/09

The General Assistance Medical Program (GAMP) Chronic Disease Management Initiative utilizes case management to improve patient self-management skills, improve health outcomes, increase the effective use of health resources for 625 indigent, uninsured persons suffering from chronic disease and establish a model for replication throughout the GAMP system.

PROGRESS: After successfully developing a patient identification and admission methodology and electronic data tracking system, the project recruited participants with diagnoses related to diabetes, hypertension, heart disease and chronic respiratory disease from MCW clinics and four urban Milwaukee community health centers. Procedures for conveying necessary medical information to community-based case managers were developed and implemented with patient consent. In addition, policies and procedures for multi-site management were designed and nurse case manager operations were established at the Silver Spring Community Nursing Center. A proposal for a reorganization of GAMP was developed in collaboration with the Health Policy Task Force and approved by the Milwaukee County Board for implementation in 2008 to include a case management component. Preliminary data from medical records of enrolled patients demonstrated a modest improvement in control of hypertension, and project partners are addressing the enrollment process and eligibility criteria of participants.
CITYWIDE NUTRITION AND PHYSICAL ACTIVITY FOR URBAN CHILDREN AND FAMILIES
$450,000  ⋄  07/01/06 TO 06/30/09

The aim of this project is to implement a curriculum of educational and physical activities in eight central city neighborhood centers to improve the nutrition and physical activity of ethnically diverse children ages 3 to 18 and their adult caregivers to prevent or lower the risks of health problems related to being overweight, poor diet and lack of exercise.

PROGRESS: Each of the eight neighborhood centers uniquely tailored and implemented curriculum from Ways to Enhance Children’s Activity and Nutrition (We Can!), a national program designed for families and communities that includes a parent module and three youth curricula. A total of 24 employees from all agencies were oriented to the curriculum, complemented by in-depth nutrition training for 45 direct-service staff at five centers. Agency leaders and staff recruited families, providing direct outreach, surveys and healthy nutrition and physical activity education to nearly 500 parents, teens and children attending subsequent center programming.

Agape Community Center and Neighborhood House adapted healthy snacks in menus and enhanced physical activity in daily programming, including the dissemination of 70 Importance of Family Meals information packets. COA Goldin Center offered workshops in nutrition label reading, avoidance of fast foods and initiated a community gardens project. After intensive on-site staff training, Journey House designed programming in yoga, capoeira, self-defense, ice skating, roller blading and running for teen girl participants in partnership with the Boys and Girls Club of Milwaukee. Milwaukee Christian Center created a marathon club, reduced soda servings, adapted healthy snack menus and fostered ongoing staff and parent advocate training. Holistic fitness, wellness and bodywork classes were offered to families and employees at Northcott Neighborhood House, while the Next Door Foundation participated in Shape Up Wisconsin and the Milwaukee Peace Walk and excelled in the Presidential Physical Fitness testing.
Community Connections to Promote Independent Living (CCPIL)

$450,000  01/01/07 TO 12/31/09

The purpose of CCPIL is to create a coordinated health care system in rural Wood and Marathon counties for older adults with chronic conditions that focuses on strengthening patients’ abilities to manage their own care through community-based services and self-management support.

Progress: During the initial six months of this project, partners developed a comprehensive method to identify potential participants from frail community dwelling sites and employ an evidenced-based chronic care model with nested randomized trials. Subsequently, on-site aging and disability specialists were recruited, trained and certified in a chronic care program to encourage improved health habits and self-care behaviors with project participants. Future progress will involve developing synchronized community input processes, piloting evaluation instruments and measuring reduced nursing home, emergency room and hospital admissions.
EMPOWERING INDIVIDUALS TO IMPROVE THEIR HYPERTENSION CONTROL THROUGH PEER SUPPORT
$450,000  ▶  07/01/06 TO 06/30/09

This intervention establishes a network of peer support groups to encourage superior blood pressure control and reduce the associated risk of death and disability among elderly members of the Veterans of Foreign Wars (VFW).

PROGRESS: Partners successfully marketed and informed VFW post members about empowerment programming, achieved consent from 74 participants, trained 20 peer leaders, attained its goal of establishing groups at 15 VFW posts, conducted 32 health surveys and collected 44 blood pressure readings. Partners created and conducted a detailed curriculum for an 8-hour training, including handouts, educational materials and a comprehensive peer leader training manual. Information gleaned from these sessions was synthesized into 10 key topic areas, two of which were expanded into 10-minute role model scripts for participants. Project partners continue to develop and evaluate individual and group participation and disseminate information about health issues in the Surgeon’s column of the VFW News, a state-level publication circulated to more than 45,000 VFW members. Additional funding has been secured through Veteran's Affairs Health Services Research and Development.

Clement J. Zablocki VA Medical Center
Michael Erdmann, MD
Veterans of Foreign Wars
Lee Guerrero
Steve Lawrence

MCW Department of Medicine
Jeff Whittle, MD, MPH
Kristyn Ertl, BA
MCW Department of Family and Community Medicine
Jeffrey Morzinski, PhD, MSW

FAMILY RISK REDUCTION INTERVENTION WITH FEMALE JUVENILE DELINQUENTS
$436,601  ▶  07/01/06 TO 06/30/09

This project aims to implement a family-systems prevention program for adolescent females who have been referred to juvenile court which promotes sustained abstinence from delinquency and other risk behaviors, as well as improved mental health, family function and family communication.

PROGRESS: After tailoring the intervention in close consultation with community agency service providers and Children’s Court representatives, partners developed comprehensive project procedures and protocols and rolling enrollment of families commenced. By the end of the first year, 58 follow-up contacts were referred to partners, resulting in 26 recruitment meetings and 12 enrolled families, six of whom completed the majority of intervention sessions. Partners expanded recruitment to include court-referred adolescent girls who are assigned to the first-time juvenile offender programs at New Concept Self Development Center and the Milwaukee Christian Center. All project partners participated in continuous and cooperative staff training and supervision, with a team approach to enhance expertise on issues related to juvenile delinquency in the greater Milwaukee area.

New Concept Self Development Center
June Perry, MSSW

Milwaukee County Department of Health and Human Services, Court and Delinquency Services
Kathy Malone, MA

MCW Department of Psychiatry and Behavioral Medicine
David Seal, PhD
FIGHT ASTHMA MILWAUKEE ALLIES: IMPROVING ACCESS TO QUALITY ASTHMA CARE
$450,000  07/01/06 TO 06/30/09

Improving Access to Quality Asthma Care aims to strengthen collaborative efforts among parents of children with asthma and their families, child care centers, schools, community agencies and health care providers, to advocate for and improve the accessibility and quality of asthma care for thousands of Milwaukee children.

PROGRESS: Partners initiated family education and community organizing activities in Milwaukee's 53206 Zip code, where highest asthma hospitalization rates and lowest median family incomes are reported. A total of 686 individuals (300 community members, 120 health care professionals, 64 child care providers, 60 foster parents, 54 children, 50 school teachers, 20 teens, 11 professional students and seven parents) were educated and trained, resulting in 23 families enrolled in the nurse care coordination project and 88 families contacted in the 53206 Zip code. Partnering Milwaukee Public School nurses received 661 asthma care plans from parents and completed 3,281 student action plans, informing project partners that two-thirds of urban children with asthma have indoor allergies. Anticipated goals in the next year are to utilize training, outreach and data to build a coordinated community system to address asthma persistence, reduce environmental tobacco smoke and home allergens and eliminate disparities in asthma hospitalizations, emergency room visits and medication use.

American Lung Association of Wisconsin
    Michelle Mercure
Aurora Health Care, Inc.
    Jolyn Zamora
    Sarah Arvelo
    Vicki Carlson-Oehlers
    Sue Schaus
Boys and Girls Clubs of Greater Milwaukee
    Tracy Osbourne
Children's Hospital and Health System
    Erin Lee
    Laurie Smrz
    Evelyn Kuhn
    Sara Siedenburg
Family House
    Vicky Edwards

Health & Wellness Enterprises, LLC
    Kathy Levac, RN, MS
Milwaukee Area Health Education Center
    Suzanne Letellier
Milwaukee Public Schools
    M. Kathleen Murphy, MS, APRN-BC, FNP
Wheaton Franciscan Healthcare Home Health & Hospice, Inc.
    Dawn Johnson
Wheaton Franciscan Healthcare System,
    St. Joseph Regional Medical Center
    Kathy Polacheck
MCW Department of Pediatrics
    John Meurer, MD, MBA
    Jennifer Cohn, MLS
    Pam Ramsey
    Emmanuel Ngui, DrPH, MSc

HEALTHIER CUMBERLAND
$450,000  07/01/06 TO 06/30/09

This project aims to build a community culture of healthy lifestyle behaviors and an environment that sustains a Healthier Cumberland.

PROGRESS: Through interventions in local public schools, partners thoroughly assessed the environment of food service provision and collaborated with parents and administration to amend menus with healthy food options, increase availability of vegetables and whole grain products in classroom snacks and eventually modify school wellness policies and guidelines.
to be consistent with those of the Institute of Medicine. By intervening in schools’ education components, partners promoted pedagogical efforts to increase children’s time spent in moderate and vigorous physical activity and integrated classroom activities to increase students’ understanding of dietary intake, healthy living, self-monitoring and limited TV viewing and computer gaming. Simultaneously, partners initiated community-based interventions in workplaces, churches and health care facilities to offer on-site education programs and low-cost screenings for metabolic syndrome risk factors. Community members were offered lifestyle coaching. Local media broadly promoted awareness and visibility and several community-wide health challenges and events were successfully delivered.

3M Cumberland
Tracy Crisler, BSN, RN
Augustana Lutheran Church
Rev. David Halaas
Cumberland Memorial Hospital and Extended Care Unit
Mary Jean Jergenson, MSN, RN

Cumberland School District
Don Groth
Healthier Cumberland Coalition
Jeanette Olsen, BSN, RN
Beth Narges
MCW Department of Population Health
Jane Morley Kotchen, MD, MPH

HEALTHIER WORKFORCE 2009: IMPROVING HEALTH & EMPLOYABILITY OF WELFARE-TO-WORK PARTICIPANTS
$450,000  07/01/06 TO 06/30/09

Healthier Workforce 2009 Improving the Health & Employability of Welfare-to-Work Participants will reduce health related barriers to employment and improve the health status of Wisconsin Works (W-2) participants.

PROGRESS: Partners developed and conducted 10 focus groups with 70 participants. An assessment of 8,000 responses from the W-2 Barrier Screening Tool was conducted. These findings informed the development of training and packages for use with participants. Training components included getting to know your health insurance plan, self advocacy, “Ask Me 3,” problem solving with the health care system and how health affects employment. Eleven trainings were held at two MAXIMUS locations. UMOS joined the partnership to increase access to W-2 participants.

Community Advocates, Inc.
Ludys Rivera
Andie Elliott

MAXIMUS, Inc.
Kanwn Shao
Kelly Blaschke

UMOS
Paula Lampley, DM

MCW Department of Medicine
Ann Maguire, MD, MPH
Sergey Tarima, PhD
Dan Eastwood, MS
IMPROVING ACCESS TO QUALITY DEMENTIA CARE SERVICES IN UNDERSERVED RURAL WISCONSIN

$450,000  ❖  07/01/06 TO 06/30/09

The purpose of this initiative is to promote the health and well-being of Wisconsin residents affected by Alzheimer's disease and related disorders and their families, in particular those people who reside in traditionally underserved rural and minority communities in Wisconsin.

PROGRESS: Building upon existing relationships with local community/government organizations, the partnership has hired and trained five outreach specialists to develop Dementia Care Networks. Training has included network analysis process and helpline tracking software. Outreach specialists have targeted health fairs, wellness conferences, senior outreach programs as well as local media and newsletters with information about programs and services available through the Alzheimer's Association. Partners have participated in extensive training in Universal Caregiver Assessment protocols.

Ongoing discussion has occurred with medical and social services providers about gaps in services, barriers to seamless service provision and potential for collaborative efforts to improve the status quo. Research is being done on national program models to reach out to health care professionals.

Alzheimer’s Association, South Central Wisconsin Chapter
Paul Rusk

Alzheimer’s Association, Greater Wisconsin Chapter
Mary Bouche

Alzheimer’s Association, Southeastern Wisconsin Chapter
Tom Hlavacek

MCW Department of Medicine
Diana Kerwin, MD
MILWAUKEE CARES
$450,000  07/01/06 TO 06/30/09

Milwaukee Cares aims to substantially improve the health status of uninsured residents of Milwaukee County by providing appropriate access to free episodic, primary and specialty care; hospital services; and, medication through the creation of a voluntary network of physicians, health professionals, hospitals and pharmaceutical services.

PROGRESS: The partnership expanded its coalition to include Milwaukee, Racine and Lake Area Free Clinics. Milwaukee Cares has developed a provider recruitment/retention committee to identify and develop recruitment strategies. An online sensitivity training was identified for volunteer physicians. An information technology subcommittee was developed to create an information management system. Additional funding has been secured through Faye McBeath and Keenan Foundation. In addition, Milwaukee Cares was awarded non-profit determination in January 2007.

Bilingual Communications and Consulting, Inc.
   Maria Gomez
Blue Cross Blue Shield of Wisconsin Foundation
   Jill Becher
City of Milwaukee Health Department
   Capri-Mara Fillmore, MD, MPH, MSc
Creatonomy
   Priya Barnes
Wisconsin Department of Health and Family Services
   W. Curtis Marshall
Medical Society of Milwaukee County
   Bruce Kruger
Milwaukee Cares
   Jacqueline Sills Ware
Milwaukee County General Assistance Medical Program
   John Chianelli
Wisconsin Medical Society Foundation
   Linda Syth
Aurora Health Care, Inc.
   Tine Grace
Bread of Healing Clinic
   Tom Jackson
   Barbara Horner-Ibler
City of the Hill, Inc.
   Diane DeLaSantos
Froedtert Hospital
   Maureen McNally
Greater Milwaukee Free Clinic
   George Schneider
Healthcare Network
   Barb Tylenda

House of Peace
   Beth Peterman
Jericho Road Foundation
   Tim Jorgenson
Lake Area Free Clinic
   Jean Neal
   Elizabeth Schumacher
   B.J. Schumacher
Marquette Clinic for Women and Children
   Mary Ann Lough, PhD
   Chris Shaw
Mosiac Communications
   Nepheterra Skala
   Johnna Scott
Open Door Free Clinic
   Margaret Bull
Pfizer, Inc.
   Isaam Lutfiyya
QuadGraphics, QuadMed Clinics
   Len Quadracci, MD
St. Ben’s Free Clinic
   Carol Sejda
Walkers Point Free Clinic
   Jeff Luecke
   Steve Ohly
Wisconsin Hospital Association
   Bill Bazan
MCW Department of Medicine
   Theodore MacKinney, MD, MPH
MILWAUKEE KIDS: DRIVE ME SAFELY-DRIVE FOR HEALTH
$450,000  07/01/06 TO 06/30/09

Since motor vehicle crashes are the leading cause of injury and death in Wisconsin, all children, regardless of socioeconomic status, should have access to the appropriate car or booster seat to decrease their morbidity and mortality as a result of motor vehicle crashes.

PROGRESS: This partnership created six interactive educational modules, each spanning three months for Women, Infants and Children (WIC) sites. Continuous education programming is offered at the YMCA, Aurora WIC and Martin Luther King WIC enrollment and installation sites. WIC staff at two Milwaukee central city sites was trained about child passenger safety and now identify children in need of a safety seat and directly answer clients’ questions about child safety restraints. Integration of a self-report survey into WIC’s computerized system will allow tracking of enrollment and compliance. A total of 4,085 families have been screened and 522 clients have been enrolled. Of the enrolled clients, 190 have received a free or $5 co-pay car seat. Follow-up and data collection has begun on the effects of having and using a car seat.

YMCA of Metropolitan Milwaukee, Inc.
Pat Piotrowski Hernandez

Aurora Health Care – Aurora WIC Program
Jen Agnello

Milwaukee Health Services, Inc.
Angie Wilks-Tate

Children’s Hospital and Health System
Bridget Clementi
Cinda Werner

MCW Department of Pediatrics
Suzanne Brixey, MD
Elizabeth Moran

MCW Department of Emergency Medicine
Stephen Hargarten, MD, MPH

MCW Department of Surgery
Andrea Winthrop, MD

MCW Department of Psychiatry
Steve Pinkerton, PhD
STRONG RURAL COMMUNITIES INITIATIVE (SRCI)
$449,706  07/01/06 TO 06/30/09

The purpose of the Strong Rural Communities Initiative is to improve health indicators for selected rural communities in Wisconsin and significantly accelerate making collaborations for preventing the norm, not the exception, in rural Wisconsin.

PROGRESS: This partnership successfully recruited at least one representative from each identified county for the SRCI Steering Committee. The Steering Committee provides a forum for idea sharing and support amongst all six SRCI community projects. Core work includes development and implementation of a strategic plan, communication plan and ongoing evaluation.

Langlade County efforts include Continuing Medical Education on the topics of body mass index, exercise and tobacco implemented throughout medical clinics. Follow-up is being conducted with patients receiving information from their physician. Three businesses provided Health Risk Assessments (HRA) to their employees. In conjunction with the HRA, two employers funded lipid panels and one funded glucose screenings. Businesses are developing resources for their employees to access local fitness facilities, creating walking challenges/courses, rewarding aquatic center day passes and organizing runs/walks at in-service events. An additional three businesses have committed to participate in the second year of the project.

Manitowoc County had seven businesses, ranging in size from 10 to 800 employees, participate in Healthiest Manitowoc County 2010 (HMC 2010) providing HRAs and health improvement planning for their employees in the first year. Another four businesses have committed to participate in the second year. A calendar of low-cost or free community resources for posting on the HMC 2010 website is being developed. HMC 2010 is working closely with health clubs, parks/recreation departments and businesses to sponsor the Lakeshore's Helping Everyone Achieve Life Through Health Challenge (HEALTH).

Waupaca County efforts focused on outreach to uninsured/self-employed citizens. Thirty-four HRAs were completed with seven follow-up visits. Eight-five percent of the follow-up visits reported lowered total cholesterol. A website has been developed with research and resources that Working on Wellness (WOW) partners can use. More than 130 employed uninsured or underinsured county residents participated in preventative health services. Almost every participant completed the Movin’ Community Goal of five active miles per week.

Rural Health Development Council
Tim Size

Langlade County Health Department
Karen Hegrenes

Langlade Memorial Hospital
Jessica Kerner

Manitowoc County Health Department
Annie Short
Amy Wergin

Waupaca County
Connie Abert

MCW Department of Family and Community Medicine
Syed M. Ahmed, MD, MPH, DrPH
Eric Gass, PhD
The following one-year projects were awarded funding in March 2006 and ended activities during the reporting period of this annual report. Several key findings and highlights from these projects are noted on pages 52-57.

ARSENIC IN WISCONSIN’S RESIDENTIAL DRINKING WATER: PLANNING FOR ACTION
$50,000  07/01/06 TO 08/31/07

This project increases the capacity of the environmental health community to comprehensively address elevated arsenic levels in residential drinking water.

RESULTS: Qualitative and quantitative information collected from the survey, key informant interviews and local meetings/ focus groups was used to develop recommendations of the best method to increase well water arsenic testing in Wisconsin. Four target areas have been identified: information needs; outreach, education and awareness; testing programs; and, policies and regulations dealing with private wells.

Findings included the following: (1) In order to deliver needed information on groundwater, there is a need to streamline the processes that connect well water users with information. A user-centered online information resource has been identified as an effective mechanism to provide easily assessable, correct and consistent information to both residents and professionals; (2) To increase awareness and testing behaviors, consider using a strategic and sustainable education and outreach campaign to provide information through existing mechanisms such as a postcard prompt to test well water included with the three-year septic system inspection notice; (3) Increase testing of private wells through development and dissemination of a voluntary well testing program delivery model (toolkit for program testing) to local agencies for implementation; and, (4) Broaden the partnership to include well drillers, realtors, lenders and other non-traditional public health partners to allow for input and insight from these fields to contribute to the discussions and success of developing policies regarding private well water testing policies.

Winnebago County Health Department
Doug Gieryn
Jeff Phillips

Outagamie County Public Health Division
Melody Bockenfeld

Wisconsin Department of Health and Family Services, Division of Public Health Bureau
Harry Anderson, MD

Wisconsin Geological and Natural History Survey
Madeline Gotkowitz

Center for Watershed Science and Education
Kevin Masarik

University of Wisconsin Extension, Winnebago County
Catherine Neiwender

University of Wisconsin-Madison, School of Nursing
Lori Severtson, RN, PhD

MCW Department of Family and Community Medicine
Syed M. Ahmed, MD, MPH, DrPH
Sarah Beversdorf, MSW, MPH
CHASING THE WHIRLWIND: STORYTELLING ABOUT AMERICAN INDIAN YOUTH DEPRESSION
$49,137  07/01/06 TO 06/30/07

This project will produce a plan and next steps for a culturally-informed, community-based depression education model to decrease depression-related mortality and morbidity among American Indian youth by increasing community knowledge, decreasing social stigma, and promoting supportive treatment.

RESULTS: This project was not executed for funding and is undergoing scope and partnership revisions.

COGNITION AND OUTREACH SERVICE DELIVERY TO AGING SENIORS
$49,628  07/01/06 TO 06/30/07

This project intends to develop a model to allow community outreach programs to more effectively provide services to cognitively impaired seniors by utilizing health science students seeking experience in service delivery to seniors and health sciences faculty experienced in delivering geriatric home care.

RESULTS: The partnership selected and developed assessment tools for both face-to-face and phone-based assessment scenarios, with both formal cognitive assessment and behavioral observation tools utilized. Phone-based assessments were conducted by Carroll College nursing students and in-home assessments were conducted by trained Interfaith Caregiving Network of Waukesha staff and volunteers. The observational tools used in this pilot study showed excellent promise in identifying cognitive dysfunction. The addition of a brief measure of executive dysfunction to the assessment appears to have excellent utility in identifying individuals for whom cognitive impairment is a potential threat to functional status.

This project also provided a community-based, geriatrics clinical experience for the advanced nursing students. Overwhelmingly, the students reported satisfaction with the practicum experience, with all aspects being ranked as valuable by the majority of students.

Carroll College
Karen Gorton, MSN, APRN, BC, MS
Janet McClintock, MS, MSN
Trevor Hyde, PhD
Interfaith Caregiving Network, Inc.
Kathy Gale
Aimee Henry
Barbra Lauterbach

MCW Department of Medicine
Edith Burns, MD
Kathryn Denson, MD
COMMUNITY MOBILIZATION INITIATIVE ADDRESSING DISPARITIES INSTDs AND
UNINTENDED PREGNANCIES
$50,000  07/01/06 TO 06/30/07

This initiative seeks to improve sexually transmitted diseases (STDs) and adolescent pregnancy prevention outcomes for minority, uninsured youth in Milwaukee through new community planning and mobilization efforts.

RESULTS: A community-based profile of STDs and unintended pregnancies along with issue papers that described service delivery needs and community strengths were completed. In addition, a community assessment entitled Community Voices was completed. This assessment utilized focus groups and key informant interviews to identify themes affecting the sexual health of African American youth in the target Zip codes. A best practices inventory was developed. This inventory will be the basis of the strategic plan from which community input is obtained. The establishment of a formal, ongoing network of providers and community members is being developed at the end of this reporting period. This network is bringing together existing groups that have dealt with unintended adolescent pregnancy or STDs and bonding them with an expanded mission of working on both of these issues simultaneously.

The best practices inventory that will form the basis of the strategic plan was presented to Sheri Johnson, State Public Health Officer; Bevan Baker, Commissioner of the City of Milwaukee Health Department; Patricia McManus, Director of the Black Health Coalition of Wisconsin; Judy Gerrity, Milwaukee Public Schools; and, Raquel Bell, Community Advocates/Brighter Futures. Some of these individuals and their organizations are actively involved in the developing network of service providers and community members to address the issues of STDs and unintended pregnancies among youth. Awareness of the project is being raised among city leadership.

This partnership successfully secured a Development Award in the 3rd Funding Cycle to form the Milwaukee Alliance for Sexual Health (MASH) and prioritize and implement recommendations from the strategic plan.

<table>
<thead>
<tr>
<th>City of Milwaukee Health Department</th>
<th>MCW Department of Pediatrics</th>
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<tbody>
<tr>
<td>Geoffrey Swain, MD, MPH</td>
<td>Wendi Ehrman, MD</td>
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<td>Darryl Davidson, CPM</td>
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<td>Sabrina Smiley, MPH</td>
<td>MCW Department of Family and</td>
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<td>Community Medicine</td>
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<td>Health Care Education and Training, Inc.</td>
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<td>Ann Kronser</td>
<td>Seth Foldy, MD, MPH</td>
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<td>Wisconsin Department of Health and Family Services, Division of Public Health, Bureau of Communicable Disease and Preparedness, STD/ HIV Programs</td>
<td></td>
</tr>
<tr>
<td>Jim Vergeront, MD</td>
<td></td>
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<tr>
<td>Kathleen Krchnavek, MSSW</td>
<td></td>
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<tr>
<td>Neil Hoxie, MS</td>
<td></td>
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<tr>
<td>Bill Reiser, MSN, RN</td>
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<tr>
<td>Casey Schumann, MS</td>
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DEVELOPING STRATEGIES: IMPROVING THE HEALTH OF LGBT PEOPLE OF COLOR
$50,000  07/01/06 TO 09/30/07

The purpose of this project is to analyze needs assessment data from 2005, recruit partners, support leadership development and develop strategies for programming that will improve health disparities that exist for lesbian, gay, bisexual and transgender (LGBT) people of color in Southeast Wisconsin.

RESULTS: Central activities of this project including focus groups, key informant interviews, leadership meetings, a literature review and a Milwaukee regional forum were completed during the course of the grant cycle. This process constituted an expanded version of a first phase of a community health improvement project. Academic and community advisors designed and implemented a health promotion and disease prevention strategy for LGBT people of color in Milwaukee. Data collected from the project was used to design a community health worker approach to begin in winter 2007-08 with the training of eight LGBT people of color as health promoters. Initial funding to support a pilot of this effort has now been secured.

Diverse and Resilient, Inc.
Gary Hollander, PhD
Brenda Coley
Wisconsin Department of Health and Family Services
Miche Llanas
Milwaukee Health Department
David Garcia, MPH

Connexus
Janice Warren
Ronnie Grace
Eloise McPike
MCW Department of Psychiatry and Behavioral Medicine
David Seal, PhD

ELDER HEALTH Upholders
$50,000  07/01/06 TO 06/30/07

This project aims to improve health outcomes for southeastern Wisconsin’s African American older adults through the use of uniquely trained volunteers who will provide culturally appropriate health education, social support and health advocacy through churches where these volunteers and older adults are members.

RESULTS: This partnership successfully developed and taught curricula to 17 volunteers in three health content areas: depression, cancer and heart disease/hypertension/stroke. Nine African American churches/pastors participated in this project. Each member church increased the performance of their health ministry for elders within their community. The Arthritis Foundation has committed funds to support the refinement of the arthritis module and implementation at two sites.

