



Pathways Community HUB *Resource Opportunities*

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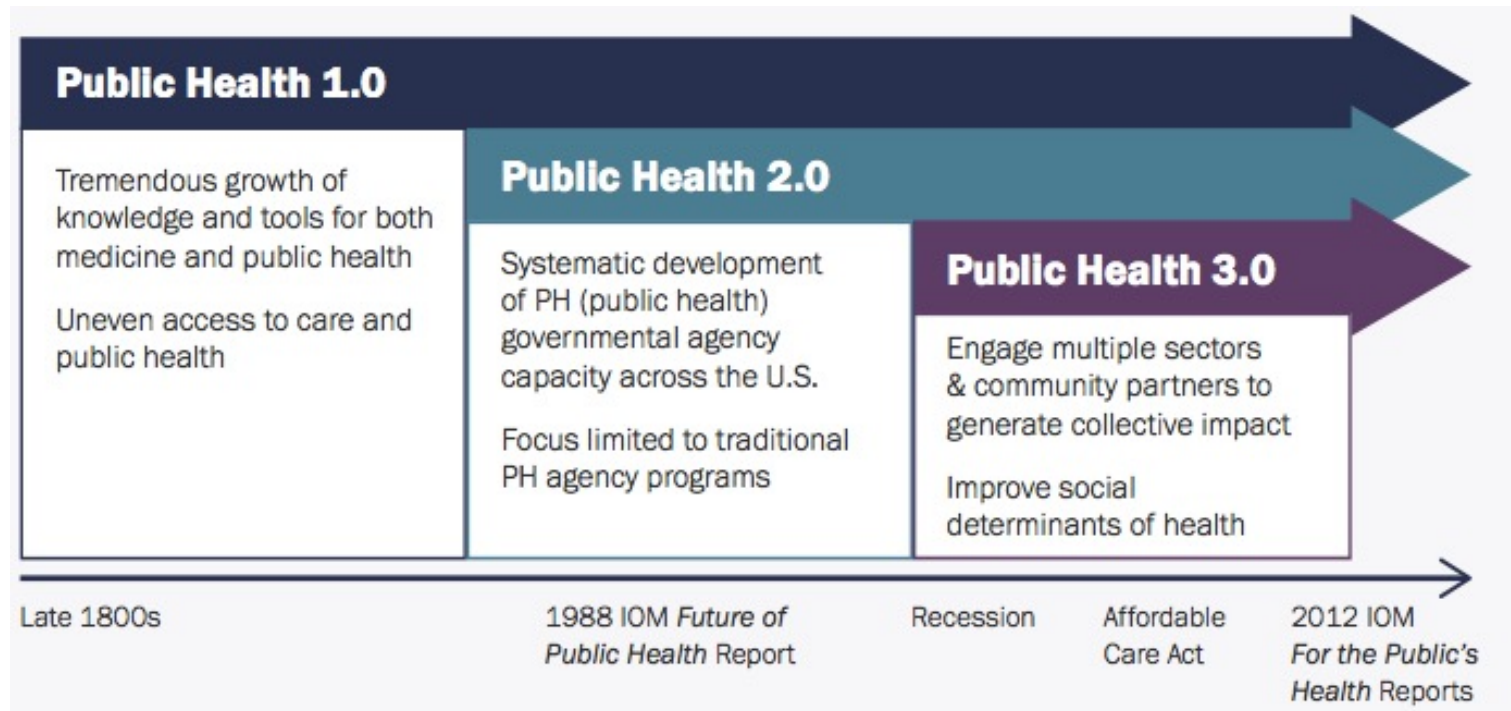
Wisconsin
Community
Health Fund

*Coordinating and Investing Resources
for Healthy Communities*



Public Health 3.0

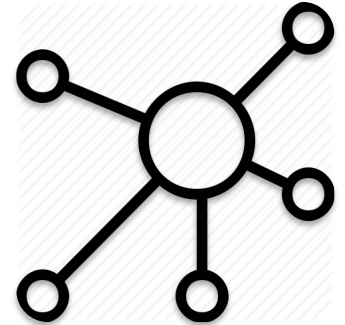
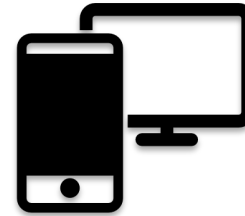
New Leadership Objectives



Perhaps, with Public Health 3.0... less can be more...

