



REBECCA R. THOMPSON, CPA, CFRE, MPH

HEALTH EMPOWERMENT FUNDS AND COMMUNITY HEALTH SHARK TANK EVENT



WISCONSIN COMMUNITY HEALTH EMPOWERMENT FUND

- Founded in 2014
- 501(c)(3) Organization
- Modeled after CDC Foundation



- Aid Community & State Health Priorities — Partners, Resources, Technical Support



WCHEF LEADERSHIP TEAM



Paul Jadin
Board Member
Business Sector Representative



Arthur Valentine, MS
Board Member
Financial Institutions Sector Representative



Philip Rossing, MBA, RN, PMP, CHIE, CMAS
Board Member
Insurance Sector Representative



Gabrielle Rude, PhD, CPHQ
Board Member
Health System Sector Representative



Charlene Mouille
Board Member
Philanthropy Sector Representative



Walter Orzechowski, MBA
Advisor
Social Determinants of Health



Brett Davis
Advisor
Community Health Systems



**Wisconsin
Community Health
Empowerment Fund**
*Growing & Focusing Resources
Enabling Healthy Communities*

Rebecca Thompson, CPA, CFRE, MPH
President & CEO
Wisconsin Community Health Empowerment Fund



- Business, Philanthropy and Public Health Expertise
- Growing Opportunities for healthy communities through the intersection of health education, strategic management, community organizing and philanthropy

ADVANCING COMMUNITY HEALTH



Coordinating Partners (like orchestra sections!) – Business, Philanthropy, Government /Social Service, Health System