Wheaton Franciscan Healthcare
Julie Ellis, PhD, MSN
Nancy Brueggeman
Karen Reed
American Cancer Society – Midwest Division
Shauna Williams, BS

MCW Department of Family and Community Medicine
Jeffrey Morzinski, PhD
HEALTHY TEETH = HEALTHY KIDS
$45,627  07/01/06 TO 06/30/07

An oral health action plan was developed by community stakeholders in Milwaukee as a result of a community assessment that, once implemented, will result in the reduction of dental disease, need for treatment and elimination of chronic mouth pain among children.

RESULTS: A 37-page comprehensive plan to address oral health access of Milwaukee children was presented to stakeholders on August 28, 2007. In addition to the plan, a comprehensive inventory of current oral health care programs in Milwaukee was prepared and distributed. Partners reported relationships strengthened across many sectors.

Children's Health Alliance of Wisconsin
  Karen Ordinans
  Matt Crespin, RDH, BS
Children's Hospital of Wisconsin Dental Center
  A. Charles Post, DDS
Marquette University School of Dentistry
  Christopher Okunseri, BDS, MSc, DDPHRCSE, FFDRCSI

Milwaukee Public Schools
  M. Kathleen Murphy, MS, APRN-BC, FNP
MCW Department of Pediatrics
  Earnestine Willis, MD, MPH
  Tifany Frazer, MPh

INTEGRATING PEER SUPPORT THROUGHOUT THE BEHAVIORAL HEALTH CONTINUUM OF CARE
$50,000  07/01/06 TO 06/30/07

The intent of this project is to develop a cost-effective, transformative service and integrate this unique treatment modality throughout the public and private behavioral health care delivery systems in Milwaukee and Waukesha County.

RESULTS: This project contributed to the transformation of each County’s behavioral health system to a more recovery-based system, simply by the addition of Peer Support Specialists to the continuum of care. Four Peer Support trainings have been completed and the fifth is underway. Thirteen graduates (54 percent) of the 24 graduates have been employed as Peer Support Specialists. The Mental Health Association in Waukesha County has initiated a non-crisis Helpline staffed by Peer Support Specialists and has placed Peer Support Specialists in several community venues. Seven Peer Support Specialists have worked on the Helpline through the Mental Health Association. Currently, eight Waukesha Peer Support Specialists are employed at the Friendships Unlimited Drop-In Center; one is employed at St. Aemillian’s Club House Program and the Waukesha County Mental Health Association has four Peer Support Specialists working on the Helpline.

Professional acceptance was slower than anticipated in certain areas, but has successfully developed, as is demonstrated by the interdisciplinary surveys. Nearly 76 percent of individuals surveyed reported that, “Having Peer Support Specialists work in this department has been beneficial to most patients.” The results also indicate that for each area of survey administration, more than 50 percent of consumers receiving peer support had positive perceptions of services received as to their quality of life, ability to manage their illness and their involvement in the community.
Policy and procedures have been established for recruitment, hiring and referrals, job descriptions have been developed and a supervision model is in place. Advanced trainings have been initiated in Waukesha and Milwaukee Counties via a 40-hour orientation and a practicum and program evaluation is ongoing.

This partnership was awarded an Impact Award on March 16, 2007 in the HWPP 3rd Funding Cycle.

Milwaukee County Behavioral Health Division
Suzanne Schuler

Waukesha County Department of Human Services
Michael Demares
Peter Schuler

Our Space, Inc.
Joan Lawrence

Mental Health Association in Waukesha County, Inc.
Lisa McLean
Jim Hill

Grass Roots Empowerment Project, Inc.
Molly Cisco

MCW Department of Psychiatry and Behavioral Medicine
Jon Gudeman, MD

NEW LEADERSHIP WISCONSIN: BUILDING HEALTH POLICY LEADERSHIP CAPACITY
$50,000  07/01/06 TO 09/30/07

This project aims to plan a pilot version of a public and community health policy development module for inclusion in the summer 2007 NEW Leadership Development Program (NLDP) at Mount Mary College.

RESULTS: The project successfully developed and implemented a public health curriculum, titled Violence Against Women. Twenty-one women from 10 different colleges and universities completed the summer 2007 program. All graduates have been connected with community organizations addressing public health issues and/or public health policy initiatives. Four graduates participated in the leadership conference at Rutgers University.

Mount Mary College
Yvonne Lumsden-Dill
Krista Moore, PhD
S. Shawnee Marie Daniels-Sykes, PhD

MCW Department of Pediatrics
Earnestine Willis, MD, MPH

MCW Department of Family and Community Medicine
Seth Foldy, MD, MPH

MCW Department of Medicine
Ann Maguire, MD, MPH
NORTHWEST WISCONSIN FALLS PREVENTION COLLABORATIVE (NWfPC)

$45,588  07/01/06 TO 06/30/07

Northwest Wisconsin Falls Prevention Collaborative, formed of medical, social service and volunteer organizations in Barron, Douglas and Washburn counties, will work in partnership with MCW to develop organizational system practices to prevent falls in older adults.

RESULTS: The partnership identified gaps in fall prevention resources through a needs assessment of current practices within health care and social service providers. Based on the analysis of the needs assessment, evidence-based practice models were identified and educational materials were prepared and presented to 65 health care and social service providers who participated in the training forums. The partnership will continue to review the results of the future recommendations.

Catholic Charities Bureau, Retired and Senior Volunteer Program
Kendra-Sue Rohde, BA
Lakeview Medical Center
Char Mlejnek, RN
Washburn County Unit of Aging
Linda Fike, BA
University of Wisconsin-Superior
John Kunz, MS

MCW Department of Population Health
Peter Layde, MD, MSc
MCW National Injury Research Center
Ann Christiansen, MPH
MCW Department of Family and Community Medicine
Clare Guse, MS

SABER PARA LA GENTE/KNOWLEDGE FOR THE PEOPLE

$50,000  07/01/06 TO 09/15/07

Saber Para La Gente will test an innovative method to enhance the knowledge about Latino health disparities in Wisconsin through qualitative information drawn from descriptions of those who experience them, using theatre as a tool.

RESULTS: Through participation of more than 50 teens, adults and seniors, the partnership developed five plays that explored health-related issues faced by a cross-section of the Latino community. More than 255 people attended and participated in the interactive performances of the plays to provide solutions to health-related issues presented in the play. Results of the performances identified specific changes needed in health and human services for Latinos in Racine County.

Milwaukee Public Theatre
Barbara Leigh, PhD
Spanish Centers of Kenosha, Racine and Walworth Counties, Inc.
Carolina Gonzalez Schlenker, MD, MPH
Ben Ortega

Wisconsin Office of Minority Health
Kelly Jones, RN, MS
Marquette School of Nursing
Ruth Ann Belknap, RN, PhD
MCW Department of Pediatrics
Chris Cronk, ScD
SAFETY STARTS AT HOME  
$34,619  ∗  07/01/06 TO 06/30/07

Because the majority of injuries in young children occur in and around the home, educating at-risk families on how to create a safer environment for their children and providing them with the tools to do so results in increased awareness of and a reduction in unintentional injuries.

RESULTS: The partnership trained more than 50 home visitors in home safety strategies. Participating agencies conducted more than 140 home visits with families. Due to the transient nature of the families, the closing of one the lead agencies and the high turn-over rate in the home-visiting staff, follow-up was limited.

Children’s Hospital and Health System  
Bridget Clementi

City of Milwaukee Health Department  
Richard Gaeta

Milwaukee Fire Department  
Lt. David Anderson

United Community Center  
Shani Lizardi  
Virgilio Rodriguez

YMCA of Metropolitan Milwaukee  
Pat Hernandez-Piotrowski

MCW Department of Surgery  
Andrea Winthop, MD

MCW Department of Emergency Medicine  
Stephen Hargarten, MD, MPH

MCW Pediatrics  
Suzanne Brixey, MD  
Lisa Uherick, MD  
Marlene Melzer-Lange, MD

MCW Injury Research Center  
Keri Frisch, MS  
Mary Czinner

MCW Department of Family and Community Medicine  
Hongyan Yang, MS

STRENGTHENING PUBLIC HEALTH POLICY MAKING FOR A HEALTHIER MILWAUKEE  
$49,816  ∗  07/01/06 TO 03/31/08

A partnership between the City of Milwaukee Health Department (MHD) and MCW results in the development of a model outline to guide local level public health policymaking to improve the health of Milwaukee’s residents.

RESULTS: Partners are employing a variety of strategies to gain information from key stakeholders. Based on information gathered through a literature review, partners identified 11 potential outside consultations to hold, representing local and state health departments and academicians. The project has completed five interviews with leaders working in public health at the local and state level. The project distributed 156 surveys to selected staff of the MHD to assess staff knowledge and attitudes about public health policy interventions. To date, 60 surveys (38 percent response rate) have been received.

In May 2007, the project conducted two focus groups with MHD staff, one with senior level staff and one with program level staff, for a grand total of 26 MHD staff participants. The partnership discussed expanding community stakeholder focus groups to include MCW faculty interested in working with the MHD. To this end, a focus group of 10 MCW faculty with an identified interest in public health and community partnerships was held. Analysis of the focus group, survey and phone consultation data is ongoing. The partnership has begun to identify a pattern of elements necessary for local health departments to engage in successful policy making activities. These results and eventual project recommendations will enable MHD to advance public health policy in an evidence-based and systematized way. In addition, these elements will
be distributed and can be utilized by local health departments across the state and nation to advance public health policy solutions.

**City of Milwaukee Health Department**  
Vivian Chen, MSW, ScD  
Kathleen Blair, BSN, MS

**MCW Department of Emergency Medicine**  
Stephen Hargarten, MD, MPH

**MCW Department of Pediatrics**  
John Meurer, MD, MBA

**MCW National Injury Research Center**  
Keri Frisch, MS

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**THE WISCONSIN CENTER FOR HEALTH COMMUNICATION: PATHWAYS TO IMPLEMENTATION**  
$50,000  07/01/06 TO 08/31/07

This project aims to convene public health system and other stakeholders to develop a plan to establish a Wisconsin Center for Health Communications that will serve as a multimedia resource and infrastructure for public health communications and health marketing.

**RESULTS:** This partnership conducted an online survey of 350 individuals representing multiple sectors of the broad public health system, including but not limited to businesses, governmental public health, health care, insurance providers, statewide associations, literacy organizations, advocacy organizations and media.

The partners completed a number of additional tasks to identify and connect with those interested in this topic: (1) Partners attended multiple meetings and conferences in order to increase the partners’ connections to and knowledge of the health communication and marketing community at state and national levels (conferences included the American Public Health Association Annual Conference, SAS Health Policy Summit, Competing on Analytics Seminar; (2) Partners presented at meetings and conferences (National CDC Health Communication, Marketing and Media Conference, Wisconsin Health Literacy Summit, Wisconsin Public Health Association/Wisconsin Association of Local Health Departments and Boards Annual Conference); and, (3) All partners have been bold in their informal discussions with colleagues and key stakeholders about this project, its implications and its future.

The Center is being developed as an independent, 501(c)3 non-profit, with strong ties to UW-Extension Broadcasting and Media Innovations. The Interim Executive Director, Senior Marketing Director and Medical Officer have been recruited pending permanent search by the board. The Center’s scope has been outlined as follows: conducting health marketing practice, increasing health marketing knowledge, increasing health marketing capacity and establishing sustainable partnerships.

All project indicators were met: a) The Center for Health Marketing and Communication will be an independent non-profit with an entrepreneurial board. Special care has been taken to involve the business sector; b) The business model includes four elements: establishing sustainable partnerships; conducting excellent health marketing practice; increasing health marketing knowledge; and, increasing health marketing capacity; and, c) The business plan is completed and disseminated.

**Wisconsin Division of Public Health**  
Larry Hanrahan, PhD, MS

**Wisconsin Public Health Association**  
Gretchen Sampson, RN, MPH  
Eric Ostermann, MA

**MCW Department of Family and Community Medicine**  
Alan David, MD  
Seth Foldy, MD, MPH  
Sarah Beversdorf, MPH, MSW
**KEY FINDINGS AND EVALUATION**

The Healthier Wisconsin Partnership Program (HWPP) is committed to evaluating the effectiveness of funded projects through each annual funding cycle, as well as the overall program processes and policies that guide its operations. To fulfill this commitment, HWPP institutes a continuous quality improvement method to inform the evaluation of the program process and projects that it supports. The Principles of Stewardship serve as benchmarks and provide the evaluation framework for HWPP funded projects.

Public participation, comment and opinion continue to be incorporated into each improvement of HWPP and fulfill a significant role in informing overall continual evaluation. The following stakeholders provided input into the 2006-2007 evaluation process.

**Community Stakeholders**
- Broad range of Wisconsin community stakeholders
- Public health associations and committees
- City, county and state government staff and officials
- Other funders
- Funded and unfunded community applicants (315 partners)

**MCW Stakeholders**
- Faculty and staff
- Faculty leadership
- Departmental chairs, administrators and liaisons
- Funded and unfunded academic applicants (149 partners)
- HWPP staff

**Other Stakeholders**
- MCW Consortium on Public and Community Health
- National Merit Reviewer consultants
- Community-Campus Partnerships for Health
- University of Wisconsin School of Medicine and Public Health

**PROJECT KEY FINDINGS AND EVALUATION**

HWPP requires funded partners to submit performance reports at six-month intervals throughout the duration of their projects in relation to the Principles of Stewardship. These reports outline the strategic project outputs, key activities, related processes, participation by stakeholders and partners, short- and medium-term results that have been achieved, reflections and lessons learned. Using qualitative and quantitative data, partners are asked to detail progress toward goals and outcomes and describe the ultimate impact of the project. In addition, site visits are conducted to enhance HWPP’s knowledge of funded partnership projects in a manner that cannot be fully realized from written progress reports. Progress from funded projects is reflected throughout this annual report.

The Principles of Stewardship serve as benchmarks and provide the evaluation framework for HWPP. The following section represents highlights from the past year of HWPP funding to 49 active projects based on six-month and final reports pertaining to the five Principles of Stewardship. Since the Principles of Stewardship are closely related, many of the highlights listed could apply to more than one area within the five principles.
## LEVERAGE

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<thead>
<tr>
<th>Criteria</th>
<th>Findings</th>
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<tbody>
<tr>
<td></td>
<td>• Projects leveraged additional funds and in-kind resources</td>
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<td></td>
<td>• Projects made sustainable difference in the health of the public</td>
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<tr>
<td></td>
<td>• $28,500 received in additional funding for scholarships for 12 participants from NEW Leadership Wisconsin</td>
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<td>• $10,000 received from Uihlein Charitable Foundation</td>
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<td>• $5,000 received from Rockwell Automation Charitable Corporation</td>
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<td>• $5,000 received from Racine Foundation</td>
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<td>• $2,000 in grocery cards received from Wheaton Franciscan Healthcare – St. Francis Foundation</td>
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<td>• $5,000 challenge grant received from Iron County Health Department and UW-Extension Resource Development</td>
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<td></td>
<td>• $10,000 grant received from Wisconsin Department of Health and Family Services Cardiovascular Risk Reduction Initiative</td>
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<td>• $4,000 received from City of Milwaukee Health Department</td>
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<td>• $2,000 received from The Arthritis Foundation</td>
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<td>• $48,000 received from the Wisconsin Division of Public Health to cover a two-year period</td>
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<td>• $450,000 match from the Helen Bader Foundation</td>
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<td>• $60,000 match from the three Wisconsin Alzheimer’s Association Chapters</td>
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<td>• $900,000 in direct support leveraged from the Federal Government</td>
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<td></td>
<td>• In-kind salary and supplies from the MCW Departments of Family and Community Medicine, Emergency Medicine and Pediatrics</td>
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<td></td>
<td>• In-kind consultations from Marquette University and Johns Hopkins Center for Gun Policy and Research</td>
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<td></td>
<td>• In-kind administrative staff at Sixteenth Street Community Health Center and United Community Center</td>
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<td>• Americorps volunteers served on various projects</td>
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<td>• Leveraged initiative with the MCW Injury Research Center for competitive renewal and funding from the U.S. Centers for Disease Control</td>
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<td>• Partnership with Marquette University Exercise Science internship program and Service Learning Program established with United Neighborhood Centers of Milwaukee</td>
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<td>• Astra Zeneca grant to Children’s Health Alliance of Wisconsin to support administration and MCW evaluation of the Allergist Outreach Asthma Education Program</td>
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<td>• City of Milwaukee Health Department provision of in-kind lab assessment and supplies for families to control and monitor home allergens</td>
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<td>• Children’s Hospital and Health System to lead grant application to WK Kellogg Foundation on behalf of a funded HWPP project</td>
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<td></td>
<td>• Wisconsin Division of Public Health and City of Milwaukee staff devoted significant time above and beyond what was planned.</td>
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<td>COLLABORATION</td>
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<td><strong>Criteria</strong></td>
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<tr>
<td>• New partnerships developed as a result of funded projects</td>
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<td>• Project outcomes link to Healthiest Wisconsin 2010 priorities</td>
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<td>• Local health and social service organizations made requests for partners to make guest presentations and speaking engagements</td>
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<tr>
<td>• Increased project management skills, including community organizing, networking, developing work plans, data gathering, fundraising and prioritizing community health issues</td>
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<tr>
<th><strong>Findings</strong></th>
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<tr>
<td>• Guest presentations and speaking engagements with other local health and social service organizations not involved in HWPP funded project:</td>
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<tr>
<td>1. Safe Sleep Environments</td>
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<td>2. Birthing Project</td>
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<td>3. First Choice for Children</td>
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<td>4. Sojourner Truth House</td>
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<td>5. Leukemia and Lymphoma Society</td>
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<td>6. American Heart Association</td>
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<tr>
<td>7. Urban Ecology Center</td>
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<tr>
<td>• Enhanced cultural competency for health advocates in diverse urban communities</td>
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<tr>
<td>• Ashland County Health Department’s capacity to enact long-term changes for childhood obesity prevention promoted</td>
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<td>• Enhanced understanding of fundraising and maximizing challenge grants</td>
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<td>• Conference training on Healthiest Wisconsin 2010 objectives</td>
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<td>• UWM College of Nursing student health education and screening for local Milwaukee neighborhood elementary schools created</td>
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<td>• Creation of a one-page injury prevention model embraced by multiple counties as an effective tool for program planning</td>
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<td>• Increased recognition of falls prevention by the community, including leaders in health care provision networks</td>
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<td>• Increased understanding of grant processes</td>
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<td>• Ability to locate and implement evidenced-based strategies enhanced, in addition to evaluation capacity</td>
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<td>• Fostered maturing project management skills, including community organizing, networking, development of work plans, data gathering and prioritizing community health issues</td>
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<tr>
<td>• Ten community nurses trained in Collaborative Institute Training Initiative and study enrollment, smoking cessation counseling, community resources, environmental remediation and integrated pest management</td>
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<td>• Cross-agency decision making among partners refined</td>
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<td>• Increased performance of health ministry for elders within the community</td>
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<td>• Partners built capacities regarding oral health knowledge and beliefs of parents and adolescents</td>
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<td>• Peer Support Specialists improved their recovery and employment skills</td>
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<td>• Ongoing enhancement of qualitative research skills</td>
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<tr>
<td>• Increased skills developed in home safety assessment</td>
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<tr>
<td>• Increased knowledge of health communication and marketing, business plans and budgeting gained</td>
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## ACCOUNTABILITY

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<tr>
<th>Criteria</th>
<th>Findings</th>
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<tbody>
<tr>
<td>• Process considered transparent, accessible and fair</td>
<td>• Three partnerships presented at the statewide Wisconsin Public Health Association annual conference in Appleton, Wisconsin</td>
</tr>
<tr>
<td>• Publicity, presentations or publications received/produced by projects</td>
<td>• Five partnerships presented at the International Community-Campus Partnerships for Health conference in Toronto, Canada</td>
</tr>
<tr>
<td>• Funded projects linked to the health improvement model</td>
<td>• Project presented at the National Conference on Health and Domestic Violence in San Francisco, California</td>
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<tr>
<td>• Media attention on projects and partnerships</td>
<td>• Project presented at the annual meeting of the National Association of City and County Health Officers</td>
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<td>• Dissemination of project information through statewide and national presentations</td>
<td>• Nutrition posters posted in several urban health clinics</td>
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<td>• Project created a website</td>
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<td>• Electronic and print newsletters created for several projects</td>
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<td>• Project featured in AQUÍ Milwaukee Magazine</td>
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<td>• Project featured in Latinos Al Día Magazine</td>
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<td>• Bilingual brochures, pamphlets, mailings and posters created</td>
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<td>• Hurley City Council meeting minutes and articles approved in two local newspapers</td>
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<td>• Hayward Mayoral dedication of school walking program</td>
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<td></td>
<td>• Ashland County “Community Lakewalk” brochures created</td>
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<td></td>
<td>• Bay Area Health Education Coalition (Ashland County) workshops held</td>
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<td>• Poster presentation made at Brian Nasi Memorial Event</td>
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<td>• Social marketing poster posted in Iron County Health Department</td>
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<td></td>
<td>• Presence in marketing materials for Walk In Phillips community program</td>
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<td>• Newspaper publications in Price County featured project</td>
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<td></td>
<td>• Presentation made at Hayward Rotary Club in Sawyer County</td>
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<td></td>
<td>• Wisconsin Burden of Injury Report created</td>
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<td>• U.S. Environmental Protection Agency selected Fight Asthma Milwaukee (FAM) Allies for National Exemplary Award</td>
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<td>• FAM Allies partner interviewed on Milwaukee news program</td>
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<td></td>
<td>• Robert Wood Johnson Foundation established <a href="http://www.pediatricasthma.org">www.pediatricasthma.org</a> featuring FAM Allies</td>
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<tr>
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<td>• Website developed for the Milwaukee Alliance for Sexual Health at <a href="http://www.mashp.net">www.mashp.net</a></td>
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<td></td>
<td>• Disseminated monograph titled, “Removing the Health Care Barriers for African American Seniors”</td>
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<td>• Distributed an oral health plan titled, “Healthy Teeth = Healthy Kids”</td>
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<td>• Peer Support Specialist the subject of a Milwaukee Journal Sentinel article</td>
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<td>• Poster presented at MCW Student Research Day</td>
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<td>• Distributed handout at the Health Literacy Summit</td>
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### PRIORITIZATION

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Findings</th>
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<tbody>
<tr>
<td>• Process considered transparent, accessible and fair</td>
<td>• Three partnerships presented at the statewide Wisconsin Public Health Association annual community-based participatory action and the Institute of Medicine model of community health improvement</td>
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<tr>
<td>• Documented innovations and/or evidenced-based practices developed through projects</td>
<td>• Workshops provided for medical students about provision of community nutrition education</td>
</tr>
<tr>
<td>• Geographic distribution of funds across Wisconsin</td>
<td>• Riverwest Health Initiative community partner selected to serve on the Milwaukee Community Health Assessment Team</td>
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<tr>
<td>• Distribution of funds across targeted populations</td>
<td>• Results from several partnership interviews regarding evidence-based interventions, program planning models and use/access of viable data to be analyzed and published in a peer review journal</td>
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<tr>
<td>• Funded projects help meet the Healthiest Wisconsin 2010 goals</td>
<td>• MCW partner invited as consultant for two-day Merck Childhood Asthma Network conference on latest innovation and field evidence</td>
</tr>
<tr>
<td>• Partners consulted on expertise in community-based participatory action, evidence-based interventions and innovation and field evidence</td>
<td>• Presented project at the International Community-Campus Partnerships for Health Conference in Toronto, Canada</td>
</tr>
<tr>
<td></td>
<td>• Shared lessons learned at national Injury Free Coalition for Kids meetings</td>
</tr>
<tr>
<td></td>
<td>• Established The Center for Health Marketing and Communication</td>
</tr>
<tr>
<td><strong>Criteria</strong></td>
<td><strong>Findings</strong></td>
</tr>
<tr>
<td>--------------</td>
<td>--------------</td>
</tr>
<tr>
<td>• Process considered transparent, accessible and fair</td>
<td>• Initiation of a standardized use of “asthma reason code” in several Milwaukee clinics when patients with asthma make an education or medical appointment at the clinic</td>
</tr>
<tr>
<td>• Documented public health innovation as determined through peer review and recognition by experts in the field</td>
<td>• Policies and procedures at four Milwaukee community clinics have been designed specifically and adapted to increase care response to intimate partner violence</td>
</tr>
<tr>
<td>• Improved community and MCW faculty perceptions about the value of community-medical school partnerships</td>
<td>• Meeting with school nutrition services and school administration to develop policy changes in school lunch offerings with an eventual template for all Ashland County Schools</td>
</tr>
<tr>
<td>• MCW faculty participation in community/public health projects increased</td>
<td>• Employee Wellness Programs established in three northern Wisconsin counties</td>
</tr>
<tr>
<td>• Impact on public policy and/or procedures</td>
<td>• School Wellness policies implemented in all school districts in five northern Wisconsin counties</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Initiation of a standardized use of “asthma reason code” in several Milwaukee clinics when patients with asthma make an education or medical appointment at the clinic</td>
<td>• Healthy Restaurants policy created in Price County</td>
</tr>
<tr>
<td>• Policies and procedures at four Milwaukee community clinics have been designed specifically and adapted to increase care response to intimate partner violence</td>
<td>• Contact made with Milwaukee Public Schools regarding importance of nutrition in children’s education</td>
</tr>
<tr>
<td>• Meeting with school nutrition services and school administration to develop policy changes in school lunch offerings with an eventual template for all Ashland County Schools</td>
<td>• Sawyer County initiating policy change regarding Wisconsin’s Primary Seat Belt Law</td>
</tr>
<tr>
<td>• Employee Wellness Programs established in three northern Wisconsin counties</td>
<td>• Project influenced and successfully advocated for a case management component in the proposed reorganization of the General Assistance Medical Program (GAMP) in Milwaukee County</td>
</tr>
<tr>
<td>• School Wellness policies implemented in all school districts in five northern Wisconsin counties</td>
<td>• Standardized referral form created to improve communication by Case Management and Care Coordination Committees in asthma prevention</td>
</tr>
<tr>
<td>• Healthy Restaurants policy created in Price County</td>
<td>• Advocacy for a smoke-free workplace ordinance in the City of Milwaukee</td>
</tr>
<tr>
<td>• Contact made with Milwaukee Public Schools regarding importance of nutrition in children’s education</td>
<td>• United Neighborhood Centers of Milwaukee encouraged employees to walk during lunch breaks</td>
</tr>
<tr>
<td>• Sawyer County initiating policy change regarding Wisconsin’s Primary Seat Belt Law</td>
<td>• Wisconsin policymakers to revisiting training requirements for Peer Support Specialists</td>
</tr>
</tbody>
</table>
PROCESS KEY FINDINGS

Multiple sources of data were used to measure and monitor the processes and short-term outcomes of HWPP. This information includes program data that reflect the process experience of funded and unfunded applicant agencies and multi-disciplinary stakeholders in the operations of HWPP.

Annual Stakeholders’ Survey

In May 2007, a 22-question, anonymous, web-based survey was disseminated by HWPP to supplement and enhance existing data and reach a broad, statewide stakeholder base. It was distributed to the program’s electronic distribution list that includes nearly 2,000 individuals from community organizations and Medical College of Wisconsin faculty and staff. The survey also was broadly distributed to several other statewide and national electronic distribution lists and recipients were asked to forward it to peers and colleagues. Additionally, a link to the survey was prominently posted on the HWPP website. Respondents were provided with a two-week timeframe for submitting responses and a summary of those 92 responses are presented in aggregate below.

