



University of Wisconsin
**SCHOOL OF MEDICINE
AND PUBLIC HEALTH**

FOR IMMEDIATE RELEASE
December 20, 2006

Contact: Jon Sender
608-265-1629
jon.sender@uwmf.wisc.edu

**WISCONSIN PARTNERSHIP PROGRAM AWARDS
25 GRANTS TOTALING \$6.2 MILLION**

(Madison) The Wisconsin Partnership Program at the University of Wisconsin School of Medicine and Public Health (SMPH) has awarded 25 grants totaling approximately \$6.2 million for community partnerships designed to improve the health of the people of Wisconsin.

The funded projects (attached) are the third annual series of planning and implementation grants awarded by the Oversight and Advisory Committee (OAC) of the Wisconsin Partnership Program. The funded awards represent programs covering 32 counties including 18 rural counties. Statewide programs represent 7 of the 25 awards; with eleven of the programs focusing on the needs of children and adolescents, seven on families, and seven on adults and seniors.

“The quality of these initiatives build on the rich mix of creative programs we funded in the past two years,” says Philip Farrell, MD, PhD, chair of the OAC. “The grants foster unique partnerships between community organizations and the UW School of Medicine and Public Health. These unique collaborations address a wide variety of public health challenges in Wisconsin, touching the breadth of the state.”

Planning grants, typically covering one to two years of activity, help local organizations develop community-academic partnerships, stimulating new collaborations that may lead to larger projects. Implementation grants, typically covering three years, emphasize more expansive projects specifically targeting some of Wisconsin’s most urgent public health needs.

““The Committee was encouraged by the quality of the proposals received,” says OAC member June Martin Perry, founder of the Milwaukee-based New Concept Self Development

Center and President of Access to Success in Non Profit Management and Succession Planning.
“It lets us know that our communities are keeping abreast of this tremendous opportunity to improve health care in Wisconsin”

A total of 81 organizations submitted applications for both implementation and planning grants. Funding for the Wisconsin Partnership Program was provided following the conversion of Blue Cross/Blue Shield to a for-profit organization.

External reviewers with experience in evaluating grants and with backgrounds in public health evaluated the merits of each application. OAC members, consisting of public members as well as representatives of the school, made the final award decisions for both types of grants. For more information on the Wisconsin Partnership Program, go to <http://wphf.med.wisc.edu/> or call (608) 265-6688.

###

Note: List of planning and implementation grants follows.

2006 Collaboration Implementation Grant Awards totaling \$5,614,248

Advocacy and Benefits Counseling for Health (Statewide) awarded \$447,699 for **“HealthWatch Wisconsin”** that aims to improve access to health care coverage and services through a statewide training program for public health workers.

Academic Partner: Bruce Barrett MD, PhD, MSPH, Department of Family Medicine

Contact: Bobby Peterson, Phone: (608) 261-6939, Email: bobbyp@safetyweb.org

Children's Hospital and Health System - Child Abuse Prevention Fund, (Marathon Waukesha, Portage, Madison, Dane, Brown, Door, Manitowoc, Sheboygan Counties) awarded \$396,893 for **“Measuring the Impact”** to evaluate the effectiveness of home visitation programs in preventing intentional and unintentional injuries among children.

Academic Partner: Maureen Durkin PhD, DrPH, MPH, Departments of Population Health Sciences and Pediatrics

Contact: Jennifer Hammel, Phone: (414) 266-6308, Email: jhammel@chw.org

City of Milwaukee Health Department (City of Milwaukee) awarded \$449,376 for the **“Milwaukee Nurse-Family Partnership Program”** to implement the highly effective home visitation model program that aims to improve health outcomes for children and families of at-risk mothers.

Academic Partner: Geoffrey Swain MD, MPH, Departments of Family Medicine and Population Health Sciences

Contact: Jill Paradowski, Phone: (414) 286-3521, Email: jparad@milwaukee.gov

Columbia County Connects Coalition (Columbia County) awarded \$450,000 for **“Project Connect”** to reduce alcohol use among Columbia county youth through environmental strategies such as compliance checks, Teen Court, and an underage drinking diversion program.

Academic Partner: Michael Fleming MD, MPH Department of Family Medicine

Contact: Tim Belleau, Phone: (608) 742-8814, ext. 225, Email: belleaut@cesa5.k12.wi.us

Covering Kids and Families - Wisconsin (Statewide) awarded \$446,185 for **“Coordinating Partnerships to Improve Access to Public Health Coverage”** to increase the number of children enrolled in Wisconsin’s Family Medicaid health insurance programs and improve children and family access to primary and preventive health services.