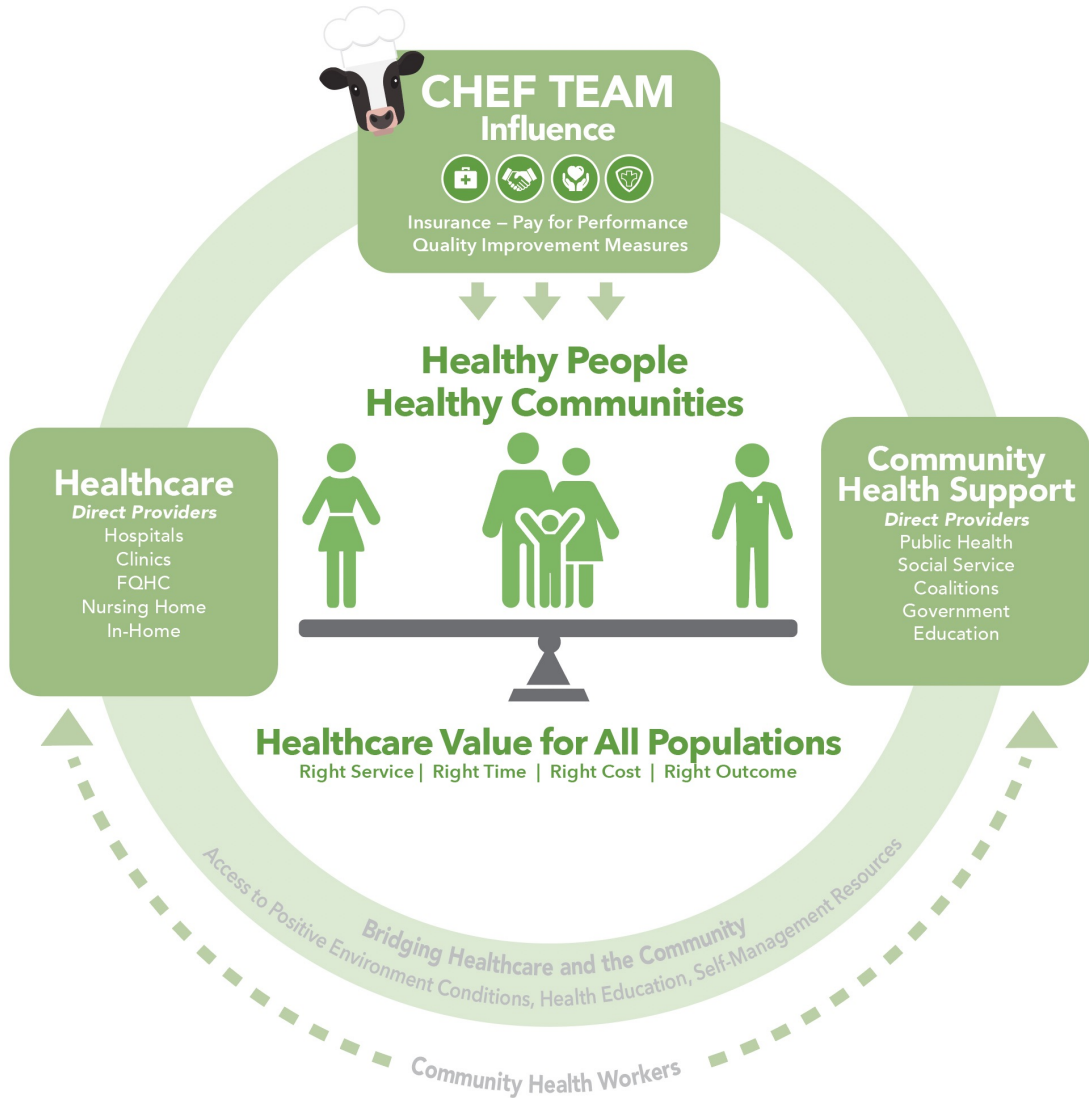


Coordinating Resources – Federal, State, Local, Volunteers
Community Health Resource Systems – Program and Endowment Funds



Coordinating Foundational Infrastructure – Data systems, evidence-based practice tools, core public health programs

COMMUNITY HEALTH VALUE EXCHANGE



To make health work in Wisconsin, a balance between medical care and community supports is required.

WCHEF assists with the formation of community based multi-sector CHEF Teams – Community Health Empowerment Fund Teams – guiding resources enabling health and healthcare value for all populations.

ADVANCING HEALTH EQUITY



Health equity throughout Wisconsin IS possible through the deployment of CHWs, or vital bridges linking healthcare to needed community supports, and the building of WCHEF Foundational Concepts in every community.

WCHEF FOUNDATIONAL CONCEPTS

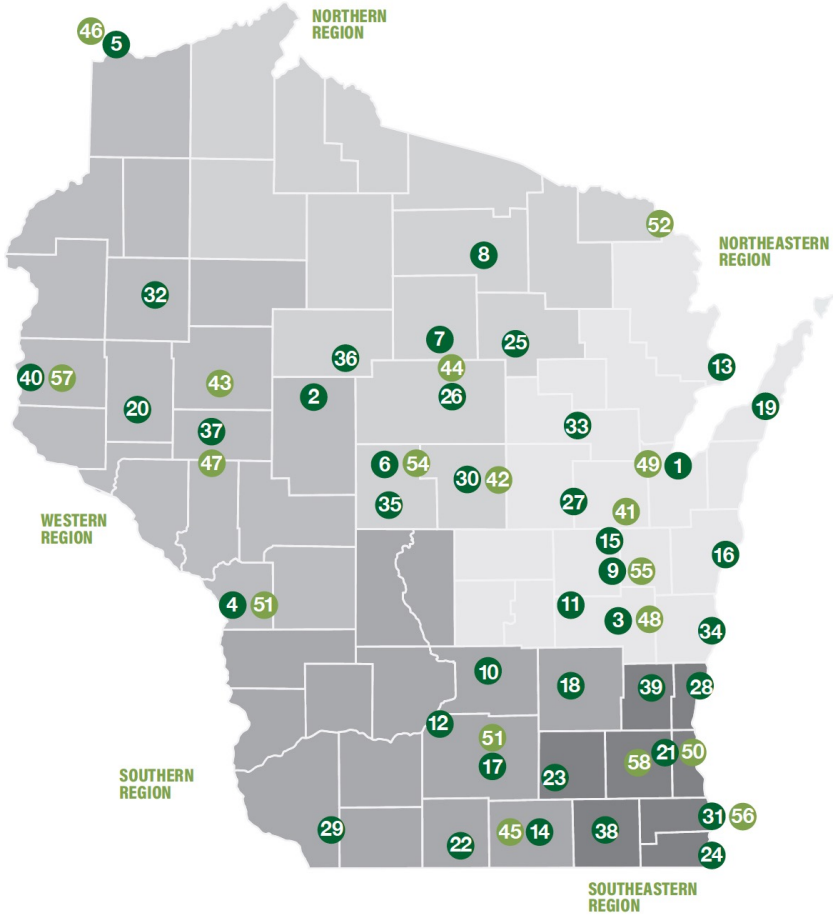
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Core Area of Focus – Community and State Health Priorities
- 
Multi-Sector Community Health Partners
- 
Community Health Resource Vehicles – \$ – Program and Endowment Funds
- 
Community Clinical Linkages – Bridges to Health – Examples: Community Health Workers, Pharmacists, WCHEF Leaders