<table>
<thead>
<tr>
<th></th>
<th>2005 Survey</th>
<th>2006 Survey</th>
<th>2007 Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of respondents</td>
<td>229</td>
<td>113</td>
<td>92</td>
</tr>
<tr>
<td>Percentage of respondents who submitted a proposal through the RFP process</td>
<td>55%</td>
<td>68%</td>
<td>76%</td>
</tr>
<tr>
<td>Percentage of respondents who felt HWPP will positively impact the health of the people of Wisconsin</td>
<td>54%</td>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Percentage of respondents who felt the RFP process should maintain a broad approach – focusing on ALL major areas of health risks and populations – provides for the most effective impact</td>
<td>48%</td>
<td>50%</td>
<td>57%</td>
</tr>
<tr>
<td>Percentage of respondents who felt the method employed by HWPP to conduct technical and merit reviews of proposals was appropriate</td>
<td>52%</td>
<td>55%</td>
<td>59%</td>
</tr>
<tr>
<td>Percentage of respondents who agreed the HWPP website provides useful resources</td>
<td>65%</td>
<td>77%</td>
<td>72%</td>
</tr>
<tr>
<td>Percentage of respondents who agreed HWPP staff have been helpful</td>
<td>62%</td>
<td>69%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Key Findings

- **Stakeholders** – Respondents were most likely to have a primary professional affiliation with a health, social service or other community-based organizations, followed by MCW, state or local government, or other academic institutions. Significantly more respondents work in Milwaukee and/or southeastern Wisconsin than other areas of the state.

- **Staff and Technical Assistance** – Respondents generally found HWPP program staff to be accessible and helpful. The program website was noted as being easy to navigate and sufficiently informative. Several suggestions for website enhancements have been made, including improved form accessibility. There were 35,000 visits to the HWPP website within a 12-month period, for an average of 95 visitors daily, including nearly 9,000 unique visitors.

- **Request for Proposal Process (RFP)** – The majority of respondents felt RFP guidelines and requirements were clear and reasonable.

- **Community-Academic Partnerships** – While many of the respondents indicated the partnership requirement is reasonable, the majority would like additional assistance with building productive partnerships.
National Merit Reviewers’ Survey

Following the completion of each HWPP review cycle, all national merit reviewers are asked to provide thorough, qualitative feedback on the process utilized and priorities identified by HWPP. This information is gathered by Community-Campus Partnerships for Health and draws on these sources of data:

- Merit review debriefing at the close of the February 2007 review meeting
- Informal comments about the review process shared by reviewers in person and via e-mail
- Anonymous online survey of merit reviewers completed by 14 reviewers (8 community, 6 academic)

Key Findings

- Funding Priorities/Categories – Generally, reviewers support the broad focus of HWPP as opposed to narrowing it to a few specific issues. Reviewers see the benefit of HWPP being more targeted in its approach. In particular, reviewers see untapped potential for HWPP to help inform and influence systems and policies that underlie many of the state’s persistent health concerns. Highly specialized informational technology-focused proposals would benefit from being reviewed under a separate category and with reviewers that have technical expertise.

- Request for Proposal Process (RFP) – Several components of the application would benefit from more detailed explanation, including the definition of sustainability and dissemination and directions for the completion of budgets. The summary page could be enhanced to adequately convey proposal goals, objectives, activities and budget, and whether the proposal is new, a resubmission or an impact proposal that builds from a development award.

- Community-Academic Partnerships – The Community-Academic Partnership Model requires further explanation, either through the use of examples or a visual graphic representation of the partnership model.
completed projects survey

following the completion of each funded partnership project, hwpp invites community and academic partners to comment via an electronic survey regarding their experience as funded partners. the following table reflects feedback from 13 development projects that completed their project during the reporting period of this annual report.

<table>
<thead>
<tr>
<th>Likert Data Scale</th>
<th>Academic Response</th>
<th>Community Response</th>
<th>Average Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>How would you rate the ease of establishing a community-academic partnership?</td>
<td>1.5</td>
<td>1.8</td>
<td>1.6</td>
</tr>
<tr>
<td>How would you rate the ease of maintaining the partnership throughout the project?</td>
<td>1.7</td>
<td>2.2</td>
<td>1.9</td>
</tr>
<tr>
<td>The HWPP model provided opportunities for my professional growth.</td>
<td>1.8</td>
<td>2.0</td>
<td>1.9</td>
</tr>
<tr>
<td>The HWPP model provided opportunities for my organization's growth.</td>
<td>2.0</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>I will continue with this community-academic partnership.</td>
<td>1.5</td>
<td>1.4</td>
<td>1.5</td>
</tr>
<tr>
<td>What is the likelihood your partnership will apply for continued funding for this project?</td>
<td>1.3</td>
<td>1.0</td>
<td>1.2</td>
</tr>
<tr>
<td>The funding that the partnership received was commensurate with the activities conducted during this project.</td>
<td>2.0</td>
<td>2.4</td>
<td>2.2</td>
</tr>
<tr>
<td>How would you rate the process for submitting your Human Subjects Protection Protocol and receiving notice from the Institutional Review Board for inclusion with your Funding Agreement?</td>
<td>3.0</td>
<td>1.6</td>
<td>2.4</td>
</tr>
<tr>
<td>How would you rate the instructions for completing the Supplanting Attestation forms?</td>
<td>2.7</td>
<td>2.2</td>
<td>2.5</td>
</tr>
<tr>
<td>How would you rate the process for submitting invoices through the academic partner?</td>
<td>2.8</td>
<td>2.2</td>
<td>2.5</td>
</tr>
<tr>
<td>How would you rate the overall use of HWPP forms?</td>
<td>2.7</td>
<td>2.6</td>
<td>2.6</td>
</tr>
<tr>
<td>How would you rate the technical assistance provided by HWPP staff?</td>
<td>2.0</td>
<td>1.8</td>
<td>1.9</td>
</tr>
<tr>
<td>I found the site visit conducted by HWPP staff timely and useful.</td>
<td>1.8</td>
<td>2.2</td>
<td>2.0</td>
</tr>
<tr>
<td>What is the likelihood you will apply for HWPP funding again?</td>
<td>1.3</td>
<td>1.2</td>
<td>1.3</td>
</tr>
<tr>
<td>How would you rate the overall HWPP funding experience?</td>
<td>1.5</td>
<td>1.4</td>
<td>1.5</td>
</tr>
<tr>
<td>Our partnership achieved the goals/outcomes originally proposed for our project.</td>
<td>1.3</td>
<td>1.4</td>
<td>1.4</td>
</tr>
</tbody>
</table>
The Medical College of Wisconsin (MCW) awards research and education project funding from the Advancing a Healthier Wisconsin (AHW) endowment to leverage academic expertise and assets to promote discoveries and educational opportunities that will translate into improvements in health status.

The AHW Five-Year Plan establishes the following funding priorities:

**RESEARCH FOR A HEALTHIER TOMORROW**

Funding is used to support both basic and clinical research initiatives in several key areas including: cardiovascular disease, cancer, neuroscience, genetics and population health. Funds are also used to support imaging, biotechnology and bioinformatics projects that emphasize and support these five research priorities. The translation of biomedical research findings from the laboratory to the bedside is also critical to improving the health of the residents of Wisconsin. Strengthening clinical research collaborations and expanding patient access to new treatment protocols is included in the cardiovascular disease, cancer, neuroscience and genetics initiatives.

Population health research addressing leading health risks and priorities in the Healthiest Wisconsin 2010 State Health Plan is included. MCW and the University of Wisconsin School of Medicine and Public Health continue to pursue a complementary approach to biomedical research exploring the leading causes of death in Wisconsin, emphasizing the strengths of each organization.

This multi-faceted approach toward research guides investigations into the major causes of death and disability and leverages the assets and capabilities of both institutions and their collaborating research organizations.

**EDUCATIONAL LEADERSHIP FOR THE HEALTH OF THE PUBLIC**

Improvements in health are achieved not only through medical research but also through the training of public health and health care providers and educating the public on how to improve and maintain health. Lifelong learning will become a normal part of living as technology-based delivery of information becomes the rule, not the exception.
**Principles of Stewardship**

The framework and priorities for Advancing a Healthier Wisconsin through Research and Education are guided by the following Principles of Stewardship outlined in the AHW Five-Year Plan.

**Prioritization:** maximizes the impact on the health of the people of Wisconsin by deliberately focusing on diseases and conditions that most affect people’s health, longevity, and quality of life.

**Build on Strengths:** identifies initiatives that utilize the programmatic strengths available at the Medical College of Wisconsin and within the state to maximize success.

**Leverage:** seeks opportunities to leverage its funding, with an emphasis on pooling existing resources, attracting additional resources, and encouraging sustainability.

**Prevention through Research:** emphasizes initiatives, including research, that seek to prevent disease, injury and disability. Initiatives should also be responsive to public and community health priorities and needs.

**Collaboration:** supports effective collaboration between community and Medical College of Wisconsin partners to broaden program impact throughout the state and to enhance the translation of knowledge into community practice.

**Outcomes Research:** aims to assure effectiveness through rigorous program evaluation and monitoring of program outcomes.

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**FUNDING CYCLE OVERVIEW (JULY 2006-JUNE 2007)**

As a result of the assessment from the first research and education proposal solicitations in 2004 and 2005, areas of improvement were identified and incorporated into the 2006 funding cycle process. Several of the changes are highlighted in the Evaluation: Process Key Findings section of this report on page 119. The competitive review continues to be complemented by the MCW Program Development and Strategic Initiatives (MCW Program Development Fund).

MCW presented recommended research and education projects resulting from competitive review to the MCW Consortium for review at the January and February 2007 meetings respectively. The MCW Consortium provided advisory funding recommendations to the MCW Board of Trustees. The projects include:

- Seven education proposals totaling $1,025,818 were approved by the MCW Board of Trustees on January 12, 2007.
- Eleven research proposals totaling $1,647,766 were approved by the MCW Board of Trustees on February 9, 2007.

Eleven research and education proposals totaling $11,811,160 were advanced through the MCW Program Development Fund. These proposals were presented publicly at MCW Consortium meetings, reviewed by the MCW Consortium, and approved by the MCW Board of Trustees prior to June 30, 2007.

- Two proposals specifically addressed priorities in education and include $150,000 for the development of a humanities curriculum for medical students and $450,000 to support a faculty development program.
- Nine proposals specifically addressed priorities in research and include cardiovascular disease, cancer, genetics, neuroscience and population health.

- Four of the 11 program development projects totaling $9,005,388 were presented to the MCW Consortium for review and comment on June 21, 2006 and were approved by the MCW Board of Trustees on July 21, 2006. These projects were mentioned in the 2005-06 reporting period for the Advancing a Healthier Wisconsin Annual Report, and include:
  - $4,778,113 for the development of a doctoral degree program in public and community health,
  - $2,761,897 for the expansion of MCW’s Masters of Public Health degree program,
  - $1,159,543 for the development of an infrastructure to support clinical and translational research, and
  - $305,835 to support a clinical and translational research core facility.

Detailed summaries of all projects funded by the Advancing a Healthier Wisconsin endowment through the Research and Education Competitive Fund processes and the MCW Board of Trustees.
Program Development Fund between July 1, 2006 and June 30, 2007 are provided in the following section of this report. In addition, progress reports on research and education projects funded from 2004 and 2005 are also included.

A timeline and process for the complete funding cycle of the Advancing a Healthier Wisconsin through Research and Education is found on page 64. Details of projects awarded funding in this reporting period, but with activities beginning after March 1, 2007, will be provided in subsequent annual reports.

AHW funds support a variety of projects that aim to advance the health of the people of Wisconsin. Some funding offers the opportunity to advance AHW priorities through the recruitment of faculty expertise that will strengthen MCW’s research capacities and educational programs. Recruiting top researchers to medical institutions is a highly competitive process that does not always result in new faculty. Further, MCW investigators may be recruited by other institutions, resulting in change in leadership for a funded project. In these rare instances, AHW funding is returned to the endowment to support future projects. Two such projects addressing Cancer and one project in Neuroscience that were included in AHW progress reports have been rescinded in the fiscal year 2006-07. These include; Kurt Hecox, MD Studies of Pediatric Epilepsy, Joel Shilyansky, MD Role of Phosphatidylserine in Immune Evasion by Neuroblastoma and James Wade, MD, MPH Recruitment of New Research Clinician Scientists in Cancer.

Additionally, projects reported in research are categorized according to the priorities in the AHW Five-Year Plan. As demonstrated in the following progress reports, several projects address multiple focus areas. Two projects have been re-categorized to better reflect the primary focus of the research activities. These include: MCW Core Histology/Tissue Preparation Laboratory (HTPL) [from cardiovascular disease to cancer] and ABC Transporter Pharmacogenetics: Impact on Thiopurine Therapy [from genetics to clinical and translational research].
## Review Process for Competitive Education Funding Cycle 2006-07

<table>
<thead>
<tr>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>❖ May 1, 2006: Issued RFP</td>
<td>❖ May 30: Workshop conducted at MCW Educational Innovations and Innovators Conferences</td>
</tr>
<tr>
<td>❖ November 17: Applications due to the Office of Academic Affairs</td>
<td></td>
</tr>
<tr>
<td>❖ December 29: MCW Society of Teaching Scholars merit review</td>
<td>❖ January 2007: Completed supplanting determination</td>
</tr>
<tr>
<td>❖ January 10: Research and Education Advisory Committee Review</td>
<td>❖ January 12: Dean review and final recommendations made</td>
</tr>
<tr>
<td>❖ February 15: MCW Consortium for Public and Community Health review</td>
<td>❖ February 17: Final recommended proposals advanced to the Board of Trustees</td>
</tr>
<tr>
<td>❖ February: Notification of funding awards</td>
<td>❖ July 1: Began projects</td>
</tr>
</tbody>
</table>

## Review Process for Competitive Research Funding Cycle 2006-07

<table>
<thead>
<tr>
<th>2006</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td>❖ May 1, 2006: Issued RFP</td>
<td>❖ August 1: Applications due to the Office of Research Affairs</td>
</tr>
<tr>
<td>❖ August-November: Review of proposals by Research Affairs Committee</td>
<td>❖ November 1-2: Research Affairs Committee advanced recommendations</td>
</tr>
<tr>
<td>❖ November: Completed supplanting determinations</td>
<td>❖ December 7: Research and Education Advisory Committee Review</td>
</tr>
<tr>
<td>❖ December 13: Dean review and final recommendations made</td>
<td>❖ December 21: MCW Consortium for Public and Community Health review</td>
</tr>
<tr>
<td>❖ January 19: Final recommended proposals advanced to the Board of Trustees</td>
<td>❖ January 2007: Notification of funding awards</td>
</tr>
<tr>
<td>❖ April 1: Began projects</td>
<td>❖ July 1: Began projects</td>
</tr>
<tr>
<td>Purpose</td>
<td>Both funds support faculty-initiated research and education projects that are aligned with priority areas in the AHW Five-Year Plan through a peer-review process.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>
| **Investment Preferences** | • Proposals meeting more than one of the educational priorities from the AHW Five-Year Plan  
• Emphasis placed on collaborative proposals between departments, centers, etc. |
| **Research** | • Proposals from investigators either exploring new directions or expanding current research into new areas  
• Emphasis placed on new, interdisciplinary initiatives |
| **Application (RFP)** | • RFP issued by the Dean  
• Dissemination of the RFP through internal and public communication websites including: AHW website, MCW e-newsletter, faculty listservs, department chair emails, and announcements at faculty meetings  
• The Society of Teaching Scholars Steering Committee conducts the review and ranking based on merit  
• Society of Teaching Scholars Steering Committee reviewers are recused for reviews of their own applications or those from their departments |
| **Research** | • RFP issued by the Dean  
• Dissemination of the RFP through internal and public websites including: WORLD, faculty listservs, department chair emails, and announcements at faculty meetings  
• The Research Affairs Committee conducts the review and makes recommendations for funding based on scientific merit  
• Applications may be reviewed by ad hoc reviewers serving at the request of the Committee  
• The Research Affairs Committee will score applications by using a priority scale based on that of the National Institutes of Health  
• Research Affairs Committee reviewers will be recused for reviews of their own applications or those from their departments |
| **Review Process** | • The Research and Education Advisory Committee (REAC-composed of the senior associate deans for Academic Affairs, Research Affairs, and Public and Community Health and the Dean) reviews the results and develops a recommended priority list for funding to be forwarded to the Dean based on the relevance to the Advancing a Healthier Wisconsin Program  
• The Dean discusses the funding recommendations with the Consortium, and then makes the final decision with the Board of Trustees approval |
| **Proposed Allocation** | • Maximum of $150,000 for 1 to 3 years  
• Minimum of 5 awards |
| **Research** | • Maximum of $150,000 for 1 to 3 years  
• Maximum of 10 awards |
## MCW Program Development Fund

### Purpose
Support program development and strategic initiatives in areas consistent with both the AHW Five-Year Plan and MCW’s strategic plan. Funds are allocated on a rolling basis as opportunities arise.

### Investment Preferences
- Program development
- Recruitment of faculty expertise in targeted areas of the AHW Five-Year Plan
- Expansion of core laboratories, learning centers, and inter-departmental equipment
- Collaborative projects (multi-investigator, multi-departmental, etc.)

### Application and Review Process (RFP)
- Dean discusses proposal concept with the principal investigator
- Dean makes allocations on a rolling basis after consultation with the REAC
- Dean requests advice and comment from Consortium for each proposal and then makes the final decision with Board of Trustees approval

### Proposed Allocation
- Approximately $4M to $5M

## FUNDED PROJECTS

During the period of this report, Advancing a Healthier Wisconsin through Research and Education funded 29 projects for a total of $14.5M. Nine projects awarded during the first and second funding cycles have concluded. Although funding through the AHW endowment has ended, project activity may continue as researchers build on the discovery of the projects. Project activities and progress from July 1, 2006-June 30, 2007 are reflected in the following sections of this report. A summary of cumulative findings and highlights from these projects are noted beginning on page 112 (Key Findings and Evaluation).

<table>
<thead>
<tr>
<th>Overview</th>
<th>1st Funding Cycle (2004 awards)</th>
<th>2nd Funding Cycle (2005-06 awards)</th>
<th>3rd Funding Cycle (2006-07 awards)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research</td>
<td>16</td>
<td>25</td>
<td>18</td>
</tr>
<tr>
<td>Education</td>
<td>5</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Total Awards</td>
<td>21</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>Total Funding</td>
<td>$4.9M</td>
<td>$6.5M</td>
<td>$14.5M</td>
</tr>
</tbody>
</table>

**$25.9M**
CASE-BASED INTEGRATION TO PROMOTE A PUBLIC HEALTH CURRICULUM FOR MEDICAL STUDENTS

**Principal Investigator:** David Bolender, PhD, Department of Cell Biology, Neurobiology and Anatomy  
**Collaborator(s):** Joseph Barbieri, PhD, Department of Microbiology and Molecular Genetics; MCW Society of Teaching Scholars; Alan Bloom, PhD, Department of Pharmacology and Toxicology; Diane Braza, MD, Department of Physical Medicine and Rehabilitation; Bruce Campbell, MD, FACS, Department of Otolaryngology and Communication Sciences; William Choi, MD, Department of Medicine; Cecilia Hillard, PhD, Department of Pharmacology and Toxicology; Jean-Francois Liard, MD, PhD, Department of Physiology; Medical Scientist Training Program and faculty from the departments of Biochemistry, Cell Biology, Neurobiology and Anatomy, Medicine, Physical Medicine and Rehabilitation, and Neurosurgery  
**Competitive Education Fund:** $130,000 (2006-2009)  
**Focus Area(s):** MCW Curriculum Development, Faculty Development

This unique program uses Integrated Grand Rounds (IGR) to present case-based clinical problems emphasizing public health concepts developed by clinicians and basic scientists. The participation of patients at IGR sessions that are experiencing the clinical problem being discussed gives students additional patient contact and builds communication skills.

**PROGRESS:** Three Grand Round Sessions were integrated during the past year including lower back pain, heart failure and smoking cessation. Presenters included representatives from several departments and Medical Scientist Training Program students. Each session included a patient who shared his/her experiences with the medical condition. Evaluations indicated a high student satisfaction rating. IGR sessions have been incorporated into the MCW academic calendar. The collaborative efforts involved in case development and presentations provide opportunities for faculty development as well as facilitating the implementation of public and community health-related objectives within the medical student curriculum. Sessions are digitally archived and available online as well as in the MCW library. This allows the cases to be used in a variety of teaching activities for medical students, graduate students and residents, in addition to continuing medical education of community physicians and health professionals. Four sessions are planned for the 2007-2008 academic year.

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COLLABORATIVE APPROACH TO INTEGRATING LONGITUDINAL THEMES THROUGHOUT THE EDUCATIONAL CURRICULUM

**Principal Investigator:** Kathryn Denson, MD, Department of Medicine-Geriatrics/Gerontology  
**Collaborator(s):** Diane Brown, Office of Academic Affairs  
**Competitive Education Fund:** $150,000 (2007-2010)  
**Focus Area(s):** MCW Curriculum Development

This project pilots an innovative approach to develop longitudinal integration of basic science courses and clinical clerkships by creating linkages between basic and clinical sciences around geriatric curricula, thereby changing students’ perceptions of compartmentalization of these courses and topics.

**PROGRESS:** Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.
**COLLABORATIVE CURRICULUM ON CHRONIC OBESITY (COCO)**

**Principal Investigator:** Jeff Morzinski, PhD, Department of Family and Community Medicine  
**Collaborators:** Doug Bower, MD, Department of Family and Community Medicine; Ann Maguire, MD, MPH, Department of Medicine; Paola Palma Sisto, MD, Department of Pediatrics  
**Competitive Education Fund:** $149,964 (2006-2009)  
**Focus Area(s):** MCW Curriculum Development

The CoCO project trains students in a set of evidence-based skills for treating obese patients and their families. Specific aims include: increasing the competence of medical students in the knowledge and care of obese patients, improving coordination of third-year ambulatory clerkships to foster a continuum of obesity education, and raising volunteer preceptors’ knowledge about obesity care and patient education.

**PROGRESS:** In the first year of the project, a steering committee was formed, a web-based course on obesity issues was developed, and obesity content and case discussions were integrated into the clerkships. The second year of the project emphasizes shared lecture-discussions and a Continuing Medical Education Conference for preceptors during which an innovative “obesity toolkit” will be introduced.

Each clerkship director has identified several tools to be developed and applied at preceptor sites. Preliminary evaluation showed that students gained knowledge about obesity epidemiology, co-morbidities and treatment options. Additional feedback showed that some essential introductory features of the curriculum would be better presented face-to-face in order to address obesity attitudes and beliefs. Therefore, the 2007 course was revised to utilize more in-person instructional time with an audience-response system to collect and discuss student attitudes and beliefs about obesity. In addition, the steering committee identified objectives and instructional methods to improve third-year medical student education by clustering specific elements of obesity education in a unique way within each clerkship (e.g., motivational interviewing, exercise prescriptions and metabolic syndrome), while overlapping in other areas (e.g., assessment of the obese patient). These unique clusters have been refined, with significant attention on appropriate tools, teaching methods and evaluation strategies. These clusters have been incorporated into the three primary care clerkships. In the final year of the project, students will implement obesity-focused service learning projects aimed to influence positively the health of Wisconsin families that experience obesity or are at-risk for obesity. The project will be featured in the AAMC sponsored report on innovations in obesity education.

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**COMMUNITY OF SCIENTIFIC INNOVATORS (COSI): BIOLOGICAL SCIENCE AND TRANSLATIONAL MEDICINE PROGRAM (BSTM)**

**Principal Investigator:** Sally Twining, PhD, Department of Biochemistry  
**Collaborators:** William Grossman, MD, PhD, Department of Pediatrics; Karen Marcdante, MD, Department of Pediatrics; Rahul Nanchal, MD, Department of Medicine; and several faculty from the departments of Biochemistry, Biophysics, Cell Biology, Neurobiology and Anatomy, Medicine, Microbiology and Molecular Genetics, Pharmacology and Toxicology, Neuroscience, Pediatrics, Physiology, and the Interdisciplinary Program in Biomedical Sciences  
**Competitive Education Fund:** $135,000 (2006-2009)  
**Focus Area(s):** MCW Curriculum Development; Faculty Development
The Biological Science and Translational Medicine Program (BSTM) seeks to change the culture of graduate science education by creating a collaborative learning environment to complement core knowledge, developing the competencies needed to address pressing medical problems and encouraging successful innovation in translational research.

**PROGRESS:** Two components of the program were piloted in 2006-07. The first component focused on fostering a collaborative learning environment to increase graduate student knowledge of medical practice and health issues. A third-year graduate student in biologic sciences participated in the fourth-year medical student Medical Problem Solving course exposing the graduate student to patients and the need for biomedical science to address key health issues in Wisconsin. Currently, there are four students who are interested in joining the full program.

The second component piloted was a roundtable discussion exploring the gaps between basic and clinical sciences. Nine graduate students with different experience levels and from different basic science programs participated. This session provided excellent feedback from students and faculty. New roundtable case studies are in development. In addition, graduate student research mentors offer dissertation projects in the health priorities identified by the State Health Plan and the AHW Five-Year Plan. These dissertation projects aim to translate basic science knowledge into new cures and treatments for patients through the integration of medical and basic science education and increased student interactions with basic scientists, clinical-scientists and other health professionals. Initial evaluations have identified areas to be addressed in the continued development of the program including ensuring adequate time and funding for students to complete the program and establishing an oversight committee for approval of the required clinical relevance aim of student dissertations. This program is included in MCW's Clinical and Translational Science Award submission to the NIH.

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**CULTURAL COMPETENCY IN EMERGENCY MEDICINE: LATINO CULTURE**

**Principal Investigator:** Edward Callahan, MD, MS, Department of Emergency Medicine  
**Collaborator(s):** Dawn Bragg, PhD, Office of Student Affairs/Diversity  
**Competitive Education Fund:** $126,025 (2007-2009)  
**Focus Area(s):** MCW Curriculum Development; Faculty Development

This project aims to improve emergency health care for Latino patients by incorporating cultural competency education modules with an emphasis on Latino culture into a two-year curriculum for Emergency Medicine residents.

**PROGRESS:** Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.
DEVELOPING A TECHNOLOGY AND INTERNET-BASED INFRASTRUCTURE/PROGRAM FOR MCW CONTINUING MEDICAL EDUCATION

**Principal Investigator:** Carlyle Chan, MD, Department of Psychiatry and Behavioral Medicine  
**Collaborator(s):** Lee Biblo, MD, Department of Medicine; Diane Book, MD, Department of Neurology; Arthur Derse, MD, JD, Department of Population Health; Bruce Krueger, Medical Society of Milwaukee County; Michael O'Donnell, MCW Office of Continuing Medical Education; Philip Redlich, MD, Department of Surgery  
**Competitive Education Fund:** $150,000 (2007-2010)  
**Focus Area(s):** Educational Outreach via Internet-based Continuing Medical Education

This project aims to increase accessibility of continuing medical education (CME) offerings for health professionals through distance-learning methods. Archived CME offerings from several departments and divisions will be made available to physicians across Wisconsin through new technology and web-based platforms.