Academic Partner(s): Roberta Riportella PhD, University of Wisconsin School of Human Ecology and UW Extension; Susan Skochelak MD, MPH, Department of Family Medicine,

Contact: Michael Jacob, Phone: (608) 261-1455, Email: mbjacob@wisc.edu

Great Lakes Inter-Tribal Council, Inc. (Ashland, Barron, Bayfield, Burnett, Forest, Langlade, Milwaukee, Polk, Sawyer, Vilas, and Washburn Counties) awarded \$450,000 for **“Honoring Our Children Urban/Rural Outreach Project”** that aims to reduce health disparities and

improve infant health outcomes among American Indian rural and urban families through community directed strategies.

Academic Partner: Paul Moberg PhD, Department of Population Health Sciences

Contact: Michael Allen, Phone: (715) 588-3324, ext. 126, Email: mallen@glitc.org

Planned Parenthood of Wisconsin, Inc. (Dane County) awarded \$450,000 for *“Taking Care of Me: A Cancer Education and Screening Promotion Program for Hispanic/Latina Women”* to develop and evaluate “Promotoras de salud”, a peer health promoters program to overcome barriers that prevent low-income Hispanic/Latina women from obtaining breast and cervical cancer screening services.

Academic Partner: Patricia Tellez-Giron MD, Department of Family Medicine

Contact: Patricia Else, Phone: (414) 289-3743, Email: pat.else@ppwi.org

Rural Health Development Council (Jackson, Sauk, and Sawyer Counties) awarded \$299,815 for *“Strong Rural Communities Initiative”* to increase access to preventive health services and improve health outcomes for selected rural communities through collaborations among businesses, rural medical and public health providers.

Academic Partner: Byron Crouse MD, Department of Family Medicine

Contact: James O’Keefe, Phone: (608) 264-7837, Email: jokeefe@commerce.state.wi.us

United Community Center, Inc. (Milwaukee County) awarded \$448,251 for *“Latino Geriatric Center”* to reduce barriers to access for primary and preventive health services and provide early detection and treatment of Alzheimer’s disease among Latinos in Milwaukee.

Academic Partner: Mark Sager MD, Departments of Medicine and Population Health Sciences

Contact: Jacqueline Harcourt, Phone: (414) 384-3100, Email: jharcourt@unitedcc.org

Wisconsin Department of Health and Family Services (Statewide) awarded \$429,461 for *“What Works: Reducing Health Disparities in Wisconsin Communities”* to identify and disseminate evidence-based public health interventions that will reduce racial and ethnic health disparities in Wisconsin.

Academic Partner: Paul Moberg PhD, Department of Population Health Sciences

Contact: Patricia Guhleman, Phone: (608) 266-1347, Email: guhlepa@dhfs.state.wi.us

Wisconsin Department of Health and Family Services (Statewide) awarded \$450,000 for *“Workforce Development: Advancing the Plan for a Diverse, Sufficient and Competent Workforce”* to implement a multi-faceted program to support and secure a culturally and linguistically competent public health workforce in Wisconsin.

Academic Partner: Nancy Sugden, Academic Affairs, Director Wisconsin Area Health Education Center System

Contact: Nancy McKenney, Phone: (608) 266-7901, Email: mckenr@dhfs.state.wi.us

Wisconsin Department of Public Instruction (Statewide) awarded \$446,568 for “*Wisconsin Partnership for Childhood Fitness*” to improve childhood fitness through the development and evaluation of a voluntary statewide school-based electronic instruction and tracking program among middle schools in selected communities throughout Wisconsin.

Academic Partner: Aaron Carrel MD, Department of Pediatrics

Contact: Doug White, Phone: (608) 266-5198, Email: douglas.white@dpi.state.wi.us

Wisconsin WIC Association, Inc. (Brown, La Crosse, Marathon, Portage, Sheboygan, and Waupaca Counties) awarded \$450,000 for “*FIT WIC-FIT Families*” to improve the nutrition and physical activity habits of families enrolled in the Women Infant and Children (WIC) program in selected communities throughout Wisconsin

Academic Partner: Paul Moberg PhD, Department of Population Health Science

Contact: Linda Lee, Phone: (608) 785-9791, Email: lee.linda@co.la-crosse.wi.us

2006 Collaboration Planning Grant Awards totaling \$585,255

Aurora Family Service (Milwaukee County) awarded \$49,943 for “*Family Teaming to Improve Health Outcomes for Youth*” a pilot program to improve family management of chronic and acute health problems for at-risk youth using the Family Teaming Meeting model.

Academic Partner: Paul Moberg PhD, Department of Population Health Science

Contact: Jane Pirsig, Phone: (414) 342-4560, Email: jane.pirsig@aurora.org

Aurora Women's Health Services - West Allis Memorial Hospital (Milwaukee County) awarded \$49,567 for “*Health Care Task Force on Pre- and Inter-Conception Care: Optimizing Women's Health and Increasing Access to Primary and Preventive Health Services*” to develop culturally appropriate strategies for enhancing access to preconception and prenatal care and improving birth outcomes among at-risk women.