Public Health 3.0

Enhanced Scope of Public Health Practice



**Strong
leadership
and
workforce**



**Strategic
Partnerships**



**Flexible and
Sustainable
Funding**



**Timely and
locally
relevant
data,
metrics, and
analysis**

**Foundational
Infrastructure**



★★★ WCHF Areas of Influence

Pathways Community HUB Model

Aiding Public Health Chief Health Strategists

Philanthropy

Government

Business

Health System



- Cost effective strategy for improving health and safety outcomes
- Reduces unnecessary suffering and saves lives
- Enables practitioners to work across silos and distribute responsibly across vested stakeholders

WCHF Community Health Value Exchange





WCHF Resource Bridge



Braided Funding

- Braided Funding - the weaving together of funding streams; and the development of funding strategies to support integrated pathways for improvement
- **Streams** – grants, contracts, multi-year sources of federal, state, local funding, philanthropy, service fees, outside business
- **Strategies** – Ways to create more funding opportunities independent of streams including: Reducing costs; Raising new revenue; or Redirecting existing revenue
- Streams and Strategies are equally important = Focus on both!



Maximize Resources – Proper Cost Assignment



Important to ensure all relevant program costs are assigned to the HUB to assist with full revenue recognition opportunities

Examples: Executive Administrators' time and related benefits, space, relevant utilities, training, direct organization overhead related to FTEs or space

Healthcare Resource Opportunity



- Community Benefit (required community contributions)
- Hospital Foundation
- Relevant Insurance Partner Identification
- Potential Future CHW Employer – CCA
- Disease Management Projects
- Quality Improvement or Hospital Readmission Projects

Business Resource Opportunity



- Local businesses who have a direct connection to consumers or past experience or a mission supporting health
- United Way supporting businesses (likely to be community focused)
- Insurance Companies
- Financial Institutions (Community Reinvestment Act Resources)
- Chamber of Commerce or Business Coalitions

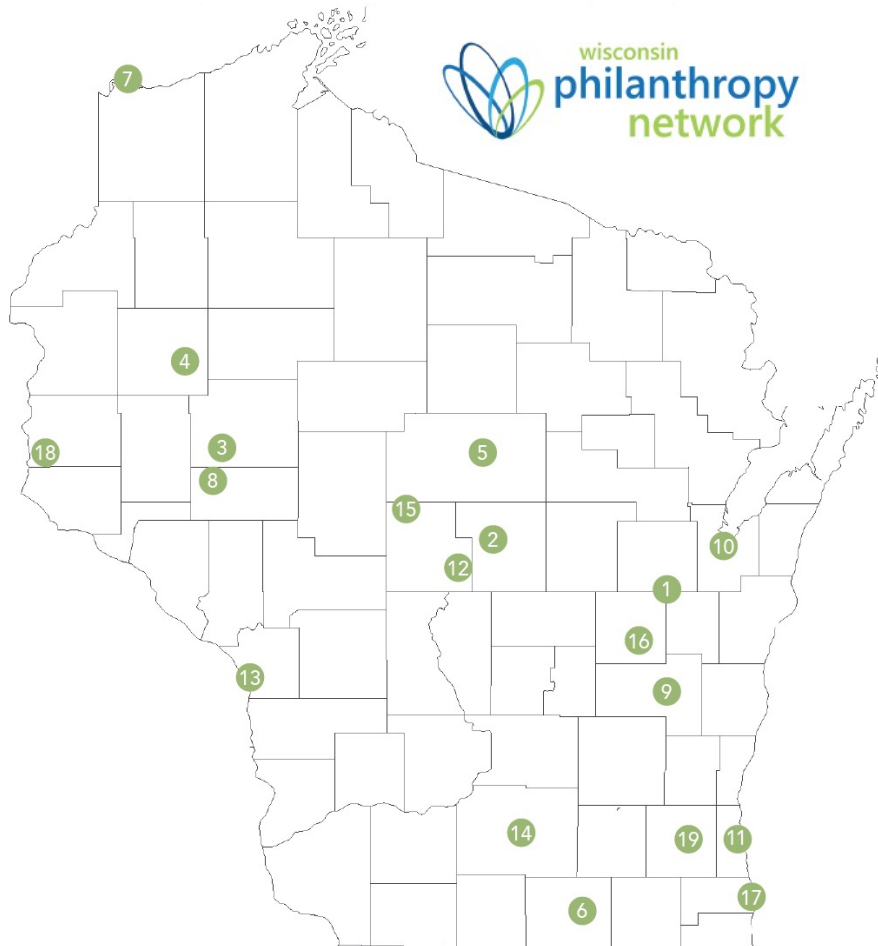
Philanthropy and Other Resource Opportunities