**PROGRESS:** Since this project began in May 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

DEVELOPMENT OF A CURRICULUM PRACTICE-BASED LEARNING AND IMPROVEMENT (PBLI) FOR RESIDENTS: A “TRAIN THE TRAINER” APPROACH

**Principal Investigator:** Geoffrey Lamb, MD, Department of Medicine  
**Collaborators:** Barbara Connelly, RN, MJ, Office of Graduate Medical Education; John Weigelt, MD, DVM, Department of Surgery  
**Competitive Education Fund:** $149,882 (2007-2010)  
**Focus Area(s):** MCW Curriculum Development; Faculty Development

This project will develop a new curriculum to teach residents from multiple specialties essential skills for lifelong Practice-Based Learning and Improvement (PBLI). The project also aims to train faculty to use the curriculum and accompanying tools to disseminate these skills.

**PROGRESS:** Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.
EDUCATIONAL SCHOLARS: BUILDING EDUCATIONAL CAPACITY THROUGH FACULTY DEVELOPMENT

**Principal Investigator:** Deborah Simpson, PhD, Office of Academic Affairs  
**Collaborator(s):** Karen Marcdante, MD, Department of Pediatrics; James Sebastian, MD, Department of Medicine  
**MCW Program Development Fund:** $450,000 (2007-2010)  
**Focus Area(s):** Faculty Development; Clinical Skills and Learning Center; MCW Curriculum Development

This project aims to build and sustain the capacity of MCW faculty as educators through a structured, modular-based faculty development program. The faculty development program focuses on evidence-based practices to design, implement, and evaluate instruction methodologies and learners’ experiences. Capstone projects will be disseminated in local and national peer reviewed forums.

**PROGRESS:** Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

DEVELOPMENT AND EVALUATION OF A STUDENT-CENTERED SELF-DIRECTED OSCE* PROGRAM AND AN ACGME** COMPETENCY-DRIVEN OSCE FOR DEVELOPMENT AND EVALUATION OF RESIDENTS' ACHIEVEMENT OF ACGME COMPETENCY OBJECTIVES

**Principal Investigators:** Dario Torre, MD, MPH, Department of Medicine  
**Collaborators:** Susan Davids, MD, MPH, Julie Mitchell, MD, MS, Kurt Pfeifer, MD, and James Sebastian, MD, Department of Medicine  
**MCW Program Development Fund:** $300,000 (2004-2007)  
**Focus Area(s):** Clinical Skills and Learning; Patient Education and Library Services; MCW Curriculum Development

This program provides clinical skills training to better prepare medical students for patient care through the integration of new technology into curricula that will ultimately improve the overall health of the residents of Wisconsin.

**PROGRESS:** Funding for this project established a novel approach for students to select, watch and grade one of their standardized patient encounters. Through this process, students gain knowledge and experience that enhances their performance, creates opportunities for self-assessment and facilitates the acquisition of knowledge relevant to the core clinical competencies and training priorities identified in the AHW Five-Year Plan.

The OSCE* allows students to have more first-hand experience in working with standardized patients in a realistic, yet controlled setting. Of the 193 students who participated in the program over the 2006-07 academic year, 96 percent stated that the program was “Very Good” or “Excellent”. From the evaluation, various components of the program were also identified as “Very Good” or “Excellent” including patient encounters, Subjective, Objective, Assessment and Plan (SOAP) note-writing practice, and video review sessions. A new component was added to the Pre-OSCE that incorporates the use of the “Harvey” simulator for student interactions. As of the most recently completed academic year, 90 residents from the Departments of Anesthesiology, Medicine and Neurology have participated in the program’s assessment of cardiovascular examination skills, communication skills in end-of-life discussions and issues related to informed consent. Data from these examinations will be compared to data obtained after residents undergo specific training programs in these areas. Further, OSCEs have been developed for testing resident teaching skills, informing patients of sensitive and/or difficult issues,
obtaining informed consent, planning for end-of-life care, serving difficult patients, and pre/post-testing involving diagnosis of conditions on a cardiac simulator.

* OSCE = Objective Structured Clinical Examination. OSCE is a timed examination in which medical students interact with a series of simulated patients in stations that may involve history-taking, physical examination, counseling or patient management.
**ACGME = The Accreditation Council for Graduate Medical Education. ACGME is responsible for the accreditation of post-MD medical training programs within the U.S.

DEVELOPMENT OF A PHD IN PUBLIC AND COMMUNITY HEALTH PROGRAM

Principal Investigator: Peter Layde, MD, MSc, Department of Population Health
Collaborators: Several faculty from MCW departments and divisions including Bioethics, Biostatistics, Epidemiology, Family and Community Medicine, Pediatrics, Population Health, and Psychiatry and Behavioral Medicine
Focus Area(s): Population Health; MCW Curriculum Development

The proposed PhD in Public and Community Health enhances the breadth and depth of research expertise in public and community health with an emphasis on training the next generation of research scientists in population health.

PROGRESS: The PhD in Public and Community Health has been developed and will admit its first cohort of students in Fall 2008. MCW’s Department of Population Health took the lead in developing and submitting the proposal for a new doctoral degree program to MCW’s Graduate Studies Council, Curriculum Committee and Program Committee. Faculty leaders from several departments provided critical guidance in the development of degree requirements, course structure and content. The proposal was approved by MCW’s Graduate Studies Council in May 2007. A marketing plan and materials have been developed that focus on student recruitment activities.

Several faculty and staff share their expertise on activities such as student and faculty recruitment, website development and additional curriculum components. Select community academic partnership courses are structured to encourage collaboration with the growing Healthier Wisconsin Partnership Program. A faculty search committee has been appointed and presented with the charge to identify, evaluate and select candidates for three new faculty positions including an epidemiologist, a social and behavioral scientist and a health policy specialist.

In addition, a community advisory committee composed of individuals representing local businesses, community-based and governmental organizations has provided guidance in the development of the degree. An evaluation plan is being developed using several methods to monitor and assess program success.

In 2005, an initial investment of $40,000 provided the necessary support for representatives from MCW and University of Wisconsin-Milwaukee to begin exploratory discussions to assess the feasibility and required resources for collaborative graduate degree programs in public and community health. This initial funding was used to secure staff and support meeting and material costs for an inter-institutional Steering Committee comprised of representatives from MCW and the University of Wisconsin-Milwaukee.
HEALTH OUTREACH, PARTNERING, AND EDUCATION (HOPE) INITIATIVE

Principal Investigator: Laura Roberts, MD, Department of Psychiatry and Behavioral Medicine
Collaborators: Carlyle Chan, MD, Michelle Cornette, PhD, Mitzi Dearborn, PhD, Joseph Layde, MD, JD, Joseph O’Grady, MD, Russell Scheffer, MD, David Seal, PhD, Department of Psychiatry and Behavioral Medicine; Columbia St. Mary's Hospital-Department of Psychotherapies; MCW Continuing Medical and Professional Education; Froedtert Memorial Lutheran Hospital; University of Wisconsin-Milwaukee School of Nursing; West Allis Department of Public Health; Zablocki Veterans Administration Medical Center

Focus Area(s): Public Health Professional Leadership; Patient Education and Library Services

The Health Outreach, Partnering and Education (HOPE) Initiative provides mental health education resources to health professionals and the public through an innovative, multi-disciplinary approach that targets Wisconsin rural and urban populations. This project works closely with MCW’s Continuing Medical Education program to increase the impact of educational offerings in clinical topics using new distance learning technology.

PROGRESS: The HOPE Initiative continues to provide continuing education for the state’s mental health professionals who can, in turn, deliver up-to-date, evidenced-based care for Wisconsin’s citizens. In the past reporting period, a day-long conference was conducted with national speakers addressing leading mental health issues for mental health clinicians, as well as mental health staff from high school and college counseling programs. The 2007 Door County Summer Institute attracted more than 230 mental health professionals. More than 180 participants were from Wisconsin. MCW’s Department of Psychiatry and Behavioral Medicine provided eight tuition scholarships to community agencies in Milwaukee and Door Counties. Two-hundred DVD recordings of the Suicide Conference were created and distributed to school districts and colleges around the state. As in the previous year, all sessions received high marks from attendees. The HOPE Initiative’s Speakers’ Bureau continues to provide speakers to community agencies and public health departments on topics ranging from stress management to depression.

Multi-disciplinary Grand Rounds continue to be held weekly for three weeks a month. The HOPE Initiative continues dissemination of the Continuing Education Grand Rounds through web-based resources. In addition, DVDs from the HOPE Initiative’s Native American Mental Health Conference were developed and distributed to Native American tribes across the state.

The HOPE Initiative continues to strengthen its connections to the community through its extensive partnering efforts. Prior to the tragedy at Virginia Tech in 2007, the Initiative began collaborating with Southeastern Wisconsin area colleges’ Student Mental Health Services Departments, providing both in-service training and clinical services through the Center for Psychotherapies at Columbia St. Mary's Hospital. An additional partnership with the West Allis Department of Public Health records public education lectures and broadcasts the series on local access cable television. Community education lectures on depression have been presented at various community locations in collaboration with Froedtert Memorial Lutheran Hospital.
HEALTHY WISCONSIN LEADERSHIP INSTITUTE

Principal Investigator: Peter Layde, MD, MSc, Department of Population Health
Collaborators: Jeff Morzinski, PhD, Department of Family and Community Medicine; Pat Remington, MD, University of Wisconsin School of Medicine and Public Health
MCW Program Development Fund: $100,000 (2004 Planning), $556,000 (2005-2008 Implementation)
Focus Area(s): Public Health Professional Leadership

The Healthy Wisconsin Leadership Institute provides continuing education and training for those working to protect and promote the health of the public. It is supported jointly by MCW and the University of Wisconsin School of Medicine and Public Health (UWSMPH).

PROGRESS: A planning committee comprised of leaders in community health across the state, MCW, and UWSMPH contributed to establishing the Institute and its three programs: the Community Teams Program, Health Policy Program and Lifelong Learning and Mentoring Program. Since established the Institute has provided approximately 500 participants with outstanding public health educational opportunities.

The Community Teams Program continues to provide communities across Wisconsin with an intensive 12-month learning experience including workshops, distance education and projects in home communities. In 2006, five teams (36 members in total) were selected through a competitive application process and include: the Barron County Safe and Stable Families Coalition, Healthy People Portage County, La Crosse Area Dental Care Advocacy Coalition, the Milwaukee Partnership for Reducing Adolescent Risky Sexual Behavior, and the Wisconsin LGBT Youth Health Initiative.

In 2007, the program graduated its first five teams. Program activity included: workshops, a “train the trainer” program and two webinars on topics related to collaborative leadership. Knowledge and skills gained through this project activity have been disseminated in Wisconsin through trainings conducted by program participants. In addition, team members presented at the 2007 American Public Health Association Conference.

Through program evaluations, teams reported knowledge gained in several areas including working in partnerships, implementing public health programs, team building and public health leadership. Participants also reported that the program helped strengthen existing partnerships, increased opportunities for funding, helped them achieve their project goals, increased press about their health priority, and increased knowledge about communicating with legislators.

The Health Policy Program launched five webinars and two workshops on skills for utilizing health policy approaches to improve community health. More than 250 participants in the program’s web conferences and workshops reported an increased understanding of the policy process, coalition-building, and media relations to support political action for public health goals. In addition, the Lifelong Learning and Mentoring Program provided opportunities for skills and leadership training, mentoring, and shared leadership activities, for existing and future public health and community leaders.

Advancing a Healthier Wisconsin funding was leveraged through receipt of a CDC Cooperative Grant. A proposal for additional CDC funding was submitted in May 2007. A comprehensive evaluation for the Institute is underway to further develop programming as well as inform key stakeholders on progress. More information is available via the Institute’s website at www.hwli.org.
IMPROVING EDUCATION IN OBSTETRICS AND GYNECOLOGY (COMPLETED)

**Principal Investigator:** Michael Lund, MD, Department of Obstetrics and Gynecology  
**Collaborators:** Dwight Cruikshank, MD, and Paul Lemen, MD, Department of Obstetrics and Gynecology  
**MCW Program Development Fund:** $30,000 (2004-2007)  
**Focus Area(s):** Clinical Skills and Learning

This program improves medical education in obstetrics care and reproductive health through establishing an obstetric/gynecologic skills lab. The center’s facilities aim to support programs for physicians to demonstrate new procedures, develop critical thinking skills and provide opportunities to learn new techniques in a controlled environment.

**PROGRESS:** This program established an obstetric/gynecologic skills lab with the majority of funds invested in the Noelle 565 Obstetric Simulator, a state-of-the-art female mannequin capable of teaching skills needed for vaginal delivery as well as resuscitation of the neonate and the mother. Individual simulator labs and the Standardized Teaching and Assessment Resource (STAR) Center are designed to improve the measurable competency of learners, specifically medical students and residents in training. In the last reporting period, several gynecologic teaching aids were purchased, including pelvic examination simulators to support student practice and experience. This project significantly contributed to faculty ability to teach medical students through the use of standardized patients and high-tech simulation. To date, 27 residents, approximately 180 second and third-year students and approximately eight first-year medical students from the Family Medicine Immersion program have benefited from this investment.

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INCREASING IDENTIFICATION OF VULNERABLE ELDERLY IN THE COMMUNITY UTILIZING THE ELECTRONIC HEALTH RECORD

**Principal Investigator:** David Lillich, MD, Department of Family and Community Medicine  
**Collaborator(s):** Mary Parish Gavinski, MD, Community Care for the Elderly  
**Competitive Education Fund:** $150,000 (2007-2009)  
**Focus Area(s):** MCW Curriculum Development; Faculty Development

This project will develop and evaluate an Electronic Health Record (EHR) template that prompts Family and Community Medicine residents to identify geriatric conditions that put patients over 65 years of age at risk for functional decline and death.

**PROGRESS:** Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.
INTEGRATED CURRICULUM IN HEALTH POLICY AND POPULATION HEALTH

**Principal Investigator:** Linda Meurer, MD, MPH, Department of Family and Community Medicine  
**Collaborator(s):** Douglas Bower, MD, Department of Family and Community Medicine; Keri Frisch, MS, Injury Research Center; Stephen Hargarten, MD, MPH, Department of Emergency Medicine/Injury Research Center; Peter Layde, MD, MSc, Department of Population Health; John Meurer, MD, MBA, Department of Pediatrics; Deborah Simpson, PhD, Office of Academic Affairs; Staci Young, MS, Department of Family and Community Medicine  
**Competitive Education Fund:** $149,911 (2007-2010)  
**Focus Area(s):** MCW Curriculum Development; Library Services

This project aims to develop a coordinated longitudinal medical student curriculum in population health and health policy. The curriculum will address key areas in public health and community medicine and include community-based service-learning opportunities for medical students building from opportunities provided through the Healthier Wisconsin Partnership Program.

**PROGRESS:** Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

INTERDEPARTMENTAL COLLABORATION FOR COMPETENCY-BASED EDUCATION

**Principal Investigator:** Kurt Pfeifer, MD, Department of Medicine  
**Collaborators:** Lisa Marr, MD, Department of Medicine-Palliative Care Center; Wendy Peltier, MD, Department of Neurology; faculty from the departments of Anesthesiology, Obstetrics and Gynecology, Physical Medicine and Rehabilitation and Surgery  
**Competitive Education Fund:** $150,000 (2006-2009)  
**Focus Area(s):** MCW Curriculum Development; Clinical Skills and Learning; Faculty Development

Developed through a multi-departmental collaboration, this program aims to establish a core curriculum to provide ACGME* competency-based education for residents, promote faculty leadership, curriculum development and educational scholarship by serving as a venue for piloting new teaching methods and testing their effectiveness.

**PROGRESS:** Early results indicate great improvement in resident proficiency with skills, knowledge and attitudes identified as critical to early training. In the last reporting period, collaborating departments performed a comprehensive needs and resource assessment to determine what skills and knowledge are critical to their residents, and what means they currently have for providing this education. This information was used to generate a curriculum with prioritized objectives divided into three phases based on the level of training at which the objectives were most applicable. Several faculty have utilized the results of their teaching interventions in this program to enhance other educational experiences with students and residents. In addition, faculty are generating abstracts describing the results of two modules.

As reported in the last reporting period, faculty from several departments collaborated to teach topics with overlapping specialty expertise. Given the great dependency on basic skills in the first-year of residency and the program’s goal of achieving a strong base on which to develop advanced proficiencies, half of the program’s modules have been designed for first-year residents and are given in Phase I of the overall program. This includes approximately 40 hours of educational modules that are given consecutively over a five-day period. Phase II (for second year residents) requires approximately 24 hours over three days, and Phase III (for third year or more senior residents) requires approximately 16 hours over...
two days. Each phase was offered several times throughout the 2006-2007 academic year, and more than 100 residents participated.

*ACGME = The Accreditation Council for Graduate Medical Education. ACGME is responsible for the accreditation of post-MD medical training programs within the U.S.

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MASTERS OF PUBLIC HEALTH DISTANCE LEARNING

**Principal Investigator:** Peter Layde, MD, MSc, Department of Population Health  
**Collaborator:** Jane Kotchen, MD, MPH, Department of Population Health  
**MCW Program Development Fund:** $2,761,897 (2006-2011)  
**Focus Area(s):** Masters of Public Health Degree Program; Population Health

This award supports the expansion of the Masters of Public Health (MPH) Degree Program. The audience has been expanded to include health professionals other than physicians who work in local public health and community agencies. The new program uses modern distance-learning technologies.

**PROGRESS:** The new mission of the MPH Program is to enhance the health of the public through educational and leadership development of a diverse public health work force, and through academic and community partnerships dedicated to both community-based research and service that will enhance health. This mission is closely aligned with the three components of AHWW Five-Year-Plan, particularly providing professional development for public health professionals.

Faculty and staff from existing graduate degree programs (e.g., MS in Epidemiology, MA in Bioethics and PhD in Biostatistics) within the Department of Population Health are important resources as they share their expertise and ideas on activities such as student recruitment, website development and curriculum development. The newly created PhD Program in Public and Community Health may expand opportunities available to MPH students as well. Several effective collaborations exist with faculty, public health departments, and community agencies. These collaborations exist for the purpose of improving the public health and fostering an environment of collaboration. The opportunity for collaborative activities is increasing significantly with the growth of the Healthier Wisconsin Partnership Program. These projects provide potential opportunities for students to conduct their culminating experiences and gain practical experience with community-academic partnerships. Students obtain core public health knowledge, but an essential aspect of the program is acquiring the skills to translate that knowledge into action, and ultimately health improvement.

The program has developed an evaluation plan using several methods to monitor and evaluate program success. When possible, data will be collected using alumni surveys to assess achievement of graduates according to criteria such as employment in the field, awards, impact on profession and contributions to the community. Information will be maintained regarding research projects that are conducted and subsequent findings.
MEDICAL COLLEGE OF WISCONSIN HUMANITIES PROGRAM

Principal Investigator: Arthur Derse, MD, JD, Department of Population Health
Collaborators: Julia Uihlein, MA, Department of Population Health
MCW Program Development Fund: $150,000 (2006-2007)
Focus Area(s): MCW Curriculum Development; Faculty Development

This project is developing a new program at MCW by incorporating medical humanities into the formal curriculum for medical students as well as increasing faculty interest and competence.

PROGRESS: MCW Medical Humanities Program established a set of goals for its program activity. These goals include: professionalism, communication, empathy and reflection upon the duties of physicians and the characteristics of the professional, the meaning of illness and suffering, and the importance of listening to and caring for patients. Implementation of these goals through faculty development and medical student education enhances the physician-patient relationship. A Faculty Humanities Interest Group has been established.

In December 2006, the program launched its first symposia featuring internationally recognized keynote speaker Abraham Verghese, a noted Indian-American physician and author. More than 300 faculty, students, and community members attended. The symposia was featured in the Milwaukee Journal Sentinel. The Advancing a Healthier Wisconsin investment was leveraged through the receipt of additional private funding.

OBJECTIVE STRUCTURED CLINICAL EXAM (OSCE) TO ASSESS COMMUNITY HEALTH COMPETENCIES

Principal Investigator: Marie Wolff, PhD, Department of Family and Community Medicine
Collaborators: Syed Ahmed, MD, DrPH, Barbra Beck, PhD, Douglas Bower, MD, Melissa Holmquist, MS, Staci Young, MS, Department of Family and Community Medicine; Deborah Simpson, PhD, Office of Academic Affairs; and Sr. Lucina Halbur, S.E.T. Ministry, Inc.
Competitive Education Fund: $120,000 (2006-2008)
Focus Area(s): MCW Curriculum Development; Clinical Skills and Learning

This community-academic partnership develops an Objective Structured Clinical Exam (OSCE) to assess Family and Community Medicine clerkship students’ ability to provide community responsive care with a focus on the impact of cultural beliefs and values, socioeconomic status and health literacy on the patient encounter and health status.

PROGRESS: Students conduct patient visits with standardized patients who enact different scenarios focusing on cultural issues, socioeconomic status and/or health literacy. The Standardized Patient and community experts then rate the students’ competency to adequately address these issues in the clinical encounter. The degree of inter-rater reliability between the standardized patients and the expert raters is identified, and the OSCEs revised based on the results for continued use in the clerkship.

Three scenarios were developed focusing on the impact of socioeconomic status, cultural competency and low health literacy on the health status and the clinical encounter. The cases included nine components: presenting complaint; demographic information; opening statement; brief case summary; case objectives; key challenges of the case; differential diagnosis; activities and time required; and, data collection methods. The cases were piloted with 30 students from the Family and Community Medicine clerkship in 2007. The OSCE was implemented after the class sessions and took place in the Standardized Teaching and Assessment Resource (STAR) Center.
Students learned the skills necessary to translate health information to patients so they can make informed decisions. The project also has enhanced curriculum development through using an innovative tool to improve understanding of community health concepts. MCW's STAR Center has proven a valuable resource for implementing this program.

PATIENT-CENTERED COMMUNICATION SKILLS TRAINING FOR OBSTETRICS AND GYNECOLOGY

**Principal Investigator:** Raj Narayan, MD, FRCOG, Department of Obstetrics and Gynecology  
**Collaborator(s):** Paul Lemen, MD, Department of Obstetrics and Gynecology; Mary Beth Phelan, MD, Department of Emergency Medicine  
**Competitive Education Fund:** $150,000 (2007-2010)  
**Focus Area(s):** Clinical Skills and Learning; Faculty Development; MCW Curriculum Development

This project improves resident education in physician-patient communication using simulated patient encounters. Good physician-patient communication results in better patient participation in medical-decision making, improved patient compliance with treatment and higher patient satisfaction.

**PROGRESS:** Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

START UP FOR THE STAR CENTER: STANDARDIZED TEACHING ASSESSMENT RESOURCE CENTER

**Principal Investigators:** Kenneth Simons, MD, Office of Academic Affairs and Deborah Simpson, PhD, Office of Academic Affairs  
**Collaborators:** Erin Dalcourt, Office of Academic Affairs; Dawn Bragg, PhD, Office of Student Affairs/Diversity  
**MCW Program Development Fund:** $250,000 (2005-2008)  
**Focus Area(s):** Clinical Skills and Learning, MCW Curriculum Development

The Standardized Teaching, Assessment and Resource (STAR) Center provides a controlled simulated clinical environment in which to train health care providers. The facilities permit medical students, physicians in training and physicians in practice to obtain the skills necessary to perform outstanding clinical care and to be assessed for clinical competency according to standardized assessment models and criteria. The monitoring and communication systems allow learners to gain immediate, real-time feedback on their performance from multiple observers, who can identify deficiencies and individualize specific training needs to improve performance.

**PROGRESS:** Key outcomes resulting from the creation of this facility since the last reporting period include a 39 percent increase in hours logged by users of the facility, a 13 percent increase in the number of users and a 57 percent increase in the number of events. As of June 2007, 8,355 users from several disciplines and departments have used STAR Center in support of 525 separate events.

The STAR Center has contributed to the creation of an Interdisciplinary Simulation Interest Group, a physicians' group that aims to establish best practices in medical education via simulation by sharing research, resources and teaching experiences. STAR Center activities and curriculum have been developed to align with the key health issues outlined in the
AHW Five-Year Plan and State Health Plan. Patient care and prevention of diseases and health concerns associated with smoking, diabetes, obesity and other major areas of health risk are addressed in the standardized patient scenarios and competency assessments of the medical students. Team training is an element of these simulation sessions, thus fostering early exposure to collaborative health care methodologies. The STAR Center's assessment capabilities have elevated educational accountability to previously unknown levels.

Other outcomes include the acquisition of key simulators to give students hands-on experience, curriculum development and standardized patient cases and scenarios to more than 8,000 students. MCW also has included the STAR Center in campus tours to prospective medical students and faculty, local high school and university students and other outside groups such as Upward Bound, Apprenticeship in Medicine Program students and nurses from Columbia College. Ongoing efforts will continue to work with Milwaukee’s health care community and the public to highlight opportunities and benefits at the STAR Center.

STUDENTS AS FACILITATORS FOR CONSUMER/PATIENT ACCESS TO QUALITY INTERNET HEALTH INFORMATION

**Principal Investigator:** Dawn Bragg, PhD, Office of Student Affairs/Diversity  
**Collaborators:** MCW Apprenticeship in Medicine (AIM) Program; MCW Todd Wehr Library, and Milwaukee Public Libraries  
**Competitive Education Fund:** $105,000 (2006-2008)  
**Focus Area(s):** Patient Education and Library Services

Using web-based resources, this project educates the public on identifying quality health care information, assists the public in health care decision-making by increasing their access to and knowledge of health information, and augments the knowledge of medical students in using quality consumer health care resources.

**PROGRESS:** As previously reported, a website, MCW CHARTS (www.mcw.edu/charts), was developed containing evaluation criteria to aid the public in identifying reliable health information and making informed health decisions. During this reporting period, an MCW librarian provided instruction and guidance on how to identify quality health information using web resources to community members at several senior centers in Milwaukee. In addition, a session was held at the Adult Learning Center and several Milwaukee Public Library branch locations. The sessions, entitled, “Finding Health Information on the Internet,” focused on the evaluation of health websites and searching for quality health information using the internet resources provided through MCW CHARTS.

In addition, MCW Library Services created an online tutorial to teach third-year medical students (approximately 200 students in total) about MCW CHARTS. The 13-minute tutorial discusses a study of the public’s use and views on finding health information online, provides an overview of the MCW CHARTS website and discusses some reliable health websites linked from MCW CHARTS. The tutorial was designed to help the students learn about evaluating health websites and introduce them to online resources for consumer health information in preparation for their Family and Community Medicine clinical rotation. Pre and post-tests were administered to assess knowledge gained by the students.