INFRASTRUCTURE THAT SUPPORTS COMMUNITY HEALTH RESOURCE GROWTH

Community Health Improvement Plans/
Community Health Needs Assessment
– Mandated Community Health
Process and Team

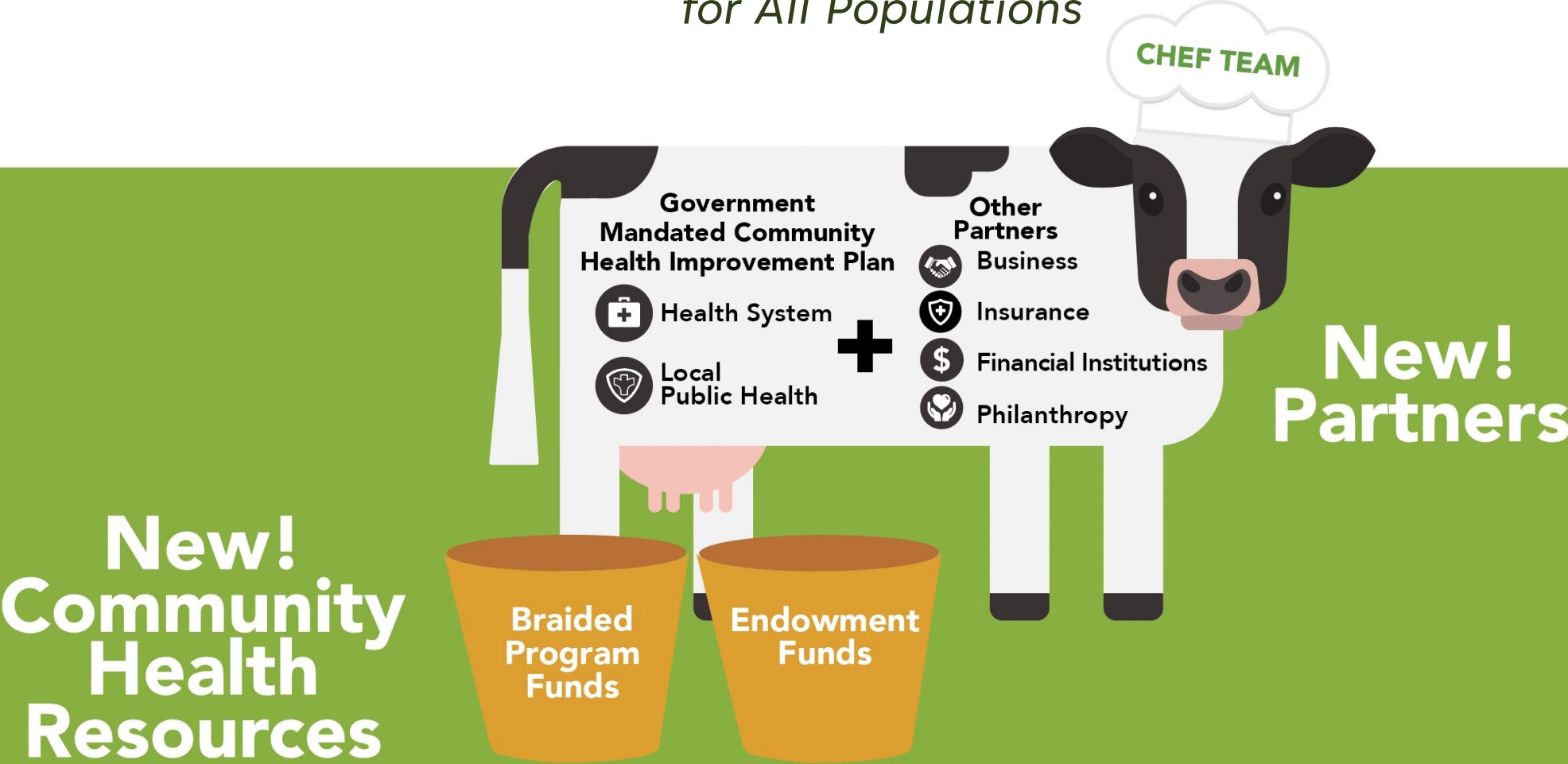


United Way and
Community Foundations



CHEF TEAM MODEL

*Guiding Resources and Enabling Health and Healthcare Value
for All Populations*



CHEF MODEL IMPACT AND OPPORTUNITIES

HEALTHY HEARTS



Targeted Grant Offerings - mandating the usage of multi-sector partners and the creation of community health resource vehicles (technical assistance offered)