- Community Foundations
- United Way
- Public health
- Other Local Foundation or Philanthropy Organizations
- Grants
- Donations
- Fee-for-service

Wisconsin Community Foundations

Potential Statewide HUB Resource Partners



- 1 – Community Foundation for the Fox Valley Region
- 2 – Community Foundation of Central Wisconsin
- 3 – Community Foundation of Chippewa County
- 4 – Community Foundation of Dunn County
- 5 – Community Foundation of North Central Wisconsin
- 6 – Community Foundation of Southern Wisconsin
- 7 – Duluth Superior Area Community Foundation
- 8 – Eau Claire Community Foundation
- 9 – Fond du Lac Area Foundation
- 10 – Greater Green Bay Community Foundation
- 11 – Greater Milwaukee Foundation
- 12 – Incourage Community Foundation
- 13 – La Crosse Community Foundation
- 14 – Madison Community Foundation
- 15 – Marshfield Area Community Foundation
- 16 – Oshkosh Area Community Foundation
- 17 – Racine Community Foundation
- 18 – St. Croix Valley Foundation
- 19 – Waukesha County Community Foundation

CHEF – Community Health Empowerment Fund

Growing Community Health Resource Systems



Community Health Resource Infrastructure

- Braided Program Resources
- Community Health Endowment Funds
- Utilization of Project Management Skills for Health Improvement
- Multi-sector Partners

Local & Donated Funds, State Funds, Insurance Funds, Federal Funds, Grant Funds

Focused Health Priorities

-  Healthy Wisconsin – State Health Plan
-  Pathways Community HUB – Social Determinants of Health
-  Community Health Improvement Plan

Healthy Wisconsin Communities

- Flexible Community Health Funding
- Community Health Awareness and Education
- Chief Health Strategist Activation
- Improved Health Outcomes

Pathways HUB Resource Partner Exploration

Prospective Partner	Resource Prospect – Volunteer, Financial or Community Health Promotion	Prospective Partner Action: What can they do?
Public Health		
Health System		
Community Health Center – Free Clinic		
Community Health Care Coordinators – Health Care Extenders – Community Health Workers (CHWs)		
Parish Nurse – Faith Community		
School or University Nurses		
Pharmacy		
Dentists		
Chiropractors		
Coalitions – Community Health and Other		
Emergency Medical Services		
Chamber of Commerce		
Businesses and Business Coalitions		
Community Action Programs		
Community Foundations		
Financial Institutions		
Insurance Companies		
United Way and Other Relevant Community Philanthropy Organizations		

Sample Community Partner Agreement

Agreement Title and Purpose Could Be Modified

Hypertension Community Care Agreement (Green County, WI, Example)

The Green County Wisconsin Hypertension Improvement Team welcomes your involvement to strengthen our opportunity for healthy hearts. This Hypertension Community Care Agreement acknowledges your organization's commitment to assist with the development of community-clinical linkage systems and strengthened community health education. We are grateful for your participation and support as we strive to improve health outcomes for all.