Twelve high school students participating in the AIM program were also provided instruction as to how to identify quality consumer health information using the MCW CHARTS website during a hands-on computer training session. AIM students will have the opportunity to share this information with patients as well as health care providers during their apprenticeship in several Milwaukee area clinics and physician offices.
ASSESSMENT OF CAROTID PLAQUE REGRESSION WITH HIGH DOSE ATORVASTATIN VERSUS CONVENTIONAL DOSE SIMVASTATIN USING HIGH FIELD MAGNETIC RESONANCE IMAGING (FMRI)

**Principal Investigator:** Raymond Migrino, MD, Department of Medicine  
**Collaborators:** Jason Jurva, MD and Mahazarin Kaikobad, MD, Department of Medicine; Robert Prost, PhD, Department of Radiology; Osama Zaidat, MD, Department of Neurology  
**MCW Program Development Fund:** $166,082 (2006-2008)  
**Focus Area(s):** Cardiovascular Disease

The project aims to quantify plaque burden using high-field magnetic resonance imaging (MRI). This capability is useful in early detection of arterial disease and modification of disease progression in order to prevent debilitating or fatal outcomes such as stroke.

**PROGRESS:** The project is a multi-disciplinary collaboration among various specialties that are all related in their common goal of diagnosing and treating atherosclerotic vascular disease. This investment has resulted in true translational collaborative projects created between clinicians from various disciplines and basic scientists. This has strengthened mechanisms that promote cross-pollination of ideas and capabilities leveraging clinical skills with mechanistic basic processes.

Investigators have recruited 10 patients and have completed examinations on six subjects and are continuing to recruit patients. The shared use of the 3T MRI, obtained with help from National Institutes of Health (NIH) funding for brain research, has continued to aid in the quantification of plaque burden. Thus far, one abstract has been accepted for publication (four manuscripts are in development). This project may have a significant impact in understanding the diagnosis, mechanism and treatment of cardiovascular disease in its many forms.

CONTROL OF VASCULAR AND BLOOD DEVELOPMENT BY GATA4

**Principal Investigator:** Stephen Duncan, PhD, Department of Cell Biology, Neurobiology and Anatomy  
**Competitive Research Fund:** $150,000 (2007-2009)  
**Focus Area(s):** Cardiovascular Disease; Genetics

This project studies the role of GATA4 in vascular and hematopoietic development, an essential feature of tissue repair and inflammatory reactions in most organs, and a common feature of cardiovascular anomalies. The GATA factors are proteins that control the expression of genes encoding proteins with crucial roles in cell function.

**PROGRESS:** Investigators have determined that mouse embryos in which GATA4 is deleted show clear defects in vasculature formation including the generation of severe accumulations of lymph fluid. Investigators are analyzing these embryos to determine the exact defect caused by the loss of GATA4 in the vasculature, and to determine which subset of blood cell development is disrupted. This project may significantly contribute to the development of new procedures controlling the differentiation and generation of stem cells in culture. Because the generation of blood vessels is often associated with tumor formation and vascular disease, investigators believe this study will identify new pathways that could be targeted by novel pharmaceutical approaches to treat blood disorders and tumor formation.
CORONARY VASCULAR REGENERATION USING PROEPICARDIAL DERIVED PROGENITOR CELLS

Principal Investigator: Ravi Misra, PhD, Department of Biochemistry
Collaborator: John Auchampach, PhD, Department of Pharmacology and Toxicology
Competitive Research Fund: $150,000 (2007-2010)
Focus Area(s): Cardiovascular Disease; Genetics

This project aims to define the mechanisms by which coronary vessels are generated. The study characterizes a population of vascular progenitor cells that have the potential to serve as vascular stem cells that could be used to reduce ischemic heart disease and increase the understanding of heart regeneration and repair.

PROGRESS: Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

III

DYNAMIC IMAGING OF EMBRYONIC STEM CELL HOMING TO ACUTE MYOCARDIAL INFARCTION

Principal Investigator: Ming Zhao, PhD, Department of Biophysics
Collaborator: John Lough, PhD, Department of Cell Biology, Neurobiology and Anatomy
Competitive Research Fund: $150,000 (2007)
Focus Area(s): Cardiovascular Disease; Genetics

This project studies the prevention of re-injury after heart attacks through systemically administering embryonic stem cells to the site of the myocardial damage via use of non-invasive imaging technology.

PROGRESS: Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

III

ESTABLISHMENT OF A HUMAN EMBRYONIC STEM CELL (ESC) CORE LABORATORY

Principal Investigators: Stephen Duncan, PhD and John Lough, PhD, Department of Cell Biology, Neurobiology and Anatomy
Collaborators: John Auchampach, PhD, Department of Pharmacology and Toxicology; Zeljko Bosnjak, PhD, Department of Anesthesiology; Ravi Misra, PhD, Department of Biochemistry; Hartmut Weiler, PhD, Department of Physiology
Focus Area(s): Cardiovascular Disease; Genetics

Development of the Human Embryonic Stem Cell Core Laboratory allows investigators access to training and equipment, enabling them to conduct research as well as leverage federal and private funds to facilitate the advances necessary to make stem cell therapeutics a reality.
**PROGRESS:** The Human Embryonic Stem Cell Core Laboratory has enabled investigative teams to generate preliminary data for significant prospective federal funding. The leadership team successfully trained individual investigators in the culture and manipulation of human embryonic stem cells. Several labs are now routinely using human embryonic stem cells in ongoing research projects. Strong interdisciplinary collaborations exist both with MCW faculty investigators and with national experts from other institutions, including the University of Georgia, Duke University and the University of Louisville. Investigators are collecting preliminary data to submit a National Institute for Health (NIH) proposal in September 2007 for $11.5 million. The establishment of this core facility has furthered basic research and the discovery of new techniques allowing stem cells to be used in a clinical practice. Stem cell based therapies will provide cures for a wide range of debilitating diseases including diabetes, neurodegenerative disorders, certain cancers and heart disease.

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**HEMOGLOBIN AND HAPTOGLOBIN IN SICKLE CELL DISEASE**

**Principal Investigator:** Neil Hogg, PhD, Department of Biophysics  
**Collaborators:** Cheryl Hillery, MD, Department of Pediatrics; Agnes Kezler, PhD, Department of Biophysics  
**Competitive Research Fund:** $149,666 (2006-2008)  
**Focus Area(s):** Cardiovascular Disease

This project examines the mechanisms behind the harmful effects of Sickle Cell Disease (SCD) in the cardiovascular system. SCD is characterized by fragile red blood cells that can lead to hypertension and blood vessel inflammation. While the cause of SCD is genetic, progress of its harmful consequences can be delayed by intervention. This study examines how these processes occur, ultimately improving health care for individuals suffering from SDC, which is prevalent in African-American and Hispanic communities in Wisconsin.

**PROGRESS:** This project facilitates collaboration between a basic scientist and a physician scientist and draws on expertise in clinical care, clinical research and basic science projects. Based on these findings, two papers are being prepared for submission. Investigators are evaluating the oxidative propensity index to see if it can be used as a marker or predictor of disease progression.

Scientific breakthroughs made by this project during the last year include discovering that the destruction of red blood cells is linked directly to an oxidative propensity. Plasma hemoglobin was identified as the major pro-oxidant factor in the plasma of SCD. In addition, this study explored accelerated approaches to assessing the oxidative potential of hemoglobin, and has contributed knowledge to hereditary spherocytosis, a genetic disorder of the red blood cell membrane. In addition, this study generated preliminary data to support an application for a federal funding. Data resulting from this project will be used to submit a stand-alone National Institutes of Health (NIH) Research Project Grant (R01) proposal.
HYDROGEN SULFIDE AS A PUTATIVE TRANSMITTER IN HYPOXIC PULMONARY VASOCONSTRICTION

**Principal Investigator:** Jane Madden, PhD, Department of Neurology  
**Collaborator(s):** David Roerig, PhD, Department of Anesthesiology; Kenneth Olson, PhD, University of Notre Dame  
**Competitive Research Fund:** $148,675 (2006-2009)  
**Focus Area(s):** Cardiovascular Disease, Clinical and Translational Research

This project aims to contribute to the design of new therapies for pulmonary hypertension by studying the importance of hydrogen sulfide in hypoxic pulmonary vasoconstriction (HPV), a major component of chronic obstructive pulmonary disease.  

**PROGRESS:** Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

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IKCA1 UP-REGULATION MEDIATES IN THE DEVELOPMENT OF ATHEROSCLEROSIS

**Principal Investigator:** Hiroto Miura, MD, PhD, Department of Medicine  
**Collaborator:** David Guterman, MD, Department of Medicine  
**Competitive Research Fund:** $150,000 (2006-2009)  
**Focus Area(s):** Cardiovascular Disease

This project studies the development of atherosclerosis (hardening of the arteries) by examining the role of IKCa (intermediate conductance calcium-activated potassium channel) activity in vascular remodeling. Atherosclerotic heart disease is the most common cause of death in Wisconsin, accounting for one-fourth of all deaths.  

**PROGRESS:** Preliminary findings from this study support the hypothesis that IKCa1 activity is necessary for cell proliferation and migration. Data show that IKCa1 activity plays a crucial role specifically in the proliferation of disease states such as myocardial ischemia. Based on these results, investigators are examining the role of IKCa1 in the pathophysiological activation process of cells responsible for atherogenesis and therapeutic effects of the blockage. This project reflects collaboration among several investigators from MCW as well as faculty from the Universities of California and Rochester and offers new strategies for the prevention and/or treatment of atherosclerosis following angioplasty or coronary artery bypass surgery. Most recently, Dr. Miura received a National Institutes of Health (NIH) Research Project Grant (R01) for $1.1 million as a result of preliminary data generated by this AHW award.
LENTIVIRAL SIRNA TRANSGENIC RAT TO STUDY VASCULAR ROLE OF NEUROPEPTIDE Y

**Principal Investigator:** Michael Michalkiewicz, PhD, Department of Physiology  
**Collaborators:** Raymond Migrino, MD, Department of Medicine; David Wilcox, PhD, Department of Pediatrics  
**Competitive Research Fund:** $150,000 (2006-2008)  
**Focus Area(s):** Cardiovascular Disease

This project develops a genetic tool based on lentiviral (slow-growing virus) -siRNA technology to efficiently knock-down a gene of interest in a laboratory rat model, validating human cardiovascular disease genes. This work will lead to the identification of genetic factors responsible for hypertension, improve the understanding of the genetic mechanism of hypertension, and support the development of effective therapies.

**PROGRESS:** Initial studies are examining the role of the sympathetic neuromodulatory agent and Neuropeptide Y, which may be involved in pathological forms of hypertension. Preliminary results suggest that the Y1 receptor gene is involved in the regulation of blood pressure and may be responsible for forms of hypertension. Robust obesity was observed as a consequence of Y2 receptor studies suggesting that this receptor functions as an inhibitor of energy. Future studies will determine whether the receptor exerts its effect by reducing appetite or enhancing catabolism. Results from this study will provide a basis for better prevention strategies and drug therapies. This study leveraged MCW's faculty expertise, technology and genomic resources. Once findings are confirmed, knowledge generated from these novel mechanisms of cardiovascular disease prevention will be disseminated. Preliminary results of this study have been published in a medical journal of international scope. In addition, four National Institutes of Health (NIH) proposals, including two Program Project Grants, were submitted using data generated from this study.

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MASS SPECTROMETRIC APPLICATIONS IN PROTEOMICS AND METABOLOMICS

**Principal Investigator:** Kasem Nithipatikom, PhD, Department of Pharmacology and Toxicology  
**Collaborator:** William Campbell, PhD, Department of Pharmacology and Toxicology  
**MCW Program Development Fund:** $225,435 (2004-2007)  
**Focus Area(s):** Cardiovascular Disease; Cancer; Genetics; Neuroscience; Biotechnology and Bioengineering

This project expands the capabilities of an existing MCW mass spectrometer. The updated system provides investigators with increased options for analyzing large proteins, peptides, and small molecules and performing analysis of solid samples as well as solutions. These upgrades aid investigators in their studies in proteomics and metabolomics enhancing the investigation of various diseases such as cancer, cardiovascular diseases, neurological diseases, genetic diseases, and environmental toxicity.

**PROGRESS:** Several methods and protocols for the upgraded FTICR mass spectrometer system have been established. An increasing number of investigators who work in the fields of cancer, cardiovascular diseases, neurological diseases and genetic diseases have requested applications of the system. The upgraded FTICR mass spectrometry system provides investigators a state-of-the-art tool to obtain information and insights that they may not be able to obtain by other techniques. Twelve investigators from several departments have used the system for different projects. Two projects have led to manuscripts for publication. Five grant proposals were generated from this investment. In addition, this system has provided data for several National Institutes of Health (NIH) funded research projects and has contributed to potential new therapies addressing substance abuse, obesity, respiratory disease and environmental toxicity.
**PREVENTION OF KIDNEY STONE CRYSTAL RETENTION**

**Principal Investigator:** Neil Mandel, PhD  
**Collaborators:** Jack Kleinman, MD, Department of Medicine; Lawrence Wesson, MD, PhD, Department of Medicine  
**MCW Program Development Fund:** $60,000 (2007-2009)  
**Focus Area(s):** Cardiovascular Disease

This project studies kidney stone disease in humans using a new Ion Chromatograph. This instrument allows the rapid measurement of urine samples for those components that determine the relative supersaturation of stone-forming constituents, as well as both serum and urine creatinine, in order to assess renal function.

**PROGRESS:** Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

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**ROLE OF C_SRC IN THE PATHOPHYSIOLOGY OF ARPKD (RENAL GENETIC DISEASE)**

**Principal Investigator:** Ellis Avner, MD, Department of Pediatrics  
**Collaborator:** William Sweeney, Jr., MS, Department of Pediatrics  
**Competitive Research Fund:** $150,000 (2006-2008)  
**Focus Area(s):** Cardiovascular Disease; Cancer; Genetics

This project examines the pathophysiology of one of the most common groups of genetic renal diseases, PKD-polycystic kidney disease, and their attendant cardiovascular morbidity, delineating a disease mechanism relevant to many malignancies and investigating the potential effectiveness of new chemotherapeutic agents.

**PROGRESS:** Investigators are studying the role of c_Src, a key signaling intermediate in the proliferative pathway of renal and biliary epithelia in autosomal recessive polycystic kidney disease (ARPKD), to better understand the factors that drive cyst formation and growth and to eventually find a cure for PKD. Scientific findings from this study have shown that 1) in vitro, c_Src inhibition dramatically reduces the epithelial proliferation rates of renal and biliary isolates from rodent cystic lesions; 2) in vivo, administration of a Src inhibitor dramatically reduces the development and growth of both biliary and renal cystic lesions with minimal toxicity; and, 3) that these beneficial effects of c_Src inhibition extend to renal epithelial cells isolated from both human ARPKD and autosomal dominant polycystic kidney disease (ADPKD). Results from this proposal have been successfully used to obtain a two year research grant from the Polycystic Kidney Disease Foundation and have been used as part of a National Institutes of Health (NIH) grant application for a Research Centers of Excellence in Pediatric Nephrology, which has received preliminary approval. Three scientific papers, one scientific abstract and three presentations at national scientific meetings have resulted from this research.
ROLE OF MITOCHONDRIA IN CARDIAC PROTECTION FROM ISCHEMIC INJURY

**Principal Investigator:** Martin Bienengraeber, PhD, Department of Anesthesiology  
**Collaborator:** Michael Olivier, PhD, Department of Physiology  
**Competitive Research Fund:** $150,000 (2006-2008)  
**Focus Area(s):** Cardiovascular Disease; Genetics

This project investigates whether exposure to isoflurane, an inhalation anesthetic, protects the heart against ischemic (insufficient blood flow) damage by preserving mitochondrial structure and function.

**PROGRESS:** To date, scientific findings from this project confirm the hypothesis that isoflurane when administered before ischemic stress, preserves mitochondrial function. In addition, by specifically targeting certain proteins, such as potassium channels in the mitochondria, the mitochondria and thus cardiomyocytes are rendered more resistant to hypoxic stress. By identifying and analyzing changes in protein expression within cardiac mitochondria, this research may reveal novel targets for a cardioprotective strategy that, ultimately, would be applicable to patients suffering from heart disease. Ischemic heart disease remains the leading cause of death and disability in Wisconsin. The study uses an interdisciplinary approach including physiological, pharmacological and molecular techniques, as well as proteomics. Two papers and three abstracts have been accepted for publication as a result of this investment. In addition, this project has leveraged assets by being well connected and coordinated with other projects in the Department of Anesthesiology and Physiology at MCW. Equipment and supply material is frequently shared between projects, thus optimizing the use of funding for each project.

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ROLE OF 20-HETE IN ISCHEMIC ACUTE RENAL FAILURE

**Principal Investigator:** Scott Van Why, MD, Department of Pediatrics  
**Collaborators:** Brian Shames, MD, Department of Surgery; Richard Roman, PhD, Department of Physiology; Kidney Disease Center  
**Competitive Research Fund:** $150,000 (2007-2010)  
**Focus Area(s):** Cardiovascular Disease; Genetics

This project aims to improve the outcomes of patients with chronic kidney failure by discovering new mediators supporting protection against, or recovery from, ischemic renal injury that will lead to specific therapies limiting or preventing acute renal failure and delayed graft function.

**PROGRESS:** Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.
SIMULTANEOUS MAGNETCARDIOGRAPHIC AND ECHOCARDIOGRAPHIC ASSESSMENT OF FETAL CARDIAC ABNORMALITIES

**Principal Investigator:** Janette Strasburger, MD, Department of Pediatrics  
**Collaborator:** Ronald Wakai, PhD, University of Wisconsin School of Medicine and Public Health-Department of Medical Physics  
**Competitive Research Fund:** $143,205 (2006-2008)  
**Focus Area(s):** Cardiovascular Disease

This research aims to develop new technologies in fetal medicine, to educate obstetricians and family physician providers in these new diagnostic and treatment methods and to enhance the means by which pregnant women in Wisconsin, especially minority mothers, access health care and understand its importance.

**PROGRESS:** This study evaluates the impact of fetal cardiac disease on cardiac interval measurements as assessed in the human fetus by simultaneous Echo/Doppler, and fetal magnetocardiography (fMCG). Echo/Doppler imaging was performed in 36 subjects. Investigators have made outstanding progress in linking electromageto-mechanical events in the human fetal heart to important fetal cardiac pathology and believe that these advances will have substantial impact in preventing fetal sudden death, in monitoring the status of high risk pregnancies, and will likely have broad-reaching implications for cardiovascular disease in all ages.

Additionally, this study has begun to integrate non-traditional fetal Echo/Doppler variables into assessment of fetuses with congenital heart disease, arrhythmias, and congestive heart failure. Investigators have discovered a previously unrecognized cardiac electromagneto-mechanical biorhythm, and have defined new electromechanical features in normal development and in pathologic states.

This project’s success in studying patients with congenital heart disease has also contributed to international acclaim for its progress in assessing the high risk fetal arrhythmia patient. This study has contributed to diagnoses that have impacted prognosis significantly. The highest mortality in the human life-cycle occurs prior to birth, and this area of study is an important women’s health issue that will open up the potential for intensive care therapy similar to that offered to infants, children, and adults.

This work has resulted in eight publications, two active National Institutes for Health (NIH) grants, two pending NIH grants and six presentations including, the International Biomagnetism Conference in Vancouver BC in August 2006, the American Heart Association annual conference in Chicago in November 2006, and the International Conference of the Heart Rhythm Society in Denver, CO in May 2007. Opportunities for leveraged funds will bring significant opportunities for new technology which may result in more jobs in Wisconsin.

USE OF RNA INTERFERENCE IN THE BRAINSTEM TO EXAMINE ENDOCANNABINOID BAROREFLEX REGULATION IN NORMAL AND HYPERTENSIVE RATS

**Principal Investigator:** Jeanne Seagard, PhD, Department of Anesthesiology  
**Collaborators:** William Cashdollar, PhD, Blood Research Institute; Caron Dean, PhD, Department of Anesthesiology; Cecilia Hillard, PhD, Department of Pharmacology; Michael Michalkiewicz, PhD, Department of Physiology  
**Competitive Research Fund:** $108,945 (2006-2008)  
**Focus Area(s):** Cardiovascular Disease; Neuroscience
This collaborative, multi-departmental study aims to improve understanding of genetic factors that could relate to hypertension, the understanding of brain stem function and the ability to assess the effectiveness of investigational therapies. This marks the first longitudinal study of the changes in cardiovascular function associated with this type of injury.

**PROGRESS:** As reported previously, the investigative team conducted several studies to support its research aims, including monitoring autonomic and cardiovascular changes in a rat model of nerve injury. The team developed and tested the genetic sequence necessary for proceeding with the investigation and purchased software to allow for analysis of the baroreflex and heart rate variability.

Preliminary data suggests a possible novel treatment for hypertension involving the endocannabinoid system and its effects in a brainstem region critical to the regulation of blood pressure. Findings have contributed to several proposals for federal and local funding as well as publications. In addition, this study leveraged faculty expertise with telemetry, molecular biology and central neurophysiology. Future studies are being planned based on the success of this multi-disciplinary collaboration.

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**CANCER**

**ASSESSMENT OF COGNITION AMONG BREAST CANCER SURVIVORS (COMPLETE)**

**Principal Investigator:** Ann Nattinger, MD, MPH, Department of Medicine  
**Collaborators:** Purushottam Laud, PhD, Department of Biostatistics; Mark Malkin, Department of Neurology; Liliana Pezzin, PhD, JD, Department of Medicine; Stephen Rao, PhD, Professor, Department of Neurology and Director of the Functional Imaging Research Center  
**Competitive Research Fund:** $150,000 (2006-2007)  
**Focus Area(s):** Cancer; Neuroscience

Completed in July 2007, this project aimed to improve the quality of care and outcomes of breast cancer survivors by integrating the analytical strengths of biomedical, neuroscience, and the social sciences. The project addressed concerns about treatment-induced cognitive deficits among those suffering from breast cancer and focused on the health and quality of life of breast cancer survivors taking anti-estrogen hormonal therapy.

**PROGRESS:** The study leveraged a large multi-state study to collect detailed information on five-year outcomes for several thousand women undergoing breast cancer surgery in 2003. Researchers studied cognitive and brain functioning of women with a hormone receptor positive tumor who received the recommended anti-estrogen drug and contrasted the results to those from control groups. A total of 26 breast cancer survivors participated in the study. Though this project has been completed and the psychological testing data has been analyzed, further analysis is underway related to working memory based on fMRI.

Results from this study have significant implications for both informed consent and treatment decisions as they affect the care of breast cancer survivors in Wisconsin. Further, results are being prepared to be used as preliminary data to support a federally-funded application capitalizing on National Institutes for Health’s (NIH) recent interest in fostering interdisciplinary analyses. This study signifies a collaborative effort between the Center for Patient Care and Outcomes Research (PCOR) and the Functional Magnetic Resource Imaging Center (fMRI). New skills and increased understanding were gained regarding the strengths and limitations of IMRI testing.
BIOPHOTONIC IMAGING CORE (COMPLETE)

**Principal Investigator:** Robert Truitt, PhD, Department of Pediatrics  
**Collaborators:** Joseph Barbieri, PhD, Department of Microbiology and Molecular Genetics; William Drobyski, MD, Department of Medicine; Michael Dwinell, PhD, Department of Microbiology and Molecular Genetics; Bryon Johnson, PhD, Department of Pediatrics; Ken Matsui, PhD, Department of Pediatrics; Kasem Nithipatikom, PhD, Department of Pharmacology and Toxicology; Rimas Orentas, PhD, Department of Pediatrics; Nita Salzman, MD, PhD, Department of Pediatrics; Carol Williams, PhD, Department of Pharmacology and Toxicology; Jeffrey Woodliff, PhD, Department of Pediatrics  
**Competitive Research Fund:** $150,000 (2006-2007)  
**Focus Area(s):** Cancer

Establishment of the Biophotonic Imaging core facility enhances the research capabilities of MCW faculty, contributing to greater knowledge and new therapies for cancer, infectious diseases, autoimmune disease, stem cell transplantation and other health issues. This device helps to show the interactions between cellular constituent molecules.

**PROGRESS:** This core facility promoted collaboration among researchers from diverse specialties and disciplines working on several diseases. A users committee was established to guide the development of the shared Biophotonic in Vivo Imaging Core and purchase the necessary optical imaging instruments. Eleven faculty from seven different departments and divisions collaborated in the development of this core to provide real-time in vivo molecular imaging capabilities in intact animal subjects through the purchase of the In Vivo Imaging System. The core became operational on July 2006. Space for the core was provided by MCW.

The instruments provide optimum imaging capability for immediate and future research needs. Since the launch of the core, the users group expanded from 11 users to a total of 33 members from several different departments. Key accomplishments of the core, as previously reported, include creating synergy through collaboration and interdepartmental effort, promoting research that will enhance competitiveness for broader support, and leveraging the expertise and assets of MCW faculty to promote discoveries that will impact on the health and well-being of the citizens of Wisconsin. This project leveraged an additional $80,000 in funding. Policies and procedures for operation and use of the core were established. A formal training checklist and web-based calendar was created to ensure efficiency in coordinating investigator trainings. One publication has been submitted, seven poster presentations and abstracts have been generated, and seven grants submitted. To date, more than $1M has been leveraged through additional funding sources.

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CELLULAR FUNCTIONS OF A NUCLEAR FKBP: A DRUG RECEPTOR BECOMING A CHROMOSOME-SPECIFIC NUCLEOSOME ASSEMBLER

**Principal Investigator:** Ming Lei, PhD, Department of Microbiology and Molecular Genetics  
**Collaborator:** Vaughn Jackson, PhD, Department of Biochemistry; Craig Struble, PhD, Marquette University-Department of Math, Statistics, and Computer Science  
**Competitive Research Fund:** $150,000 (2006-2009)  
**Focus Area(s):** Cancer; Genetics

This project explores one of the fundamental mechanisms of cancer biology, the chromatin structure-based regulation of gene expression. By gaining insights into how a drug-receptor-like protein modulates chromatin structure (the complex
of DNA and protein that makes up chromosomes), this study may contribute to the development or improvement of anti-immune and anti-cancer therapies.

**PROGRESS:** Cancer accounts for 23 percent of all deaths in the state of Wisconsin. This study investigates nucleosome assembly and genome stability, which play a critical role in the development of cancer. Findings from this study will contribute to an understanding of the genetic and molecular basis of cancer and have the potential to yield a new direction in cancer biology. Results have been presented at three national meetings and published in several respected journals. This project is a multi-disciplinary collaborative effort between a geneticist, a biochemist, and a Marquette University computer scientist.

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**EXPRESSION AND FUNCTION OF SMGGDS IN DIFFERENT HUMAN MALIGNANT NEOPLASMS**

**Principal Investigator:** Carol Williams, PhD, Department of Pharmacology and Toxicology  
**Collaborator(s):** Rongshan Li, MD, PhD, Department of Pathology  
**Competitive Research Fund:** $150,000 (2007-2010)  
**Focus Area(s):** Cancer; Clinical and Translational Research

This project identifies new diagnostic markers and therapeutic targets in lung, prostate and breast cancers.

**PROGRESS:** Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

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**FACILITATING DISCOVERY WITH MULTI-PARAMETER PHYSIOLOGIC IMAGING OF BRAIN TUMORS (COMPLETE)**

**Principal Investigator:** Kathleen Schmainda, PhD, Department of Radiology  
**Collaborators:** Edgar DeYoe, PhD, Robert Prost, PhD, and John Ulmer, MD, Department of Radiology  
**MCW Program Development Fund:** $249,995 (2004-2006)  
**Focus Area(s):** Cancer; Neuroscience; Biotechnology and Bioengineering; Functional Imaging

This research focuses on increasing the life span of those with brain tumors through the development of a special physiologic imaging platform.