COVID OUTREACH

Green County Boost
Vaccination Recommendations

You do not need any identification or insurance to get vaccinated

	COVID-19 VACCINES					
	PFIZER		MODERNA		NOVAVAX	
Step 1:	6 mo - 4 yrs	4-5 yrs	6 mo - 5 yrs	4-5 yrs	12 yrs	12 yrs
First dose	First dose	First dose	First dose	First dose	First dose	First dose
Wait:	Wait 21 days	Wait 21 days	Wait 28 days	Wait 28 days	Wait 28 days	Wait 28 days
Step 2:	Second dose	Second dose	Second dose	Second dose	Second dose	Second dose
Wait:	Wait 21 days	Wait 21 days	Wait 28 days	Wait 28 days	Wait 28 days	Wait 28 days
Step 3:	Third dose	Third dose	Third dose	Third dose	Third dose	Third dose
Wait:	Wait 8 weeks	Wait 8 weeks	Wait 2 months	Wait 2 months	Wait 2 months	Wait 2 months

Find a COVID-19 vaccine or booster at vaccines.gov/search

Policy Change - Community Health Needs Assessment/Community Health Improvement Plan (CHNA/CHIP) - Federally mandated for health systems and public health departments - to include or require the involvement of business and philanthropy partners

COMMUNITY HEALTH WORKERS



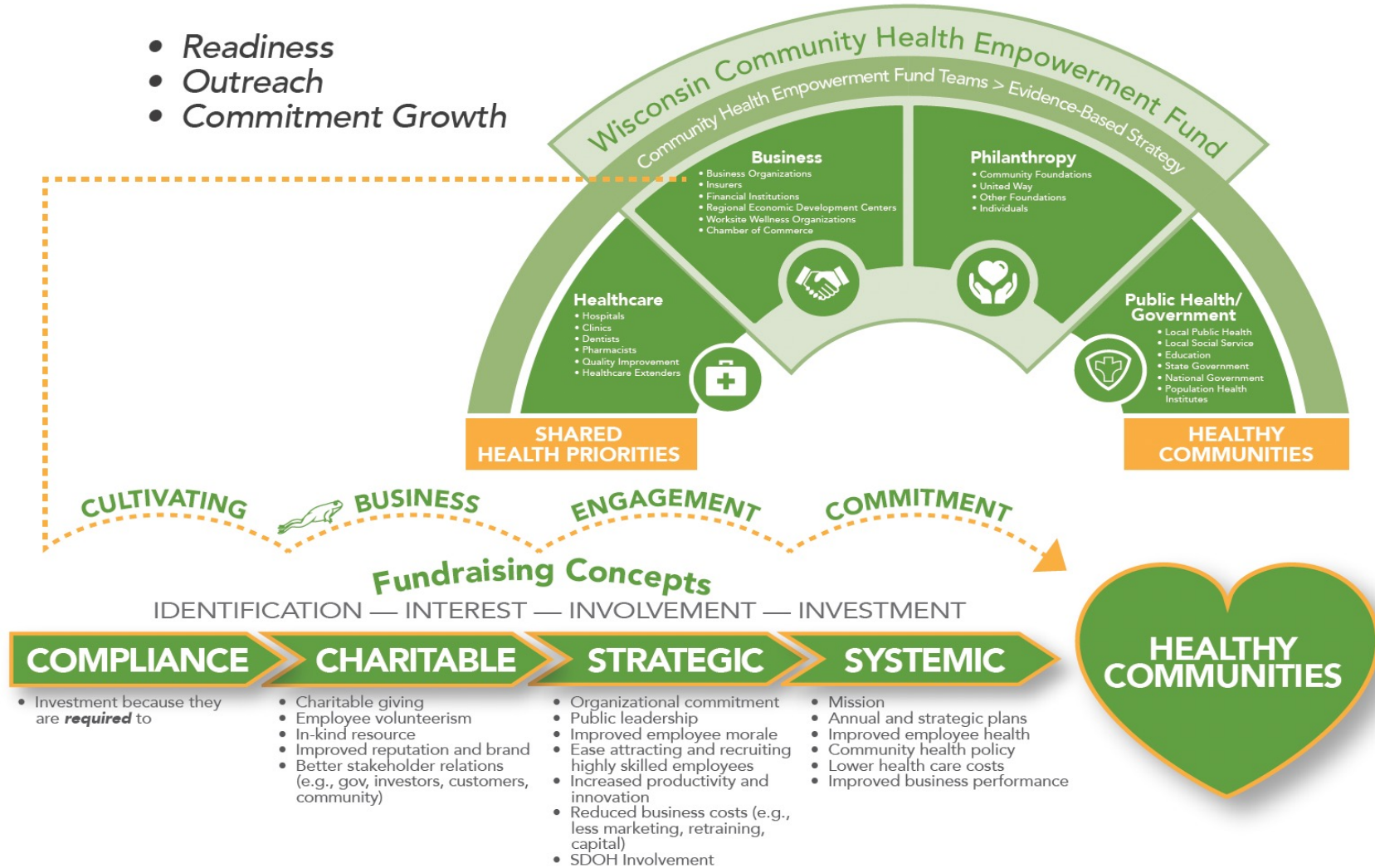
Letter or partnership request with local United Ways and Community Foundations describing the model, its potential impact and encouragement to help foster the launch the creation of partners and related funding vehicles