Academic Partner: Tina Mason, MD, MPH, Department of Obstetrics & Gynecology

Contact: Claudette Hamm, Phone: (414) 329-5619, Email: claudette.hamm@aurora.org

Couleecap, Inc. (Crawford, La Crosse, Monroe, and Vernon Counties) awarded \$50,000 for “*Fluoridation for Healthy Communities*” to plan for community-wide collaboration and support for optimal fluoridation levels in four adjacent Wisconsin counties.

Academic Partner: James Terman, MD, Department of Family Medicine

Contact: Grace Jones, Phone: (608) 634-3104, Email: gracej@couleecap.org

Diverse and Resilient, Inc. (Dane, Eau Claire, La Crosse, Marathon, and Milwaukee Counties) awarded \$48,760 for “*Preventing Substance Abuse Among LGBTQ Youth in Wisconsin*” to develop a pilot program to increase knowledge, awareness, resources, and capacity to prevent and reduce alcohol and other drug use among lesbian, gay, bisexual and transgender and questioning youth in Wisconsin.

Academic Partner: Kathleen Oriel MD, MS, Department of Family Medicine
Contact: Gary Hollander, Phone: (414) 390-0444, Email: director@diverseandresilient.org

Greater Johnsons Park Health Coalition (Milwaukee County) awarded \$50,000 for “*Green City, Active People*” a continuation of an urban planning program that aims to reduce long-standing health disparities in Milwaukee’s inner-city, Fond du Lac and North Avenues neighborhoods.

Academic Partner: Nemeth Blaise, MD, Departments of Pediatrics and Orthopedics and Rehabilitation

Contact: Marcia Caton Campbell, Phone: (414) 289-7799, Email: marcia@uosf.org

Hmong American Women's Association, Inc. (Milwaukee County) awarded \$50,000 for “*Noj Zoo, Nyob Zoo (Eat Well, Live Well) - A Hmong Community Health Promoter Project*” to develop and evaluate an initiative that aims to increase Hmong community access to health education and information using a lay health worker model in Milwaukee.

Academic Partner: Kalyani Rai PhD, Center for Community Development, University of Wisconsin Milwaukee

Contact: Pa Y. Vang, Phone: (414) 342-0858, Email: hawa@hawa-inc.org

Jefferson County Health Department (Jefferson County) awarded \$45,040 for “*Childhood Obesity Wellness Campaign*” to design a childhood obesity prevention program that teaches children and families about nutrition, healthy food choices, and the importance of physical activity.

Academic Partner: Paul Neary MD, Department of Pediatrics

Contact: Kris Moelter, Phone: (920) 675-4630, Email: kris@oppinc.com

Marshfield Clinic Research Foundation (Oneida and Vilas Counties) awarded \$50,000 for “*Schools and Clinics United for Healthy Children and Youth*” to create a partnership among school districts and medical providers to plan community interventions to improve the eating and activity habits among children.

Academic Partner: Thomas Gabert MD, MPH, Department of Family Medicine

Contact: Debra Hansen, Phone: (715) 387-9130, Email: Hansen.debra@marshfieldclinic.org

Milwaukee County Breastfeeding Coalition (Milwaukee Co) awarded \$49,454 for “*Increasing Breastfeeding Rates in Milwaukee County*”, a community health improvement planning initiative to improve breastfeeding rates among low-income mothers in Milwaukee County.

Academic Partner: Kristen Reynolds MD, Department of Family Medicine

Contact: Mary E. Shaw, Phone: (414) 219-5387, Email: m.elizabeth.shaw@aurora.org

Sacred Heart-St. Mary's Hospital Inc. (Forest, Lincoln, Oneida, Portage, Vilas Counties) awarded \$49,945 for “*Northern Wisconsin Child and Adolescent Psychiatry Access Project (CAPAP)*” to improve access to mental health services by designing a coordinated system of psychiatric care for rural Wisconsin children and adolescents.

Academic Partner: John Greist, MD, Department of Psychiatry

Contact: Gina Koepl, Phone: (715) 361-2926, Email: gkoepl@shsmh.org

Wisconsin Sports Development Corporation (Statewide) awarded \$44,210 for “*Fit Kids, Fit Cities*” to improve collaboration among organizations working to decrease overweight and obesity among school-age children in select communities in Wisconsin.

Academic Partner: Aaron Carrel MD, Department of Pediatrics

Contact: Jordan A. Bingham, Phone: (608) 226-4780, ext. 231, Email:

jbingham@sportsinwisconsin.com

Wisconsin United for Mental Health (Statewide) awarded \$48,336 for “*Planning a Multicultural Women's Education Program to Eliminate the Stigma of Depression*”, a community-based research project designed to identify factors for reducing stigma related treatment barriers in women with depression.

Academic Partner: Linda Oakley, PhD, RN, University of Wisconsin Madison, School of Nursing

Contacts: Julie Whitehorse, Phone (608) 251-1675, Email: wihealth@chorus.net, or

Rebecca Cohen, Phone: (608) 266-2712