**PROGRESS:** This project completed its activities in the last funding cycle. As previously reported, an initial prototype of an integrated imaging display system was developed. This new tool has the ability to correlate physiological parameters such as speech or movement in relation to the radiation treatment field or surgical resection area, providing important new information to guide the treatment of brain tumors. Multiple collaborations among centers and several departments have resulted from this project and continue to foster further collaboration on new research projects and funding proposals. A new collaboration between labs of the Departments of Radiation Oncology and Radiology has been formed and strengthened in large part due to the funds available through Advancing a Healthier Wisconsin. Seven papers and four presentations have been made at national meetings or submitted for publication describing this work. After further
refinement of the platform, the research team hopes to make the new tool available, with education and training, to other health care centers locally, regionally and nationally.

GROWTH CONTROL IN THE ZEBRAFISH INTESTINE

**Principal Investigator:** Alan Mayer, MD, PhD, Department of Pediatrics  
**Competitive Research Fund:** $150,000 (2007-2009)  
**Focus Area(s):** Cancer

This project will address the molecular basis of a particular growth control mechanism that has direct applicability to the diagnosis and treatment of cancer.

**PROGRESS:** Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

IDENTIFICATION OF SUSCEPTIBILITY GENES AND GENES INVOLVED IN TUMOR PROGRESSION AND DEVELOPMENT IN A CONSOMIC RAT MODEL OF MAMMARY CANCER (FORMERLY ENTITLED GENETIC DETERMINANTS OF SUSCEPTIBILITY AND RESISTANCE IN MAMMARY CARCINOGENESIS)

**Principal Investigator:** Howard Jacob, PhD, Department of Physiology, Human and Molecular Genetics Center  
**Collaborator:** Sonia Sugg, MD, Department of Surgery  
**MCW Program Development Fund:** $249,000 (2004-2007)  
**Focus Area(s):** Cancer; Genetics

This project conducts research to identify new genes and mechanisms involved in breast cancer susceptibility and resistance. The project leverages MCW's strength in genomics to investigate breast cancer, a major health priority for Wisconsin residents.

**PROGRESS:** Research studies confirmed tumor resistance in the Brown Norway rat strain. Consomics offers a powerful approach by providing greater statistical power to detect genetic linkage than traditional methods. Preliminary data suggests the presence of potential quantitative trait loci (QTLs) controlling tumor incidence, multiplicity and latency. Strikingly, the Brown Norway's chromosomal character was found to diminish all of the cancer phenotypes seen in the susceptible parent strain. These results demonstrate the role of QTL on RNO6 control of mammary cancer aggressiveness and lethality, which represent two new phenotypes that were not detected in the comparison strain. The project aims to use this data to complete the screening of the consomic panel and obtain a comprehensive inventory of all QTLs in the model. One publication has been generated as a result of this project's findings. Investigators secured $50,000 in additional funding from the MCW Cancer Center. This project reflects a multi-disciplinary collaboration between basic and clinical investigators. Identification of new genes and mechanisms involved in breast cancer susceptibility and resistance will significantly change our current prevention and treatment strategies.
INVESTIGATION OF MRI/FMRI/MRSI FOR INTENSITY MODERATED RADIATION THERAPY (IMRT) TARGET DEFINITION AND OUTCOME ASSESSMENT

**Principal Investigator:** X. Allen Li, PhD, Department of Radiation Oncology  
**Collaborators:** Edgar DeYoe, PhD, Robert Prost, PhD, Kathleen Schmainda, PhD and John Ulmer, MD, Department of Radiology; Christopher Schultz, MD, Department of Radiation Oncology  
**MCW Program Development Fund:** $249,770 (2004-2007)  
**Focus Area(s):** Cancer; Functional Imaging

This project has great potential to increase local tumor control and reduce treatment toxicities for brain tumors that will improve the current standard of care for cancer radiation therapy.

**PROGRESS:** Investigators are now capable of incorporating images and other information from physiological MRI into the radiation treatment planning process. This allows precise definition of tumor location and calculation of radiation therapy so as to spare critical brain functions. Researchers assessed the advantages of MRI/pMRI in identifying biologic targets and critical structures for IMRT planning for brain tumors. Comparison of dosimetry plans obtained for volunteer patients with and without MRT/pMRI showed that the non-uniform dose distribution plans based on pMRI would lead to improved treatment outcomes. Investigators developed a new software tool to implement the algorithm for planning non-uniform dose distribution based on pMRI data for selected patients. Outcome data analysis was extended and will contribute to parameters for biological treatment planning. A new method was developed to evaluate treatment plans based on biological images such as the MRI. Thus far, two presentations and two publications have resulted from this study. This study leverages nationally recognized MCW faculty expertise in radiation oncology and radiology. Postdoctoral fellows work closely with investigators. This project directly impacts the treatment of Glioblastoma Multiforme (GBM), the most common intracranial primary malignancy in the brain. GBM is one of the major causes of death in young cancer patients. The median survival time is only 8-12 months, and the five-year survival rate is about 2 percent. Methodology and strategies developed in this project could change the current practice of radiation therapy and improve treatment outcomes. This project will impact a large percentage of patients with brain cancer in Wisconsin.

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MCW CANCER CENTER RECRUITMENT

**Principal Investigator:** Bruce Campbell, MD, Professor, Department of Otolaryngology and Communication Sciences  
**Collaborators:** William Campbell, MD, Department of Pharmacology; Paula Traktman, PhD, Department of Microbiology  
**MCW Program Development Fund:** $750,000 (2006-2008)  
**Focus Area(s):** Cancer

This investment aims to recruit basic scientists in the area of cancer research. Creating a critical mass of researchers is essential for gaining NCI designation as a designated Comprehensive Cancer Center. The research areas focus on aberrant signal transduction pathways in malignancy, genetic disruptions which generate oncogenes, and genetic alterations that result in the loss of tumor suppressor genes. The addition of the researchers will lead to more clinical trials and discoveries in Wisconsin.

**PROGRESS:** In Spring 2006, Dr. Guan Chen was recruited to the MCW. Through research, Dr. Chen intends to advance studies in the area of genetic disruptions with a focus on targeting the interactions between several proteins in cancer cells. Currently, there are two funded research projects in Dr. Chen’s laboratory.
One project is identifying proteins that are required for the Ras oncogene to induce colon cancer. Results of recent research in Dr. Chen's lab show that two families of proteins normally involved in inflammation can regulate Ras activity. The proteins act in opposing ways on Ras activity indicating that an appropriate balance between these two proteins will determine the reaction of the oncogene. Dr. Chen's research focuses on exploring mechanisms involved in these processes with an ultimate goal of inhibiting Ras oncogene-dependent colon cancer.

The second project in Dr. Chen's lab is exploring the therapeutic potential of regulating stress responses by modifying estrogen receptors in breast cancer. Results show that estrogen receptors, in addition to their classical role in regulating gene expression, can reduce the killing effect of certain therapeutic stresses by a direct interaction with key proteins involved in regulating cancer cell growth. The goal is to develop novel therapeutic approaches to breast cancer through regulation of estrogen receptor activity.

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**MCW CORE HISTOLOGY/TISSUE PREPARATION LABORATORY (HTPL) (COMPLETE)**

**Principal Investigator:** Bruce Campbell, MD, Department of Otolaryngology and Communication Sciences  
**Collaborators:** Debebe Gebremedhin, MD, Department of Physiology; David Gutterman, MD, Department of Medicine; David Harder, PhD, Department of Physiology; Elizabeth Jacobs, Department of Medicine; Balaraman Kalyanaraman, Department of Biophysics; Michael Kron, Department of Medicine; Vivian Lee, Department of Medicine; Rongshan Li, Department of Pathology; Meetha Medhora, Department of Medicine; Robert Montgomery, Department of Medicine; John Moulder, MD, Department of Radiation Oncology; Debra Newman, Blood Center of Wisconsin; Paula North, Department of Pathology; Jingsong Ou, Department of Surgery; Shailesh Patel, Department of Endocrinology; Kirkwood Pritchard, Department of Pediatrics; Nita Salzman, Department of Medicine; Kathleen Schmainda, Department of Radiology; Joel Shilyansky, Department of Pediatrics; David Stowe, Department of Anesthesiology  
**MCW Program Development Fund:** $150,000 (2004-2007)  
**Focus Area(s):** Cardiovascular Disease; Cancer; Neuroscience; Genetics; Population Health; Functional Imaging; Bioinformatics, Biotechnology and Bioengineering.

HTPL is a core facility designed to provide services to, and promote collaboration among, MCW investigators. This facility supports the AHW Five-Year Plan’s commitment to fostering initiatives in biotechnology and bioengineering.

**PROGRESS:** By having a dedicated HTPL core facility on campus, MCW is able to rapidly prepare and analyze tissue samples for research. Researchers no longer have to wait until patient samples can be processed. The true benefit to the researchers, and by extension the people of Wisconsin, is a shorter time between discovery and application. The addition of the new director, a board-certified pathologist, assures continuing high-quality tissue preparation and interpretation. The core currently is staffed by a full time project coordinator/technician and a part-time technician. The core is contemplating hiring a second full-time technician to keep up with the service demands. This project is an excellent source of collaboration between the Children’s Hospital of Wisconsin, and MCW Cancer and Cardiovascular Centers. The histology lab provides tissue processing for 38 faculty members with research focuses in cancer, cardiovascular disease, neuroscience, and genetics. The histology laboratory is versatile and flexible in function. It supports 8 of 11 health priorities of the Healthiest Wisconsin 2010 plan. The histology lab is open to all MCW faculty, as well as faculty at other institutions including the Blood Center of Wisconsin, Marquette University, Milwaukee School of Engineering, and the University of Wisconsin-Milwaukee and is used to leverage grant support from National Institutes of Health, National Science Foundation and the Department of Defense. The faculty has found this core extremely valuable to their research.
and it has filled a void on campus for tissue processing. To date, the core has processed tissue samples that have been used to support six scientific abstracts, several presentations at national scientific meetings, and several papers in peer-reviewed journals.

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A NOVEL METABOLISM OF MICROSOMAL EPoxide HYDROLASE AND PROSTATE CANCER

**Principal Investigator:** Kasem Nithipatikom, PhD, Department of Pharmacology and Toxicology  
**Collaborator:** Carol Williams, PhD, Department of Pharmacology and Toxicology  
**Competitive Research Fund:** $150,000 (2006-2008)  
**Focus Area(s):** Cancer, Cardiovascular Disease, Neuroscience

This study investigates the metabolism of microsomal epoxide hydrolase (mEH) in the regulation of prostate cancer cell proliferation and invasion. These findings may lead to effective therapeutic treatments for prostate cancer.

**PROGRESS:** To date, two important scientific findings have resulted from this study: 1) confirming and characterizing the previously unrecognized function of mEH in prostate cancer; and, 2) recognizing the implications of this discovery on neurological systems, obesity, cardiovascular systems, and cancer. Learning more about the new pathway for generation of free arachidonic acid (AA) is important because AA is one of the most critical lipids in the regulation of all cellular systems.

An additional enzyme has also been discovered that has a substantial role in prostate cancer and other cellular systems. As a result of this study, strong evidence has emerged that another lipase is a good candidate enzyme that has a function of hydrolyzing 2-AG. MCW collaborators from different departments are actively involved in the study of these mechanisms and their effects on the growth and aggressiveness of prostate cancer cells. Collaborators from other institutions are actively developing inhibitors for this enzyme. These inhibitors are potential drugs for treatment of prostate cancer.

This study will potentially lead to new and unique therapeutic approaches for prostate cancer. Research outcomes will improve the health and quality of life in older men, especially minority men, who are likely to develop this disease. Several investigators have contributed their resources including reagents, chemicals, and technical assistance to this project. It is anticipated that further collaboration will increase as the project continues. The outcomes of this study will stimulate further collaboration among several scientists from different fields to provide better understanding of the causes and progression of prostate disease. One paper is currently in preparation to document the study's preliminary findings.
ROLE OF T REGULATORY CELLS IN GRAFT VS. HOST DISEASE AND TUMOR CLEARANCE

Principal Investigator: William Grossman, MD, PhD, Department of Pediatrics
Collaborators: William Drobyski, MD, Department of Medicine; Soumitra Ghosh, PhD, Martin Hessner, PhD, Asriani Chiu, MD, James Verbsky, MD, PhD, Calvin Williams, MD, PhD, and Michael Zacharisen, MD, Department of Pediatrics
MCW Program Development Fund: $250,000 (2004-2007)
Focus Area(s): Cancer

The proposed projects will provide insights into how the T regulatory cells of the immune system help to control the progression of cancer. In addition, they will help to understand the mechanisms involved in the development of graft-vs-host disease (GvHD), a life-threatening complication of bone marrow transplantation.

PROGRESS: This research has led to the novel discovery of a T cell subset that is critical to the development of GvHD and how T regulatory cells control these pathogenic T cells. The project has fostered the development of several multi-investigator collaborative initiatives, including the submission and award of a $14 million multi-institutional contract, seven additional grant submissions, four publications, and three presentations.

Research results are currently being compiled for dissemination, and have led to further investigations into the prevention of GvHD development. Unique flow cytometric methods have been developed enabling an increased capacity to recognize and kill tumor target cells. These findings are contributing to new research studies exploring the ability of these assays to be used clinically in determining the presence/absence of anti-tumor specific T cell responses in cancer patients. In addition, discoveries obtained from this project have led to further research on immune responses to infections and autoimmune disorders such as multiple sclerosis. These discoveries may potentially lead to future interventions to prevent these fatal diseases and have a major impact on improving overall public health.

USE OF ELECTRON MICROSCOPY IN CONTEMPORARY CELL BIOLOGY RESEARCH

Principal Investigator: Paula Traktman, PhD, Department of Microbiology and Molecular Genetics
MCW Program Development Fund: $203,625 (2006-2007)
Focus Area(s): Cancer; Cardiovascular Disease; Neuroscience

The goal of this proposal was to purchase new equipment for the Shared Electron Microscopy Facility to allow MCW faculty and staff to perform improved ultrastructural analysis of molecules, cells and tissues.

PROGRESS: Investment in this project has enabled the purchase of a Leica EMpact--two high pressure freezer and accessories for a JEOL JEM--2100 electron microscope including a multi specimen holder and a sirius remote microscopy control. This equipment will enable investigators to obtain far better preservation of the native ultra-structure of samples to be examined by electron microscopy than previously available. In addition, this investment will enable investigators to move rapidly between five different specimens being examined on the new electron microscope (purchase in progress with an NIH shared instrumentation grant), and to easily return to precise sample positions for comparative study. In addition, the remote microscopy setup will facilitate collaboration between investigators by allowing users throughout MCW to manipulate and examine samples on the electron microscope from remote sites through an internet connection. Purchase of one key item is still pending.
NEUROSCIENCE

IDENTIFICATION OF ATTENTION AND EXECUTIVE IMPAIRMENT IN EARLY NEUROLOGIC INJURY

Principal Investigator: Amy Heffelfinger, PhD, MPE, Department of Neurology and Neurosurgery
Collaborators: Kathy Sawin, PhD, University of Wisconsin-Milwaukee School of Nursing; representatives from several MCW departments; Physicians from Children’s Hospital Wisconsin including: Emergency, Neurosurgery, Neurology, Pediatrics, the Child Development Center, and Child Protective Services
Focus Area(s): Neuroscience

This project develops tools to identify children under 6 years of age who have attention and executive functioning difficulties due to neurological injury or illness in order to implement early treatment. This project also explores the impact that risk factors such as family and social variables have on recovery and development.

PROGRESS: In phase one of this project, experimental measures of attention and executive functioning were adapted for use with infants and preschool-age children. These measures were tested and refined on 14 children and it was demonstrated that they were feasible to use with an infant/preschool battery. In phase two, testing and re-testing of the measures were conducted on 20 children (including controls). The results of testing indicated that the measures of sustained attention are reliable within subjects and also that reliability indices differed between neurological children and control children. Recruitment for phase three participants has been initiated for a case-control study of 60 children. Currently, 11 children with neurological injury and six control children have been evaluated. Collaborators on this project include physicians in several practice areas within the MCW and Children’s Hospital system. The Department of Neurology matched the funds provided through Advancing a Healthier Wisconsin to make this project possible. One abstract has been submitted to the 2007 International Neuropsychological Society.

NEUROBIOLOGICAL PREDICTORS OF RESPONSES TO MEDICATIONS IN PEDIATRIC BIPOLAR DISORDER

Principal Investigator: Jennifer Apps, PhD, Department of Psychiatry and Behavioral Medicine
Collaborators: Cecelia Hillard, PhD, Department of Toxicology; Robert Prost, PhD, Department of Radiology
MCW Program Development Fund: $20,000 (2005-2007)
Focus Area(s): Neuroscience; Functional Imaging

This project seeks to leverage the advances in spectroscopy and the clinical expertise of the Division of Child and Adolescent Psychiatry in MCW’s Department of Psychiatry and Behavioral Medicine to investigate Bipolar Disorder. Bipolar Disorder has many features that make exploring early biological markers for treatment promising.

PROGRESS: This study examines pediatric patients’ onset of Bipolar Disorder using proton and lithium spectroscopy of the whole brain to determine if the somewhat heterogeneous condition of Bipolar Disorder can be better delineated. To achieve this goal, the necessary infrastructure for the study has been established including purchase of equipment, initial scans to refine imaging procedures, and initiation of participant recruitment (three children are currently enrolled). The equipment purchased, a switch for the MRI and a dual tuned lithium/proton head coil, has allowed for innovation in spectroscopy techniques and the potential for more patients to get better care. Collaboration on this project has included bridging interests across Psychiatry, Radiology, and Toxicology. The ability to identify early biological markers, will ultimately greatly improve the lives of the 1-3 percent of the population that experience Bipolar Disorder. Currently,
a scientific paper on the spectroscopy procedure is under development. This work also has the significant possibility of decreasing suicide by helping patients get to the best treatments faster.

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**ROLE OF DYSREGULATED ENDOCANNABINOID SIGNALING IN BIPOLAR DISORDER**

**Principal Investigator:** Cecelia Hillard, PhD, Department of Pharmacology and Toxicology  
**Collaborator(s):** Jennifer N. Apps, PhD, Department of Psychiatry; Joseph Beshares, PhD, Department of Cell Biology, Neurobiology and Anatomy; Russell E. Scheffer, MD, Department of Psychiatry and Behavioral Medicine;  
**Competitive Research Fund:** $150,000 (2007-2009)  
**Focus Area(s):** Neuroscience

This project studies brain mechanisms related to drug addiction and Bipolar Disorder through an examination of dysfunctional sleep/wake patterns. This project also reflects a strong collaboration with expertise well-distributed across the scope of the study and a wide range of multi-disciplinary methodologies.

**PROGRESS:** Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

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**SPECIFIC PHONOLOGICAL THERAPY IN FLUENT APHASIA**

**Principal Investigator:** Jeffrey Binder, MD, Department of Neurology  
**Collaborators:** John McGuire, MD, Department of Physical Medicine and Rehabilitation; David Medler, PhD, Department of Neurology  
**Competitive Research Fund:** $149,874 (2007-2009)  
**Focus Area(s):** Neuroscience

This project aims to maximize the effectiveness and efficiency of relearning for patients with aphasia, a neurological disability resulting from stroke that prevents the recognition and use of language through CIR (constraint-induced relearning). CIR is a novel method for retraining the speech and sound processing systems in patients with chronic aphasia.

**PROGRESS:** Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.
ESTABLISHMENT OF A CORE FACILITY FOR PHARMACOGENOMICS

**Principal Investigator:** Ron Hines, PhD, Department of Pediatrics  
**Collaborators:** Jasmohan Bajaj, Department of Medicine; Amy Drendel, Ganesh Konduri, Gail McCarver, MD and, Vankatesh Sampath, Department of Pediatrics  
**MCW Program Development Fund:** $510,192 (2006-2009)  
**Focus Area(s):** Genetics; Population Health; Bioinformatics

This project builds a core pharmacogenomic facility within MCW and affiliated health care delivery institutions that brings personalized medical approaches to the citizens of Wisconsin. The ultimate aim of this core is to minimize the risk of adverse drug reactions and maximize therapeutic efficacy based on experimental design. The core will have the technical ability to develop and perform high throughput genotyping and phenotyping assays. Core faculty and personnel assist in data interpretation and the planning of future experiments.

**PROGRESS:** Key health issues being targeted through the initial phases of this project include: adequacy in prenatal and postnatal care, cardiovascular disease, pain management and hepatic disorders. Pharmacogenomics represents a highly interdisciplinary approach to avoid adverse drug reactions and failed drug efficacy for existing and future therapeutics being used to track or more of these diseases. Protocols are already underway to reduce the persistence of pulmonary hypertension of newborns in utero. This facility is key in recruiting expert investigators working on several critical health priorities identified in Healthiest Wisconsin 2010. These funds are complementing a substantial investment from the Children’s Research Institute as well as several NIH submissions. It is anticipated that completion of several pilot projects will contribute to changes in prescribing practice, the development of better therapeutic regimens and the development of novel therapies.

Five collaborative projects have been initiated as a result of this investment. Projects include the study of the genetic variability as a causative factor for persistent pulmonary hypertension of the newborn; the role of genetic variability in susceptibility to sepsis and chronic lung disease in low-birth weight infants; the genetic susceptibility to hepatic encephalopathy; the role of CYP2C enzymes and pain management in emergency room patients; and, identification of genetic variants in Coumadin response.

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GENETIC ANALYSIS INITIATIVE FOR INDIVIDUALIZED MEDICINE

**Principal Investigator:** Howard Jacob, PhD, Department of Physiology, Human Molecular Genetics Center  
**Collaborators:** John Baker, PhD, Department of Pediatrics; David Bick, MD, Department of Pediatrics; Ulrich Broeckel, MD, Department of Medicine; Soumitra Ghosh, PhD, Department of Pediatrics; Ron Hines, PhD, Department of Pediatrics; Ahmed Kissebah, MD, PhD, Department of Medicine; Theodore Kotchen, MD, Department of Medicine; Subra Kugathasan, MD, Department of Pediatrics; Jozef Lazar, MD, PhD, Department of Dermatology; James Lustig, MD, Department of Pediatrics; D. Gail McCarver, MD, Department of Pediatrics; Michael Olivier, PhD, Department of Physiology; Andrew Pelech, MD, Pediatrics; Joseph Skelton, MD, Department of Pediatrics;  
**MCW Program Development Fund:** $500,000 (2005-2007)  
**Focus Area(s):** Genetics; Cardiovascular Disease; Cancer
This study aims to identify genes directly involved in the development of disease or that provide a predisposition to the development of disease. Finding genes in both of these categories may assist in developing novel and innovative approaches for detecting, treating and preventing disease. The research performed as part of this project will assist in building a pool of clinical and genetic patient data that can be used as a resource by many physicians. This allows MCW to take a step toward developing a clinical medicine program based on genetics ultimately moving toward an individualized approach for medicine.

**PROGRESS:** The investigators of this study have genotyped samples of patients diagnosed with myocardial infarction (MI) and coronary artery disease (CAD) using the 500,000 (500K) Affymetrix genotyping chip. This dataset contains not only information on the cardiovascular disease status but also other related risk factors. With the genotypes, the project performed its first extensive data cleaning. Investigators compared the genotypes of 25 single nucleotide polymorphisms (SNPs) that had been typed with a second independent genotyping method. Finding genes in these categories may assist in developing novel and innovative approaches for detecting, treating and preventing the disease. The study outlined for this funding focuses mainly on cardiovascular disease but will also develop the 250K SNP Genotyping to look for genes involved in breast cancer, asthma, obesity, diabetes, inflammatory bowel disease, and other diseases that faculty and collaborators at MCW are actively investigating. The results from this study will lead to future publications and grant proposals.

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**HIGH-THROUGHPUT CRYSTALLIZATION ROBOTICS**

**Principal Investigator:** Joseph Barbieri, PhD, Department of Microbiology and Molecular Genetics  
**Collaborators:** William Campbell, PhD, Department of Pharmacology and Toxicology; Jung-Ja Kim, PhD, Department of Biochemistry; Ming Lei, PhD, Department of Microbiology and Molecular Genetics; Paula Traktman, PhD, Department of Microbiology and Molecular Genetics  
**MCW Program Development Fund:** $225,000 (2004-2007)  
**Focus Area(s):** Biotechnology and Bioengineering

This technology provides critical structural information on virulence factors of microbial pathogens. In accordance with the AHW Five-Year Plan, this technology will further research in bioengineering and molecular genetics. This technology will increase the productivity of crystallization procedures at MCW.

**PROGRESS:** A Hamilton robotic system was purchased and installed at MCW. A full-time technician operates the instrument and faculty from Biochemistry and Microbiology actively use this technology. This instrument has increased productivity of structural biological and microbiological studies. Data acquired with this instrumentation has contributed to an increased understanding of the molecular basis of disease and disease prevention and has supported the translation of biomedical findings from the laboratory to the bedside. This technology is required to solve the structure of proteins that are being developed as vaccines against Category A agents, such as botulism. Completion of these students will provide new vaccines and define new strategies for therapies against Category A agents. In addition, this technology has provided data that has resulted in new sources of funding for additional research and has been so valuable to the research being conducted at MCW that the Biochemistry Department is in the process of purchasing a second robot that will complement the capabilities of the Hamilton System that was purchased with AHW funds.
THE ROLE OF IL-1 IN TYPE 1 DIABETES

Principal Investigator: Martin Hessner, PhD, Department of Pediatrics
Collaborator(s): Xujing Wang, PhD, Calvin Williams, MD, PhD, Soumitra Ghosh, MD, PhD, Department of Pediatrics; Anne Kwitek, PhD, Department of Physiology
Competitive Research Fund: $150,000 (2007-2010)
Focus Areas: Genetics; Clinical and Translational Research

This project applies novel genomics approaches to combat diabetes in children and at-risk siblings. This project reflects a strong interdisciplinary collaboration, bringing together expertise from immunology and molecular genetics in the Departments of Pediatrics and Physiology.

PROGRESS: Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

VACCINIA RELATED KINASES: REGULATORS OF BAF IN ESTABLISHING NUCLEAR INTEGRITY

Principal Investigator: Paula Traktman, PhD, Department of Microbiology and Molecular Genetics
Competitive Research Fund: $150,000 (2006-2008)
Focus Area(s): Cancer; Genetics

This project studies a newly identified family of protein kinases (Vaccinia related kinases) which phosphorylate and, hence, regulate BAF (Barrier to Autointegration Factor) and, thereby, cellular division.

PROGRESS: As reported in previous progress reports, preliminary data demonstrated that when BAF cannot be properly phosphorylated, it is sequestered in the nucleus and cell proliferation is slowed. Thus, the enzyme/substrate pair of VRK and BAF is likely to play a significant role in the control of cell division. This research advances understanding of cellular and genetic mechanisms that contribute to the development of cancer. Mutations within VRK genes may contribute to cancer as well as infertility. Hence, understanding how VRK regulates cell proliferation will open new opportunities for therapeutic intervention as well as providing enhanced insight into the mechanisms of cancer development. Two abstracts have been submitted for publication. One manuscript has been published and three presentations have been generated to support dissemination of this project’s work.