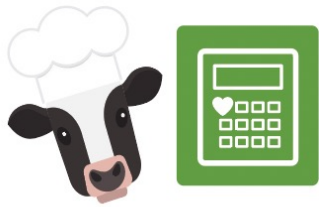
BUSINESS ENGAGEMENT

How can public health best cultivate business engagement commitment?

- Readiness
- Outreach
- Commitment Growth



Corporate America and Community Health - Exploring the Business Case for Investment - Journal of Occupational and Environmental Medicine, Volume 57, Number 5, May 2015
 Authors for Arrow Diagram - Corporate America and Community Health - Pronk, Baase, Noyce, Steven - Journal of Environmental Medicine - Volume 57, Number 5, May 2015
 Author for Fundraising Pyramid of Giving Concepts adapted from James M. Greenfield, Evaluating and Managing the Fund Development Process, 2nd ed., New York, NY: John Wiley & Sons, 1999.



BUSINESS ENGAGEMENT

How can public health best cultivate business engagement commitment?

AN ACTION RESEARCH CROSS CASE QUALITATIVE STUDY WITH AN APPRECIATIVE INQUIRY FOCUS



NATIONAL BASELINE

Phase 1: Business Engagement in Community Health



Research Plan Inspiration
Business Engagement in Community Health Continuum Model (Pronk/Baase)



Fundraising Pyramid of Giving Model (Greenfield)



NATIONAL BUSINESS SUMMARY



WISCONSIN ACTION LEARNING

Phase 2: Public Health Shark Tank Event (4 to 5 public health departments)

Readiness – Assessment of public health readiness for business engagement
Assessment of business readiness for engagement with public health
Where do businesses fall on the business engagement continuum?
Outreach – Actions or ways in which public health has or would like to engage with business
Actions or ways in which business has or would like to engage with public health
Commitment Growth – Moves Management – What levers or cultivation tools will best push business engagement to the next level?

2a. Interviews – Public Health Leaders (Shark Tank event participants – 4 to 5 communities and business leaders - Shark Tank event judges)



2b. Survey – Business Sector – Statewide Chamber of Commerce



2c. Business Engagement Shark Tank Event (4 to 5 public health leaders; 4 to 5 business leader event judges)

Public Health Presentation of a Business Case using Evidence-Based Tools

Business Reaction and Reflection

Short Event Impact Survey



WISCONSIN BUSINESS ENGAGEMENT SUMMARY



PUBLIC HEALTH BUSINESS ENGAGEMENT MODEL

Phase 3: Data Synthesis and Conclusions

Integration of Interview, Survey and Shark Tank Event Data



Article Creation
Journal of Public Health
Management and Practice

PUBLIC HEALTH BUSINESS ENGAGEMENT MODEL



Readiness, Outreach, Commitment Growth

BUSINESS ENGAGEMENT COMMUNITY HEALTH SHARK TANK EVENT

- 3 to 4 hour event on Zoom — *in-person participation encouraged*
- Event Facilitator



Rebecca Thompson, DrPH (candidate) and President & CEO
Wisconsin Community Health Empowerment Fund

- 4 to 5 Wisconsin public health leaders with a desired community health project
- 4 to 5 business sector judges
- Public health business skill and presentation training offered by



Pete Lukszys, Distinguished Lecturer
Wisconsin School of Business

- Public health presentations
- Dialog and feedback from judges and special guests
- Brief event impact evaluation

(Event training and format informed from interviews and a statewide business survey)

LEADING A NEW LEGACY AND PROMISE FOR HEALTHY COMMUNITIES



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