

Minutes

UW School of Medicine and Public Health Oversight and Advisory Committee Public Health Education and Training Subcommittee (PHET) 10:00AM, July 20, 2006, 4201 Health Sciences Learning Center

Members Present: Barb Duerst, Jan Klawitter, Lorraine Lathen, Moira Lafayette, Douglas Mormann, Lora Taylor, Pa Vang (phone), Pat Remington, George Mejicano

Staff Present: Cathy Frey, Tonya Paulson, Jo Ann Ramsfield, Eileen Smith

Guests: Marion Ceraso, Jody Diedrich, Peggy Ore, Linda Pittz

1. Call meeting to order

Mormann called the meeting to order at 10:00am.

2. Announcements

Frey invited members to meet the new Dean of the UW School of Medicine and Public Health, Dr. Robert Golden at the later OAC meeting. She announced that the 2005 Annual Report was recently approved by the Wisconsin United for Health Foundation, Inc. Frey also announced that the OAC is seeking nominations for a public member. Nominations must be submitted by August 31.

Frey distributed the OAC Conflict of Interest Policy and asked members to complete the related questionnaire as part of an annual update.

Remington invited members to attend a day long symposium on August 11, 2006 with the first graduating class of the MPH Program.

3. Approval of Minutes of May 18, 2006

Mormann asked if there were any changes to the draft minutes of May 18, 2006. Klawitter moved approval of the minutes. Taylor seconded and the motion passed by unanimous vote.

4. Discussion and approval of plan for Continuing Public Health Education

Mejicano presented an overview of the formal proposal for Continuing Public Health Education. During the past few months, the Office of Continuing Professional Development (OCPD) has worked in partnership with the UW Master in Public Health (MPH) Program, the UW Department of Population Health Sciences, the Healthy Wisconsin Leadership Institute and the Wisconsin Public Health Association (WPHA). These efforts have included blended and distance learning initiatives in direct support of instructors teaching campus MPH courses, the capture and wide distribution of the UW "First Monday" population health science lecture series, the audiovisual support and capture of the leadership institute's "pre-conference workshop" on coaching and mentoring held just before the WPHA annual conference, and the wide distribution of many sessions from the WPHA conference itself.

Further, broad input has been sought as to how OCPD might optimally support *Continuing Public Health Education* in 2006 and beyond. Specifically, George Mejicano (Assistant Dean for Continuing Medical Education and Director of OCPD) has consulted with (1) public health workers employed by state and local governments, (2) faculty and academic staff from both the UW School of Medicine and Public

Health and the Medical College of Wisconsin, (3) members of the state's public health Education Training Advisory Council (EdTRAC), (4) the Board of the Wisconsin Public Health Association, and (5) the Advisory Board of the Healthy Wisconsin Leadership Institute.

Consistent with the Five-Year Plan of The Wisconsin Partnership Program, OCPD will utilize the following elements when planning *Continuing Public Health Education* initiatives:

- Provide continuing public health education to practitioners in the state;
- Develop activities in collaboration with community partners;
- Emphasize interchange between researchers, practitioners, and academicians;
- Utilize the state health plan as a guiding resource; and
- Complement other education and training initiatives funded by the Partnership.

Numerous OCPD initiatives related to ongoing public health education and training efforts are integrated into the proposal.

OCPD's Current and Future Public Health Education Initiatives

Efforts Associated with MPH degree

- Working with individual faculty members to show how blended teaching efforts improve learning
- Digital capture of MPH lectures
- Online support

Efforts Associated with the Healthy Wisconsin Leadership Institute (HWLI)

Core Funding FY 2007

- Provide key logistical, technical, & educational support for HWLI
- Identify and provide incentives for learners to participate in continuing public health education
- Work with key partners to develop a continuing public health education inventory for Wisconsin
- Develop a plan for the creation of "learning concierges" (user-friendly educational counselors that help individuals find learning resources)

Elective Funding FY 2007

- Expand access to key continuing education efforts (e.g., WPHA)
- Develop and deliver two public health summer institutes as well as the UW Population Health Institute's Annual Conference
- Create public health speaker's bureau
- Partner with other UW institutions who are involved in continuing public health education
- Compile "institutional toolbox" through exchange program

To further reduce barriers to participation in lifelong learning opportunities in public health, OCPD will develop a plan to recruit and train a cohort of qualified professionals who will directly assist members of the public health workforce: (a) complete a self-assessment inventory of lifelong learning needs and (b) identify learning opportunities for themselves, their colleagues or their organizations. Such a resource would aim to build interest in and utilization of the learning opportunities available within the UW School of Medicine and Public Health and the Healthy Wisconsin Leadership Institute, as well as within the numerous organizations and institutions around the state that are developing and providing continuing public health education programs.

Mormann asked for discussion and approval. After a thorough discussion of the proposal, the following recommendations were made:

- Providing recognition for participation, such as a certificate

- Providing incentives for participation, such as registration fee
- Using community experts as possible speakers in the speaker's bureau
- Involving partners from UW-La Crosse, UW-Milwaukee, and the Division of Public Health
- Clearly defining the target audience for each program
- Ensuring access to community-based workers
- Including marketing and publication (possibility of using social marketing)

Mejicano will incorporate PHET's recommendations and present the final proposal at the OAC meeting on August 24, 2006.

Taylor moved approval for endorsement in concept of the proposal activities and core funding for the Continuing Public Health Education program as presented by Mejicano. Klawitter seconded and the motion passed; Mejicano abstained.

5. Population Health Practice Fellowship program update

Ceraso reported that an evaluation of the Population Health Practice Fellowship Program was recently completed. She distributed an overview of the report including recommendations on recruitment, selection and match, mentoring, orientation, core activities of learning, and evaluation. Ceraso presented program changes for 2006 developed in response to the evaluation results.

Fellow Recruitment and Selection

- Revise marketing materials; Make on-site visits to primary recruitment;
- Conduct outreach at APHA; Emphasize Fellows' accomplishments

Training Site Match Process

- Encourage Fellows to meet with training site preceptors prior to site selection;
- Core support for fellows

Mentoring

- Structured opportunities for fellow to meet with preceptor

Orientation Process

- Develop a Fellowship guide; Orientation of Fellows and preceptors; Specific requirements

Core Activities of learning

- Develop training schedule; Portfolio of fellow accomplishments

Workplan Objectives:

- Provide technical assistance to the teams
- Make appropriate modifications based on first year
- Implement same process for Year 2 and 3
- Plan and implement a mentoring program
- Host a Turning Point Collaborative Leadership "Train-the-Trainer" workshop
- Expand partnership with UW SMPH Office of Continuing Professional Development and explore opportunities for sharing resources

6. Healthy Wisconsin Leadership Institute update

Ore handed out an updated workplan including objectives and activities approved in the 2005 budget and presented a detailed account of accomplishments to date and future plans. She highlighted the following activities: providing technical assistance to the teams, planning and implementing a mentoring program, hosting a Turning Point Collaborative Leadership Train-the-Trainer Workshop, and expanding the partnership with the OCPD, among others.

Taylor asked if it is possible to get an update on the Health Policy Program. Ore will put together a one page update and send it to Frey for distribution.

7. Next meeting topics

Frey distributed a revised 2006 PHET Agenda Planner which incorporates changes discussed at the May meeting. Mormann stated that the next scheduled meeting is in September but proposed that PHET meet in October instead; date to be determined. Topics will include collaboration and membership.

8. Adjourn

Mormann adjourned the meeting at 11:05am.

Recorder, JoAnn Ramsfield