This project has direct relevance to understanding the basic cellular and genetic mechanisms that contribute to the development of cancer. Mutations within VRK genes and perhaps BAF genes may contribute to cancer and infertility. This work also may contribute to increased understanding of Emery Dreifuss Muscular Dystrophy. Data generated from this project will be used to submit an NIH Research Project Grant (RO1) submission.
Across gender, colorectal cancer (CRC) is the second leading cause of cancer-related death in the US. Evidence from randomized longitudinal efficacy trials consistently shows a significant reduction in CRC mortality associated with screening. The goal of the proposed research was to examine indicators associated with screening test use and gather preliminary data for a CRC screening intervention study.

**PROGRESS:** This project determined potential barriers to colorectal (CRC) cancer testing in southeastern Wisconsin by developing a community sample (≥ 50 years old) willing to participate in a CRC screening study. The study found that how people perceive their risk factors for getting colorectal cancer does influence whether or not they get screened. That suggests that teaching people about the various options they have and how screening can decrease the risk of dying from colorectal cancer is needed and may lead to an increase in screening. In addition, the study found that a lack of health insurance was a factor for 50 percent of the study subjects implying that helping people access screening in a cost-effective manner may be more beneficial than educating people without insurance about colorectal risks and the benefits of screening.

Collaborative efforts with the Center for Patient Care and Outcomes Research, General Internal Medicine, Anesthesiology and Population Health helped enhance the design, implementation, analysis, and dissemination of the results of the study. One publication has been generated as a result of this funding.

**DEVELOPMENT OF A CENTER FOR SCIENCE, HEALTH AND SOCIETY**

**Principal Investigator:** Cheryl Maurana, PhD, Department of Population Health  
**Collaborators:** Ricardo Diaz, Executive Director, United Community Center; Howard Jacob, PhD, Department of Physiology; Pat Van Gorp, President, International Association for Public Participation; Tracy Sparrow, EdD, President of Milwaukee Academy of Science; Carol Wantuch, Chair, Southeastern Wisconsin Consortium for Emergency Public Health Preparedness  
**MCW Program Development Fund:** $360,000 (2006-2009)  
**Focus Area(s):** Population Health

This project is developing a new center to strengthen science literacy and foster public engagement in science and health policy development through research, education and citizen deliberation. The center aims to expand MCW's leadership role in increasing science literacy by transferring knowledge to lay audiences, articulating the important role that science plays in our society and expanding knowledge regarding the impact of an informed public on science and health policy development.
PROGRESS: Two pilot programs have been developed to foster new collaborative partnerships and build upon MCW’s existing long-term community-academic partnerships. The Science Café program is based on the international Café Scientifique model which provides people the opportunity to gather informally in community spaces and promotes group discussion and collaborative decision-making about a series of topics. MCW’s Center for Science, Health and Society (CSHS) is hosting Science Café in a variety of community venues. Science Café sessions are currently held every other month on a wide range of health-sciences issues including personalized medicine, transplantation ethics, HIV infection in children and adolescents, and clinical trials and the translation of research from the bench to the bedside to the community and back. The Science Café program series aims to provide accurate, reliable information to the public and provide a setting for MCW clinical and research faculty to explore how to best communicate health-science information and findings public audiences. The Science Café also may be used to educate the public on how to develop and conduct their own Cafés.

The second pilot program consists in a series of community issues forums. Modeled after the National Issues Forums conducted by the Kettering Foundation, the forums use a moderated deliberative approach to promote dialogue between research and clinical scientists and community members with the goal of developing scientific citizens and informing public policy. An electronic Audience Response System (ARS) will be used to quickly collect and display participant opinions as forum participants’ work through issues and consider approaches.

An additional $80,000 was leveraged to support collaborative efforts between the Center and The Milwaukee Academy of Science to improve science instruction and literacy for the entire school community (teachers, parents, students, school administrators, etc). A second collaboration with 13 regional public health departments was established to support strategic planning and regional collaborations around pandemic influenza preparedness planning. This resulted in a regional issues forum involving over 250 stakeholders and the development of a regional pandemic influenza plan.

WISCONSIN HEALTH CARE UTILIZATION PROJECT (COMPLETE)

Principal Investigator: Richard Cooper, MD, Department of Population Health
Collaborators: Liliana Pezzin, PhD, Department of Population Health; Marie Wolff, PhD, Department of Family and Community Medicine
Focus Area(s): Population Health

This project assesses health care utilization at a population level and focuses on understanding the economic and demographic trends in health care services in Wisconsin, with a particular focus on Milwaukee County. The project facilitates collaboration between MCW and community partners and supports practitioners and policy makers as they address the issues of equitable health care in Wisconsin.

PROGRESS: The study has redefined the way that regional variation in health care can be interpreted and is assessing the factors that may account for these areas of high utilization. The study also estimated the magnitude of potential costs of caring for the least affluent and least insured groups in Wisconsin.

This work has led to collaborations with Thomas Getzen, PhD, Executive Director of International Health Economics Association and professor at Temple University and Linda Aiken, PhD, Director of the Center for Health Outcomes and Policy Research and professor at University of Pennsylvania. Results from this study were presented at the National Health Forum, the 14th Princeton Conference, and the American College of Surgeons. A publication is being generated to disseminate the results of these findings. This investment has led to the leveraged support of AMN Healthcare, a national physician and nurse recruiting organization.
ABC TRANSPORTER PHARMACOGENETICS: IMPACT OF THIOPURINE THERAPY (COMPLETE)

Principal Investigator: Michael Stephens, MD, Department of Pediatrics
Collaborators: Ron Hines, PhD, Department of Pediatrics; Raymond Hoffman, PhD, Department of Population Health; D. Gail McCarver, MD, Department of Pediatrics
Focus Area(s): Clinical and Translational; Genetics

This project explored thiopurine metabolism to increase understanding of genetic risks associated with drugs that are commonly used in chemotherapy and to treat inflammatory bowel disease and chemotherapy. By individualizing treatment strategies, physicians can improve patient response to treatment and avoid adverse drug reactions.

PROGRESS: This project contributed to the identification of common genetic variants and explored their impact on thiopurine metabolism in vitro. Additionally, this project has allowed for the development of a laboratory infrastructure that can quickly be applied to other pharmacogenetic problems, such as those arising in the treatment of HIV/AIDS and cardiovascular disease.

As previously reported, investigators presented their research findings at the North American Society of Pediatric Gastroenterology, Hepatology and Nutrition in fall 2006. Knowledge gained from this project will help physicians develop individualized treatment plans for Wisconsin patients by aiding physicians in choosing the most appropriate medication dose based on the patient’s genetically determined ability to metabolize the drug. AHW support was augmented by a grant from the Children’s Digestive Health and Nutrition Foundation and a NIH young investigator award. Additional funding was provided through the Crohn’s and Colitis Foundation and the Children’s Health and Digestive Disease Foundation. This project is completed as of the end of this reporting period. The total funds expended were $17,852 due to the principal investigator’s success in receiving an NIH award.

ACTIVITIES OF DAILY LIVING (ADL)-SPECIFIC ROBOT THERAPY ENVIRONMENT FOR UPPER EXTREMITY REHABILITATION

Principal Investigator: Michelle Johnson, PhD, Department of Physical Medicine and Rehabilitation
Collaborators: Tim Dillingham, MD, Department of Physical Medicine and Rehabilitation; Gerald Harris, PhD, MCW-Department of Orthopedic Surgery and Marquette University-Department of Biomedical Engineering; John McGuire, MD, Department of Physical Medicine and Rehabilitation; Roger Smith, PhD, University of Wisconsin-Milwaukee-Department of Occupational Therapy; William Waring, MD, Department of Physical Medicine and Rehabilitation; Kevin White, MD, Department of Physical Medicine and Rehabilitation
Focus Area(s): Clinical and Translational Research

This project focuses on introducing novel dynamic assessment methods to improve outcomes and quality of life after neurological impairment. Advanced biomedical and robotic technologies not only improve objective assessment and understanding of stroke and spinal cord injury after neurological impairment, but also improve rehabilitation practices leading to the restoration of function after impairment.
PROGRESS: This project developed a novel robotic-based intervention strategy to improve upper extremity rehabilitation and impact carryover of function after rehabilitation training to daily living environments. The protocol has been implemented in the human motion analysis laboratory. To date, 20 stroke survivors and 20 neurologically normal subjects have been tested in the motion analysis lab without the robot. Subjects were asked to complete activities of daily living (ADL) tasks under a variety of conditions. The test results have been used to develop the robot system to facilitate training of stroke survivors on activities performed in the daily living environment. Progress also has been made in developing a prototype robot that safely moves an impaired arm along a custom trajectory associated with drinking a cup of water. Sensors measure force and torque generated during reaching, and supports the arm carrying complex maneuvers. The ADLER (ADL exercise robot) system works with a grasp assist glove and bilateral wrist measurement system to extend the ability to train low-functioning subjects and assess both unimanual and bimanual activities of daily living. The system is in the final stages of development.

AMP-DEAMINASE ISOFORM E AND ERYTHROCYTE METABOLIC DYSREGULATION IN SICKLE CELL DISEASE

Principal Investigator: Richard Sabina, PhD, Department of Biochemistry
Collaborators: Cheryl Hillery, MD, Blood Center of Southeastern Wisconsin
Focus Area(s): Clinical and Translational Research

This project contributes to discoveries that will improve the health status, quality of life and longevity of those suffering from Sickle Cell Disease.

PROGRESS: Since this project began in July 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

CARDIOVASCULAR TRANSLATIONAL RESEARCH FACILITY

Principal Investigator: David Gutterman, MD, Department of Medicine
Collaborators: David Harder, PhD, Elizabeth Jacobs, MD, and Shane Phillips, PhD, Department of Medicine; J. Mark Cline, DVM, PhD, DACVP Wake Forest University School of Medicine-Pathology/Comparative Medicine
Focus Area(s): Clinical and Translational Research; Cardiovascular Disease

This project provides the necessary staff support for translational research in cardiovascular disease. The investment enables experiments that link basic science and clinical science by focusing on alterations in endothelial function and cardiac function and by evaluating the diagnostic utility of novel tests in pulmonary hypertension.

PROGRESS: The funding of this project has firmly established the value of flow medicated dilation in investigations of endothelial function and dysfunction. Collaboration with Wake Forest University School of Medicine has been established to examine echocardiographic and pulmonary function studies of non-human primates having received radiation to the thorax. Several multi-disciplinary and inter-departmental collaborations have resulted from this investment including the divisions of Pulmonary and Critical Care Medicine, Cardiology, Orthopedic Surgery, and the Cardiovascular Center (CVC) at MCW.
In addition, a database of more than 300 patients with pulmonary hypertension has been developed and serves as a source of information for several abstracts which have been published or submitted for presentation. This application has also allowed for the recruitment of Michael Widlansky, MD to MCW who directs the facility. Under the mentorship of Dr. David Gutterman, Shane Phillips, MD, a key junior investigator, has been awarded an NIH K23 award for a project that is based on the techniques and preliminary data generated by this facility. A major outcome from this study has led to the discovery of a new line of investigations for researchers within MCW.

DEVELOPMENT OF THE CLINICAL AND TRANSLATIONAL SCIENCE INSTITUTE (CTSI)

**Principal Investigator:** Reza Shaker, MD, Department of Medicine  
**Collaborators:** Ellis Avner, MD, Department of Pediatrics, Howard Jacob, PhD, Department of Physiology, Human and Molecular Genetics Center  
**MCW Program Development Fund:** $1,159,543 (2006-2009)  
**Focus Area(s):** Clinical and Translational Research

This investment supports the initial organization and development for a new infrastructure to facilitate the translation of basic research into the clinical arena and the community. One of several future investments to support the clinical and translational sciences, this specific project supports multi-disciplinary training for clinical investigators, including a new degree in clinical and translational research and development for a pilot program to foster community engagement with basic and clinical investigators.

**PROGRESS:** The CTSI leadership team identified 29 faculty from several basic science and clinical departments to lead 13 priorities such as education, pilot collaborative programs and regional collaboration, for the new CTSI. To aid the organization and strategic development of the priorities, the leadership team launched a web-based information management system, conducted weekly teleconferences with priority directors, and conducted a full-day strategic retreat with research partners from Marquette University, University of Wisconsin-Milwaukee, and Milwaukee School of Engineering. Several presentations were made to the leadership of MCW, including two presentations to the MCW Consortium on Public and Community Health, as well as to inter-institutional partners.

The Community Engagement leadership team conducted a series of focus groups with 65 community and academic representatives. The focus groups guided strategies for community involvement in various aspects of clinical and translational research. Selected findings include developing a common language between researchers and community participants; improving communication with community partners and research participants before, during and after research projects are completed; and streamlining the IRB human subjects review process. Findings from the focus groups were summarized in a report and disseminated to participants. Building from a literature review, recommendations identified in the focus groups, and interviews with other key priority leaders, the Community Engagement component developed a framework for community engagement in research. The framework will be submitted with MCW's submission to NIH in October 2007 for approximately $9M to support the CTSI.
CLINICAL AND TRANSLATIONAL SCIENCE INITIATIVE (COMPLETE)

Principal Investigator: Theodore Kotchen, MD, Department of Medicine
MCW Program Development Fund: $70,000 (2006-2007)
Focus Area(s): Clinical and Translational Research

This proposal funds an administrator to provide the overall organization for the development of an institutional center for conducting translational research. The center’s mission will be to facilitate translational research that is interdisciplinary, multi-institutional, and encompasses an advanced degree-granting program in translational sciences.

PROGRESS: Staff support was secured for an administrator to provide the overall organization of the development of an institutional center for conducting translational research that is interdisciplinary, multi-institutional, and encompasses an advanced degree-granting program in translational sciences.

TRANSLATIONAL RESEARCH INITIATIVE: NOVEL RISK FACTORS FOR ATHEROSCLEROTIC CARDIOVASCULAR DISEASE

Principal Investigator: David Gutterman, MD, Department of Medicine
Collaborators: Elizabeth Jacobs, MD, Department of Medicine; David Harder, PhD, Department of Physiology; G. Richard Olds, MD, Department of Medicine
MCW Program Development Fund: $250,000 (2004-2007)
Focus Area(s): Cardiovascular Disease, Genetics, Clinical and Translational Research

This project will accelerate the generation of new research findings with high potential for impact on the health of the people of Wisconsin by integrating basic cardiovascular disease research into the clinical arena, including both epidemiological and genetic studies. By promoting more clinically-oriented research, the initiative will maximize the ability to improve cardiovascular disease outcomes, one of the most important health concerns in Wisconsin. The proposal supports the recruitment of cardiovascular translational researchers to catalyze the opportunities for converting basic science investigation into new clinical treatments.

PROGRESS: Cardiovascular disease is the number one killer of people in Wisconsin. Translational cardiovascular research is a targeted way to bring basic science investigation to the patient. This funding has allowed pursuit of four potential senior cardiovascular clinician-investigators to direct the Translational Research Initiative (TRI) at MCW. Two of these candidates made several visits to MCW, and expressed significant interest in joining the faculty, but ultimately determined not to join MCW. The remaining two candidates are currently still being recruited. In addition, a translational researcher specializing in pharmacogenetics is also being recruited to lead a preventative medicine program from within the department of Medicine. The Healthier Wisconsin funds will be applied to the recruitment package for one of these individuals.
EARLY DETECTION OF ALZHEIMER’S DISEASE USING FUNCTIONAL MRI

**Principal Investigator:** Piero Antuono, MD, Department of Neurology  
**Collaborators:** Ray Hoffmann, PhD, Department of Population Health, Malgorzata Franczak, MD, Department of Neurology, Diana Kerwin, MD, Department of Medicine, Shi-Jiang Li, PhD, Department of Biophysics Research, Alzheimer’s Association  
**MCW Program Development Fund:** $250,147 (2005-2007)  
**Focus Area(s):** Clinical and Translational Research, Neuroscience, Functional Imaging

The purpose of this research project is to develop a preventive therapy approach focusing on early detection of Alzheimer’s disease. Alzheimer’s disease has the highest combination of magnitude and severity of all adverse health conditions.

**PROGRESS:** As previously reported, this longitudinal study used task-activated functional magnetic resonance imaging (fMRI) to provide a comprehensive understanding of the pattern and natural neural dysfunction that presages Alzheimer’s disease (AD), a major statewide health issue. The research project's task activation probe involves the recognition of famous individuals, a measure of remote semantic retrieval. Preliminary data suggests that this probe activates brain regions most vulnerable to the pathological changes in early Alzheimer's disease. Preliminary data in healthy elderly subjects suggest that this probe activates the brain regions most vulnerable to the pathological changes in early AD. A long-term goal of this project is to assess the utility of fMRI in detecting and monitoring changes in neurobiological function in early Alzheimer’s disease. The fMRI biomarkers hold the promise of pinpointing the earliest neural changes in Alzheimer’s Disease, allowing treatments to begin at the onset of neurodegeneration and well before the appearance of more global cognitive and behavioral symptoms. Research suggests that identifying such markers would increase the chances for successful treatment and improve prognosis for AD. This project involves collaboration between the MCW fMRI Center, the General Clinical Research Center, the Froedtert Memorial Lutheran Hospital memory disorders clinic, and the Alzheimer’s Association. This project expands ongoing studies, linking both junior and senior investigators with an extensive track record in cognitive neuroscience, functional neuroimaging, behavioral neurology, dementia and biostatistics. Four scientific papers have resulted from this research.

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PROGRAMMATIC SUPPORT FOR THE CENTER FOR BIOPREPAREDNESS AND INFECTIOUS DISEASE

**Principal Investigator:** Dara Frank, PhD, Department of Microbiology and Molecular Genetics and Director of the Center for Biopreparedness and Infectious Disease  
**Collaborator(s):** J.T. Barbieri, PhD, M. Beilke, MD, M. Dwinell, PhD, J. Gorski, PhD, K. Henrickson, MD, W. Jackson, PhD, C. Kristich, PhD, M. Kron, MD, N. Salzman, MD/PhD, P. Sohnle, MD, R. Willoughby, MD, L. Wu, PhD, T. Zahrt, PhD, Departments of Microbiology and Molecular Genetics, Medicine, Pediatrics, Biotechnology and Bioengineering and Wisconsin Blood Center  
**MCW Program Development Fund:** $405,406 (2007-2010)  
**Focus Area(s):** Clinical and Translational Research

This comprehensive study will lead to the rational design of therapeutics, vaccines and diagnostic tests, resulting in new products that will protect the health of the citizens of Wisconsin and the nation. Programmatic support is used to purchase core equipment and build a team of investigators focused on understanding the pathogenesis of disease causing microorganisms.
PROGRESS: Since this project began in April 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

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SUPPORT FOR NEW FACULTY IN THE CENTER FOR BIOPREPAREDNESS AND INFECTIOUS DISEASE

**Principal Investigator:** Dara Frank, PhD, Department of Microbiology and Molecular Genetics and Director of the Center for Biopreparedness and Infectious Disease  
**Collaborator(s):** J. T. Barbieri, PhD, M. Beilke, MD, M. Dwinell, PhD, J. Gorski, PhD, K. Henrickson, MD, W. Jackson, PhD, C. Kristich, PhD, M. Kron, MD, N. Salzman, MD, PhD, P. Sohnle, MD, R. Willoughby, MD, L. Wu, PhD, T. Zahrt, PhD, Departments of Microbiology and Molecular Genetics, Medicine, Wisconsin Blood Center, Pediatrics, and Biotechnology and Bioengineering  
**MCW Program Development Fund:** $284,800 (2007-2010)  
**Focus Area(s):** Clinical and Translational Research

This project supports the development of a research program that focuses on using the genetic diversity of viral families to understand how viruses interact with their host cells. Using a model system, this study seeks to understand how subtle genetic differences in viruses can lead to evasion and subversion of the immune response, development of viral drug resistance, and evolution into new species of viruses.

PROGRESS: Since this project began in June 2007, progress will be provided in future reporting periods of the Advancing a Healthier Wisconsin Annual Report.

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BIOTECHNOLOGY, BIOENGINEERING, AND BIOINFORMATICS

ADVANCED NANOSPRAY MASS SPECTROMETER FOR PROTEOMIC APPLICATIONS (COMPLETE)

**Principal Investigator:** Bassam Wakim, PhD, Department of Biochemistry  
**MCW Program Development Fund:** $311,414 (2004-2006)  
**Focus Area(s):** Biotechnology and Bioengineering

This technology increased the ability of interdisciplinary MCW researchers to detect peptide fragments.

PROGRESS: The instrument was purchased and installed in March 2005, and it resides in the Protein and Nucleic Acid facility. This instrument supported advances in basic biomedical research focusing on chronic diseases such as cardiovascular disease, diabetes, and cancer. Over 50 investigators from several departments have used the facility. Data obtained using this instrument supports extramural funded research and leverages support through several NIH applications. Two funded and six pending grants are a direct result of this equipment. Also, five poster presentations and two manuscripts have been generated as a result of this investment. Key outcomes resulting from this investment include: new data generated to support research studies in the areas of cardiovascular disease, cancer, and diabetes among others; several new collaborations among investigators from basic science and clinical departments; and numerous publications and grant proposals. The majority of the applications resulting from this investment are central to advances in biomedical research.
ACQUISITION OF A BRUKER E580 SPECTROMETER

**Principal Investigator:** Candice S. Klug, PhD, Department of Biophysics  
**Collaborators:** Brian Bennett, DPhil, and Jimmy Feix, PhD, Department of Biophysics; Jung-Ja Kim, PhD, Department of Biochemistry  
**MCW Program Development Fund:** $300,000 (2006-2007)  
**Focus Area(s):** Structural Biology/Protein Structure; Biotechnology and Bioengineering

This project will utilize funds to purchase a Bruker ELEXSYS 580 pulse spectrometer that will be used to measure long distance ranges within protein or peptide systems. Pulse instrumentation of this kind is not currently available at the Medical College of Wisconsin, nor in the surrounding regional community. Recent advances in the application of pulsed EPR spectroscopy are rapidly making this state-of-the-art instrumentation essential to the site-directed spin labeling (SDSL) and metal EPR research communities, and are vital to the rapid progress of current NIH-funded projects at MCW.

**PROGRESS:** The instrument is scheduled for delivery in December 2007 and is intended to be up and running routinely by spring of 2008. Several interdisciplinary collaborations within MCW have already been established. Funds obtained from AHW helped to leverage a $500,000 award by the NIH National Center for Research Resources (NCRR) through a shared instrumentation grant application. Collaborations have already been made with a researcher at the University of Wisconsin – Milwaukee, and once the instrumentation is operational, it is expected that visitors from Wisconsin will utilize this capability and possibly open up new collaborations within the state not previously possible or considered. The research to be carried out on this purchased equipment will lead to a better understanding of drug and toxin metabolism and the physiology of disease processes such as epilepsy, arrhythmia and cancer in mammals. In addition, the research will likely lead to more efficient synthesis of pharmaceuticals as well as cures for resistance to both antibiotics and cancer therapeutic agents. This award allows for years of productive, state-of-the-art structural biology research projects, which will have lasting effects long past the one year award period.

BIACORE 3000-UNIVERSAL APPROACH TO LIGAND-PROTEIN AND PROTEIN-PROTEIN INTERACTION (COMPLETE)

**Principal Investigator:** Nancy Dahms, PhD, Department of Biochemistry  
**Collaborators:** William Campbell, PhD, Department of Pharmacology and Toxicology; Cecilia Hillard, PhD, Department of Pharmacology and Toxicology; Brian Volkman, PhD, Department of Biochemistry  
**MCW Program Development Fund:** $327,847 (2004-2006)  
**Focus Area(s):** Cardiovascular Disease, Cancer, Neuroscience, Biotechnology

This new technology enables multi-disciplinary researchers in genetics, biotechnology, bioengineering and endocrinology to monitor molecular interactions critical to furthering new insights and innovative solutions to cardiovascular disease and cancer, two of the leading health priorities identified in the Healthiest Wisconsin 2010 Plan and the AHW Five-Year Plan.

**PROGRESS:** The Biacore 3000 instrument has provided faculty investigators a critical tool in advancing several areas of research. In addition to the principal investigator, seven additional investigators have benefited from this investment including faculty from the Blood Research Institute, and Departments of Medicine and Radiology. A research service agreement was secured with a Milwaukee-based biotechnology company focused on the treatment of human diseases. Thus far, data generated from the Biacore 3000 has contributed to one manuscript, two abstracts, one presentation, three NIH proposal submissions, and one American Heart Association submission. Additional publications are in development. As previously reported, the Biacore 3000 enabled students to receive instruction on the theory of Surface Plasmon
Resonance (SPR), which included an explanation of the theory, examples of applications, and practical considerations of the Biacore 3000 system. Future offerings will be integrated into graduate level courses. In addition, a lecture on SPR theory has been placed on the Protein and Nucleic Acid Facility website to serve as a source of information for MCW faculty as well as for investigators outside of the institution, and will provide essential information for investigators considering whether the methodology is suitable for their studies. Several MCW faculty from diverse disciplines as well as the Blood Research Institute of Southeastern Wisconsin have used this technology through collaborative interactions to advance their research.

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BIOTECHNOLOGY AND BIOENGINEERING CENTER MAJOR EQUIPMENT

**Principal Investigator:** Andrew Greene, PhD, Department of Physiology; Biotechnology and Bioengineering Center  
**MCW Program Development Fund:** $1,155,566 (2006-2009)  
**Focus Area(s):** Biotechnology and Bioengineering, Functional Imaging, Cardiovascular Disease, Cancer, Faculty Development

This project provides funds for the purchase of core equipment to support the Biotechnology and Bioengineering Center.

**PROGRESS:** Funds were used to purchase a range of core equipment to facilitate fundamental and translational research. The equipment purchased includes a high throughput ion trap mass spectrometer (Thermo Electron LTQ) that will be used primarily for analysis of samples derived from clinical collaborations, a nanoflow liquid chromatography system for separation of samples before mass spectrometric (MS) analysis, a real-time PCR system for valuation of candidate proteins identified by MS screening experiments, and an ultra-speed centrifuge which is used for sample preparations. The equipment is currently being used by 10 NIH-funded investigators and supports collaborations with the Departments of Medicine, Pediatrics, Physiology, Microbiology and Biochemistry, and the University of Wisconsin. It also supports a variety of basic, clinical and translational studies in the areas of cancer, diabetes, obesity, infectious disease and cardiovascular diseases.

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MASS SPECTROMETRIC APPLICATIONS IN METABOLOMICS

**Principal Investigator:** Andrew Greene, PhD, Department of Physiology  
**Collaborator:** Daniel Beard, PhD, Department of Physiology  
**MCW Program Development Fund:** $321,935 (2004-2007)  
**Focus Area(s):** Biotechnology, Cardiovascular Disease, Genetics, Bioinformatics, Faculty Development

This equipment enabled interdisciplinary MCW researchers to strengthen and foster collaboration in combating metabolic syndrome, a disease that combines obesity, dislipidemia and insulin resistance, and affects more than 30 percent of Wisconsin residents.

**PROGRESS:** Mass Spectrometric equipment was purchased in May 2005 and was the first such piece of equipment on campus. Findings generated through this equipment include: discovery of a potentially causative protein in heart failure; exploration of the structure – function relationships of ETA and development of agents with the ability to modify ETA function; and development of a unique method for detection and analysis of lipids in cell membranes in collaboration with...
the University of Wisconsin. This instrument will continue to support ongoing funded research programs and increase the competitiveness of MCW faculty for new extramural funding. Three publications have been submitted based on data generated from this investment.

**KEY FINDINGS AND EVALUATION**

The impact of Research for a Healthier Tomorrow and Educational Leadership for the Health of the Public projects funded by the Advancing a Healthier Wisconsin (AHW) endowment will be realized in future years through the availability of new and more effective prevention and treatment protocols aimed at major causes of death and disability. Equally as important are education projects aimed at enhancing the effectiveness of medical and public health professionals who serve the residents of Wisconsin.

Results of research and education can transform the traditional health care delivery system and statewide public health capacity as new knowledge and core competencies are transferred to the health professional workforce, and the latest medical breakthroughs are integrated into community practice.

The evaluation framework for AHW is comprised of two components: project/program and process key findings. These components are informed by continuous quality improvement methods to inform the evaluation of the program process and projects that it supports. The Principles of Stewardship serve as benchmarks and provide the evaluation framework for AHW funded projects.

- **Project Key Findings:** As projects are completed, AHW will determine if original underlying hypotheses were realized, the impact of equipment investments on researchers representing multiple disciplines was achieved, and finally, a summary of research conclusions was reached.

- **Program Key Findings:** The ultimate impact of research and education projects will be enumerated through identification of publications whereby results are widely disseminated and additional funding was leveraged as a result of initial AHW investments, scientific awards and enhancement of public health and medical leadership.

- **Process Key Findings:** This component focuses on assessing projects in relation to their relevance to the AHW Five-Year Plan and its research priorities, and the process by which proposals are reviewed and prioritized for funding.
### PROJECT KEY FINDINGS

#### RESEARCH FOR A HEALTHIER TOMORROW

| **Cardiovascular Disease** | Approximately $2.4M was committed for 16 projects to advance investigations into cardiovascular disease.  
Several multi-disciplinary, inter-departmental collaborations resulted from this investment.  
More than 30 publications, manuscripts, abstracts and presentations disseminated the results of these projects both nationally and internationally.  
$7.5M grant from the National Heart, Lung and Blood Institute to advance remodeling of cardiac tissue to restore normal myocardial function following a heart attack.  
New strategies for the prevention and treatment of atherosclerosis following angioplasty and bypass surgery.  
Advances in identification of genetic factors responsible for hypertension. |
|---|---|
| **Cancer** | More than $3M was committed for 13 projects to advance investigations in cancer prevention, identification and treatment.  
Collaborations combined faculty from the departments of medicine, pediatrics, biochemistry, physiology and radiation oncology.  
More than 34 publications, manuscripts, abstracts and presentations disseminated the results of these projects.  
Advancements were made in understanding the role of T regulatory cells in cancer and tumors.  
Improvements were implemented into the current standard-of-care for cancer radiation therapy, thereby increasing the potential for local/regional tumor control and reduction of treatment toxicities.  
The life span of those with brain tumors has been increased through the development and utilization of a special physiologic imaging platform. |
| **Neuroscience** | More than $407K was committed for four projects to advance investigations in brain injuries, Alzheimer's disease, Parkinson's disease, epilepsy and stroke.  
New tools to identify and treat early neurological injury and/or disease in children under six years of age were developed.  
More than 13 multi-disciplinary, inter-departmental and external collaborations have resulted from this investment.  
Advances in spectroscopy and the clinical excellence of the MCW's Department of Psychiatry and Behavioral Medicine-Division of Child and Adolescent Psychiatry to investigate Bipolar Disorder were leveraged with the goal of greatly improving the lives of the population that experience Bipolar Disorder (1-3 percent).  
The effectiveness and efficiency of rehabilitation for those with aphasia, a neurological disability resulting from stroke has been maximized. |
| **Genetics** | Approximately $1.5M was committed for five projects to advance investigations in genetics.  
Research was conducted to identify new genes and mechanisms involved in breast cancer susceptibility and resistance.  
More than seven publications, manuscripts, abstracts and presentations disseminated the results of these projects.  
Approximately three projects have leveraged additional funds to support the research efforts of these projects. |
### Population Health
- Approximately $4.6M was committed for five projects to support improvements in community health.
- Understanding of the economic and demographic trends in health care services in Wisconsin has been enhanced, with a particular focus on Milwaukee County.
- Research advancements have been made on system, health care, community and individual barriers to colorectal cancer screening.
- Two pilot programs have been developed to foster new collaborative partnerships.
- Monthly Science Cafés covering a wide range of health-sciences issues offer basic and clinical scientists the opportunity to promote group discussion and collaborative decision-making.
- More than 13 publications, manuscripts, abstracts, and presentations disseminated the results of these projects.
- Approximately five projects have leveraged additional funds to support the research efforts of these projects.

### Clinical and Translational Research
- Approximately $3M was committed for 10 projects supporting collaborations between clinical and basic investigators to increase advances in patient care.
- This work allows the creation of patient genetic profiles, understanding of disease mechanisms and facilitation of new knowledge to further bench-to-bedside translational research.
- Developing preventive therapy approach focusing on early detection of Alzheimer’s disease.
- Advanced biomedical and robotic technologies to not only improve objective assessment and understanding of stroke and spinal cord injury (SCI) after neurological impairment, but also understand and improve rehabilitation practices leading to the restoration of function after impairment.
- More than 10 publications, manuscripts, abstracts, and presentations disseminated the results of these projects.
- Ten external collaborations and more than 13 departmental collaborations have resulted from the investment in these projects.

### Imaging, Biotechnology and Bioinformatics
- More than $2.4M was committed for five projects to advance new tools and methods to support emerging directions and technological advances.
- Research involving major equipment and core labs supports the major research priorities of MCW, essential to pursuing the goals of the strategic plan of the College and the areas of research specifically identified in the AHW Five-Year Plan.
- The core labs foster interdisciplinary research among individuals working across traditional biomedical disciplines to extract, analyze and apply information from sources such as genetic and protein databases.
- As multi-disciplinary, inter-departmental partnerships continue to grow at MCW, the specialized knowledge and advances made through the use of this equipment will be a direct benefit to several disciplines and Wisconsin communities.
- The equipment purchased for core labs provide innovative solutions to health problems being investigated by researchers from many disciplines.
**EDUCATIONAL LEADERSHIP FOR THE HEALTH OF THE PUBLIC**

**Medical, graduate and resident education**

| Clinical Skills and Learning | • More than $730K was committed for four projects to support training experiences and rapid advancement in new technology and scientific discoveries.  
• More than 8,000 users from several disciplines and departments have used the Standardized Teaching Assessment Resource (STAR) Center.  
• STAR Center has hosted more than 525 separate events.  
• STAR Center is included in campus tours and accommodates medical students, residents, fellows, instructors, clinicians and allied health professionals.  
• An interdisciplinary simulation interest group was assembled to share research, resources and teaching experiences.  
• MCW continuing medical education training seminars were presented on the use of technology and have been archived for future student usability.  
• Approximately 193 medical students and 90 residents during the 2006/07 school year have participated in the Objective Structured Clinical Examination (OSCE). |
| Faculty Development | • Approximately $450K was committed to support excellence in education, research, community service and patient care.  
• Eight additional projects totaling approximately $1.1M include a faculty development component in the scope of project activities. |
| Curriculum Development | • More than $1.6M was committed for 11 projects to improve skills, knowledge and attitudes in residents and to explore innovations in education.  
• A number of multi-disciplinary, inter-departmental collaborations have resulted from these projects.  
• More than 30 publications, manuscripts, abstracts and presentations disseminated the results of these projects.  
• A Faculty Humanities Interest Group has been established.  
• Several teaching tools have been developed and are available through web-based technology.  
• More than 15 targeted health concerns in Wisconsin are being addressed including obesity, cancer, cardiovascular disease, smoking cessation and alcohol and other drug abuse. |
### Health providers, patients and consumers

| Educational Outreach via Internet-based Continuing Medical Education | • Approximately $150K was committed to expand continuing medical education for health professionals.  
• Advanced technology will allow for health care professionals to keep up-to-date with best practices through distance learning methods. |
|---|---|
| Patient Education and Library Services | • Approximately $348K was committed for two projects that strengthen the relationship between patients and their health care providers and that offer education and training to health professionals across the state.  
• A web-based resource, Consumer Health-Accessing Reliable Trusted Sources (CHARTS), was developed to foster accurate and helpful health information for public consumption.  
• MCW Libraries created an online tutorial to teach approximately 200 third-year medical students about CHARTS.  
• Twelve students enrolled in the Apprenticeship in Medicine (AIM) program were taught how to identify quality consumer health information on the Web through a computer training session and how to disseminate this knowledge with patients and health care providers.  
• A national suicide conference was presented in September 2006.  
• Door County Summer Institute for Health Outreach, Partnering and Education (HOPE) initiative attracted more than 230 mental health professionals.  
• DVDs from the HOPE initiative’s Native American Mental Health Conference were developed and distributed.  
• More than six external collaborations with governmental agencies, public school districts, Milwaukee County Public Library and various Wisconsin communities have resulted from this investment.  
• Five inter-departmental collaborations have developed from these projects. |

### MPH expansion and PhD in Public and Community Health

| Graduate Degree Programs in Public and Community Health | • More than $3.8M was committed for four projects to develop a doctoral degree program in Public and Community Health and expand the Master of Public Health (MPH) degree program.  
• Several inter-departmental and multi-disciplinary collaborations have resulted from this funding.  
• These projects provide opportunities for students to gain practical experience with community-academic partnerships.  
• An evaluation plan has been developed to measure success of the program.  
• Approved in May 2007, the PhD program is currently recruiting faculty, developing core curriculum and will admit its first student cohort in fall 2008.  
• Faculty and staff from the Department of Population Health share expertise on student and faculty recruitment, website development and additional curriculum.  
• Three new faculty positions in epidemiology, bioethics and biostatistics have been identified as a result of this investment. |

### Public Health Professional Leadership

| Public Health Professional Leadership | • Approximately $656K was committed for two projects that address public health professional leadership.  
• Public health educational opportunities were provided to more than 500 participants.  
• Three workshops and seven webinars have been presented.  
• Commitments to these projects have resulted in two inter-departmental collaborations at MCW and two external collaborations including the University of Wisconsin School of Medicine and Public Health (UWSMPH).  
• More than three publications, manuscripts, abstracts and presentations have been generated to disseminate the results of these projects. |
PROGRAM KEY FINDINGS

The framework and priorities for Advancing a Healthier Wisconsin through Research and Education are guided by the Principles of Stewardship which include: collaboration, prioritization, leverage, accountability and transformation.

Program Impact

<table>
<thead>
<tr>
<th>COLLABORATION</th>
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<tr>
<td>New and innovative collaborations have been developed as a result of the AHW Research and Education Funds.</td>
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<tr>
<td>• Of the 83 AHW Research and Education proposals, more than 95 percent of proposals report collaborators on funded projects.</td>
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<td>• Approximately 272 individual collaborators are identified across the 83 projects.</td>
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<td>• Projects reflect 131 inter-departmental, multi-disciplinary partnerships.</td>
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<td>• Twenty-eight funded projects indicate partnerships with other academic institutions, industry, community representatives, health care agencies and research centers, including University of Wisconsin School of Medicine and Public Health, the University of Wisconsin-Milwaukee and Marquette University.</td>
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<th>PRIORITIZATION</th>
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<td>Projects aim to maximize the impact on the health of the people of Wisconsin by deliberately focusing on diseases and conditions that most affect people's health, longevity, and quality of life.</td>
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<tr>
<td>• AHW Research and Education projects are addressing our state's greatest health needs through advances in prevention, identification and treatment of disease.</td>
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<td>• More than 15 targeted health concerns in Wisconsin are being addressed including obesity, cancer, cardiovascular disease, smoking cessation and alcohol and other drug abuse.</td>
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<td>• All 83 projects have leveraged MCW strengths in areas of research, faculty expertise, inter-institutional and industry alliances and state-of-the-art facilities. Examples include:</td>
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<tr>
<td>o National Center for Proteomics Research and Development</td>
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<td>o Expertise in molecular genetics, pediatrics and kidney disease</td>
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<td>o STAR Center</td>
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<td>• Populations impacted by funded research and education projects span across all areas of the population identified in the Health Improvement Model including children, seniors, men, women, rural, urban, racial and ethnic, uninsured and disabled.</td>
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<tr>
<td>• Funding is distributed across the AHW Five-Year Plan research and education priorities, with emphasis on those focus areas reflecting increased attention nationally, regionally and locally.</td>
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<td>• All projects aim to contribute to the Healthiest Wisconsin 2010 state health plan goals.</td>
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<th>LEVERAGE</th>
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<td>The program works to leverage funds by pooling existing resources, attracting additional dollars and encouraging sustainability for projects. The program recognizes the leveraging of MCW faculty expertise to benefit the health of Wisconsin residents.</td>
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<td>• More than 28 projects in research and education have secured additional funding through National Institutes for Health (NIH), American Heart Association (AHA), National Heart, Lung and Blood Institute (NHLBI), matched funds, foundations, and several other funding sources.</td>
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<tr>
<td>• More than 75 principal investigators from several departments have contributed expertise to advance the AHW Five-Year Plan priorities and areas of Healthiest Wisconsin 2010.</td>
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### ACCOUNTABILITY

AHW through Research and Education is committed to ensuring accountability for the use of the funds. This includes both oversight responsibility and rigorous evaluation.

All funded projects are required to provide annual progress reports on funded project activities. Progress reports require investigators to address each of the principles of stewardship. In addition, the Research and Education Advisory Committee (REAC) meets regularly to discuss areas for improvement in the process, progress on funded projects and alignment with MCW strategic priorities, the AHW Five-Year Plan and the Healthiest Wisconsin 2010. The REAC also regularly reviews input on the process from key stakeholders including department chairs, funded investigators, administrators, as well recommendations from the MCW Consortium. Under the leadership of the Senior Vice President, appointed staff review all proposals for supplanting and forward recommendations to the Dean for his consideration. The addition of one full-time staff member dedicated to the AHW Research and Education Program has contributed to increased efficiency, communication, and overall coordination between the Program's leadership, its funded investigators and key administrators.

Improvements in the health of Wisconsin residents can be achieved through the efforts of a highly trained health care workforce. This is done through soliciting diverse stakeholder input; both the accountability and impact of research will result in new strategies for health improvement.

Currently, projects have been able to account for all funds. The collaborations resulting have allowed for the expansion of additional research at MCW and across disciplines, leading to innovation and greater overall impact on patients' future health. It has also led to pooling of different types of resources. Results of funded projects are reviewed and analyzed for satisfaction and quality improvement to expand the accessibility and level of knowledge that can be afforded to all.

- Several projects in research and education have presented findings at international, national and regional conferences.
- More than 90 publications in research and 40 publications in education have been disseminated as a result of funding for these projects.
- Projects have established steering committees, advisory boards, user-groups and other project oversight committees, where appropriate.

### TRANSFORMATION

The investment in research and education has led to an increased understanding, prevention, diagnosis and treatment of human disease. It has allowed for innovations in medical education, the development of new collaborations and provided the necessary infrastructure for multi-disciplinary, interdisciplinary, clinical and translational research programs. Additionally, the investment in research and education has cultivated an environment that fosters continuous improvement, organizational renewal and exceptional service to members of the community. Moreover, the funds have had a transformative impact on MCW. This is reflected in a revised mission of community at the college, fostered leadership in population health including the creation of a new department for Population Health, and features prominently in the MCW 2007-2012 Strategic Plan. MCW has strengthened leadership positions for faculty working in Public and Community Health and features community engagement as a prominent component in major institutional programs (i.e. Clinical and Translational Science Awards).

The education of health professionals is also a continually transforming, dynamic process. New programs are offered, while others are revised to respond to the ever-changing challenges in health care. Educational programs must be constantly evolving to assure the transfer of new knowledge into the health professional workforce.

Although data are not yet available to fully assess potential indicators for this desired outcome, the following are some potential indicators from funded project reports:

- Interdisciplinary and interdepartmental collaborations have enhanced the design, implementation and dissemination of approximately 95 percent of the projects.
- Several projects will have significant impact in understanding the diagnosis, mechanism and treatment of cardiovascular disease.
- Training of medical students, residents, junior investigators and health care professionals has furthered basic research and discovery of new techniques at MCW.
- Expansion of core laboratories through the purchase of major equipment will support several years of productive and state-of-the-art research projects and will have lasting effects beyond the length of the award.
**PROCESS KEY FINDINGS**

An evaluation of the process including an internal merit review involving the Research Affairs Committee, the Society of Teaching Scholars, the Research and Education Advisory Committee, the MCW Consortium on Public and Community Health and the MCW Board of Trustees has been established over the last three reporting periods. This has allowed for concentration on areas of emphasis, the application process, allocation investment, review process and appropriate policies.

<table>
<thead>
<tr>
<th><strong>Proposal Process</strong></th>
<th>Explicit timeframes for proposal submission, merit review and award process were established. Each proposal must demonstrate alignment with the Principles of Stewardship and an explanation of alignment with Healthiest Wisconsin 2010.</th>
</tr>
</thead>
</table>
| **Technical Assistance** | Organization of information and resources regarding the AHW research competitive fund process was provided to potential investigators via the AHW website as well as the Office of Research and Society of Teaching Scholars websites.  

For the education Request for Proposals (RFP), two workshops sponsored by the Society of Teaching Scholars (STS) were developed and held to educate faculty about the proposal submission process and provide helpful tools and tips for proposal development. Program staff and STS have coordinated to create six workshops for the 2007-08 RFP cycle.  

A new staff position was created in the Office of the Senior Associate Dean for Public and Community Health for Advancing a Healthier Wisconsin through Research and Education. This staff position provides technical support to the competitive and program development process, support for the preparation of the next AHW Five-Year Plan, coordination with the Controller's Office, Society of Teaching Scholars, and Research Affairs Committee and collaboration with the Healthier Wisconsin Partnership Program (HWPP). |
| **Review Process** | The 2006-07 review process began with the respective Research or Education Committee, moved to the Consortium for review and comment, with final approval granted by the Board of Trustees. The 2006-07 Research projects began April 1, 2007 and Education projects began July 1, 2007. |
| **Administrative Requirements** | Continuous quality improvements have been made to the formal notification and budget allocation process. The RFP cycle for research and education has shifted to include increased time for RFP submission and post-notification process.  

A central website was created for AHW proposals, similar to the HWPP with links to key resources/references.  

An Award Administration Manual is being developed to assist with the preparation and the administration of AHW Research and Education projects. |
INVESTMENT SUMMARY

Advancing a Healthier Wisconsin funds are invested with the Medical College of Wisconsin Endowment Funds using a diversified asset allocation strategy that includes equity, fixed income and alternative investments. All Endowment Fund investments are made in accordance with the Endowment Investment Policy, as approved by the Medical College of Wisconsin Board of Trustees. The investment goal for the Advancing a Healthier Wisconsin funds is to maintain the real value of the funds while providing a stream of income to fund the initiatives and partnership programs of the AHW Five-Year Plan. The Medical College of Wisconsin has a long-term investment planning horizon for the Endowment Funds, recognizing that rates of return may be volatile on a year-by-year basis and that achievement of investment objectives may not progress uniformly over time. The funds are managed according to prudent standards as established by the laws of the State of Wisconsin.

All Endowment Funds, including Advancing a Healthier Wisconsin funds, are invested in a unitized pool. Pooling of funds allows an individual participating fund to benefit from diversification and economies of scale in the investment process. Income also is unitized and allocated based on relative value on the first of the month. Realized capital gains are reinvested in the pool. The separate identity of each fund participating in the Endowment Fund pool is fully preserved, and each fund’s share in the income and gains of the pool is assured. The Medical College of Wisconsin has retained Marshall & Ilsley Trust Company to maintain the unitized accounting for the Endowment Fund, including Advancing a Healthier Wisconsin funds.

Advancing a Healthier Wisconsin funds are segregated in six separate accounts within the Endowment Fund. With respect to the 35 percent allocation of the funds for the Healthier Wisconsin Partnership Program, accounts for the true endowed funds, immediately available funds available for current program distribution, and the spendable funds available for future program distribution are maintained. Similarly, three separate accounts are maintained for the 65 percent allocation of the funds for Health Improvement through Research and Education.

True Endowment Fund distributions are based on the Medical College of Wisconsin Endowment Fund Spending Policy and a defined portion of the market value of the endowed funds, as specified in the Grant Agreement. For the year ended June 30, 2007, the Spendable Fund Distribution from the True Endowment was initially based on 80 percent of the market value of the funds. Effective April 1, 2007, following Wisconsin United for Health Foundation’s (WUHF) successful review of the 2006 Annual Report, the Spendable Fund Distribution from the True Endowment is based on 100 percent of the market value of the funds. Investment earnings that are not distributed to the Spendable Fund, in accordance with the Medical College of Wisconsin Endowment Fund Spending Policy, temporarily are restricted under the terms of the Grant Agreement and remain in the True Endowment Fund.

The Immediate Fund distributes all investment earnings to the Spendable Fund.

FINANCIAL STATEMENTS

Advancing a Healthier Wisconsin funds are integrated into the annual financial audit of the Medical College of Wisconsin. The Advancing a Healthier Wisconsin Financial Schedule is prepared using substantiated numbers from the Medical College of Wisconsin’s audited financial statements. The audited financial statements for the Medical College of Wisconsin are attached.

Immediate Funds for program expenses are reimbursed on a one-month lag. The unreimbursed expenses are reflected on the following schedules as Due to The Medical College of Wisconsin, Inc.
## Advancing a Healthier Wisconsin

### Healthier Wisconsin Partnership Program

#### Financial Schedule For the Fiscal Years Ended June 30, 2007 and 2006

*(in thousands)*

### Assets:

<table>
<thead>
<tr>
<th>Investments</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spendable Fund</td>
<td>$15,068</td>
<td>$7,481</td>
</tr>
<tr>
<td>Immediate Fund</td>
<td>5,312</td>
<td>8,289</td>
</tr>
<tr>
<td>True Endowment Fund</td>
<td>122,090</td>
<td>109,376</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$142,470</strong></td>
<td><strong>$125,146</strong></td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets:

<table>
<thead>
<tr>
<th>Liabilities:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Due to the Medical College of Wisconsin, Inc. from Immediate Funds</td>
<td>$536</td>
<td>$195</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Net Assets:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporarily Restricted – Spendable Fund</td>
<td>$15,068</td>
<td>$7,481</td>
</tr>
<tr>
<td>Temporarily Restricted – Immediate Fund</td>
<td>4,776</td>
<td>8,094</td>
</tr>
<tr>
<td>Temporarily Restricted – True Endowment Fund</td>
<td>26,419</td>
<td>13,705</td>
</tr>
<tr>
<td>Permanently Restricted – True Endowment Fund</td>
<td>95,671</td>
<td>95,671</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>141,934</strong></td>
<td><strong>124,951</strong></td>
</tr>
</tbody>
</table>

| **Total Liabilities and Net Assets** | **$142,470** | **$125,146** |

### Commitments – Immediate Fund:

<table>
<thead>
<tr>
<th>Administration</th>
<th>Partnerships</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at Inception – 3/11/04</td>
<td>$10,500</td>
<td></td>
</tr>
<tr>
<td>Less: Program Expenses – Cumulative</td>
<td>$1,765</td>
<td>$3,959</td>
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<tr>
<td>Unexpended Fund Balance at 6/30/06</td>
<td>4,776</td>
<td></td>
</tr>
<tr>
<td>Less: Outstanding Commitments at 6/30/06</td>
<td>812</td>
<td>13,103</td>
</tr>
</tbody>
</table>

| **Uncommitted Fund Balance at 6/30/06** | **($9,139)**** |

**Once the Immediate Fund is fully expended, any remaining commitments will be transferred to the Spendable Fund.**
Advancing a Healthier Wisconsin
Health Improvement Through Research and Education
Financial Schedule For the Fiscal Years Ended June 30, 2007 and 2006
(in thousands)

Assets:

<table>
<thead>
<tr>
<th>Investments</th>
<th>2007</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spendable Fund</td>
<td>$28,143</td>
<td>$13,881</td>
</tr>
<tr>
<td>Immediate Fund</td>
<td>11,884</td>
<td>15,919</td>
</tr>
<tr>
<td>True Endowment Fund</td>
<td>226,733</td>
<td>203,127</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$266,760</strong></td>
<td><strong>$232,927</strong></td>
</tr>
</tbody>
</table>

Liabilities and Net Assets:

<table>
<thead>
<tr>
<th>Liabilities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Due to the Medical College of Wisconsin, Inc.</td>
<td>$521</td>
<td>$439</td>
</tr>
</tbody>
</table>

Net Assets:

<table>
<thead>
<tr>
<th>Net Assets</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Temporarily Restricted – Spendable Fund</td>
<td>28,143</td>
<td>13,881</td>
</tr>
<tr>
<td>Temporarily Restricted – Immediate Fund</td>
<td>11,363</td>
<td>15,480</td>
</tr>
<tr>
<td>Temporarily Restricted – True Endowment Fund</td>
<td>49,057</td>
<td>25,451</td>
</tr>
<tr>
<td>Permanently Restricted – True Endowment Fund</td>
<td>177,676</td>
<td>177,676</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>266,239</strong></td>
<td><strong>232,488</strong></td>
</tr>
</tbody>
</table>

| Total Liabilities and Net Assets   | **$266,760** | **$232,927** |

Commitments – Immediate Fund:

<table>
<thead>
<tr>
<th>Commitments</th>
<th>Education</th>
<th>Research</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance at Inception – 3/11/04</td>
<td></td>
<td></td>
<td>$19,500</td>
</tr>
<tr>
<td>Less: Program Expenses – Cumulative</td>
<td>$2,570</td>
<td>$5,567</td>
<td>8,137</td>
</tr>
<tr>
<td>Unexpended Fund Balance at 6/30/06</td>
<td></td>
<td></td>
<td>11,363</td>
</tr>
<tr>
<td>Less: Outstanding Commitments at 6/30/06</td>
<td>11,691</td>
<td>6,359</td>
<td>18,050</td>
</tr>
<tr>
<td><strong>Uncommitted Fund Balance at 6/30/06</strong></td>
<td></td>
<td></td>
<td><strong>$(6,687)</strong></td>
</tr>
</tbody>
</table>

*Once the Immediate Fund is fully expended, any remaining commitments will be transferred to the Spendable Fund.*
Thank you for reading the 2006-2007 Annual Report for Advancing a Healthier Wisconsin.

Documents referred to in this Annual Report can be found on the Advancing a Healthier Wisconsin website:
www.mcw.edu/healthierwisconsin

Any questions or comments regarding this Annual Report may be directed to Advancing a Healthier Wisconsin by calling (414) 456-4350 or e-mailing healthierwisconsin@mcw.edu

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