As a partner of the Green County Wisconsin Hypertension Improvement Team, we agree to the following:

- The promotion of available healthy living programs and activities to the people we serve
- To receive and review future community health education notices from the Green County Wisconsin Hypertension Improvement Team
- If blood pressure measurement is an activity performed by our organization, we agree to review annual blood pressure measurement protocols and updates and share relevant elevated blood pressure readings with the Green County Wisconsin Hypertension Improvement Team as noted in the Hypertension Community Care Protocol

SIGNATURE

DATE

NAME (PLEASE PRINT)

ORGANIZATION

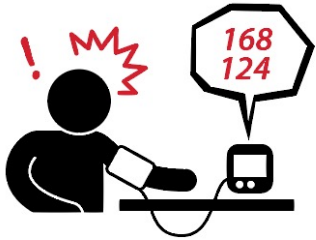
EMAIL

PHONE

Wisconsin Heart Health Resources



WISCONSIN HEART HEALTH FACTS



Approximately 1.3 million adults in WI have hypertension and less than half of them are in control.



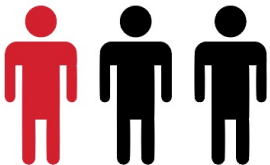
Coronary heart disease is the no. 1 killer of women age 45 and over in WI.



Of those who are uncontrolled, 40% are unaware that they even have hypertension.



CVD is the leading cause of death and disability in Wisconsin.



1 out of every 3 adults in WI dies from a heart attack or a stroke.



If over 45 years of age, 36% of men and 47% of women will die within 5 years after their first heart attack.

Million Hearts[®] 2022 *Priorities*

Keeping People Healthy

Reduce Sodium Intake

Decrease Tobacco Use

Increase Physical Activity

Optimizing Care

Improve ABCS*

Increase Use of Cardiac Rehab

Engage Patients in
Heart-Healthy Behaviors

Improving Outcomes for Priority Populations

Blacks/African Americans with hypertension

35- to 64-year-olds

People who have had a heart attack or stroke

People with mental and/or substance use disorders



*Aspirin use when appropriate, Blood pressure control, Cholesterol management, Smoking cessation

<https://millionhearts.hhs.gov/files/MH-Framework.pdf>

Impact of Pandemic on Heart Disease

Morbidity and Mortality Weekly Report (MMRW)

MMRW, June 15

Hospitalizations were 6 Times Higher – Death 12 times higher with chronic underlying condition including heart disease

MMRW, June 22

Effects on Use of Emergency Department – Heart attack visits declined by 23%

MMRW, September 11

Delay or Avoidance of Medical Care – Estimated 41% U.S. residents delaying medical care

Source: <https://www.cdc.gov/mmwr/index.html>

SMBP Resources — Planning and Patient Education

SMBP HEALTH & PUBLIC HEALTH SYSTEM PLANNING TOOLS

Tasks by Role

<https://bit.ly/3tyhuXp>

Operational Measures

<https://bit.ly/2MYLjzo>

Monitoring Implementation Toolkit

<https://bit.ly/3aFIX0n>

Monitoring Implementation Guide

<https://bit.ly/3tuzLVm>

AMA Quick Guide

<https://bit.ly/39UvdA1>

E-Learning Module for Health & Public

Health Advisors <https://bit.ly/36M7YWK>

COMMUNITY HEALTH & PATIENT EDUCATION

D-Angelo's Story

<https://bit.ly/2O2sH1W>

How to Use your SMBP Monitor (En)

<https://bit.ly/3tuAVAc>

Como Usar Su Monitor de Presión Arterial

<https://bit.ly/3ruvCyK>

How to Measure Your Blood Pressure at Home

<https://bit.ly/39RQJoK>

SMBP Training Log

<https://bit.ly/3pUMHSn>

AHA Target BP

<https://bit.ly/3rx3hIt>

SMBP Resources – Devices and Implementation

Validated Device Listing

<https://www.validatebp.org>

SMBP Health and Public Health System Program Design Concepts

Million Hearts – Tools for physicians and public health professionals

<http://bit.ly/3jIMzc1>

SMBP Program Implementation Ideas – Videos

<https://bit.ly/36OSH7s>

<https://bit.ly/3rrgMJz>



Wisconsin Heart Health Support

- **Wisconsin Heart Health Alliance – Collaborative Partner Meetings** Email List Invitations and Announcements –
https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_544
Subscriber Preferences > DPH-Heart Health Alliance
- **Wisconsin Heart Health Community of Practice**
<https://wisconsin-heart-health-cop.mn.co/feed>
- **SMBP and TBC Learning Collaboratives**
anne.garganoahmed@dhs.wisconsin.gov
- **Million Hearts Hospitals & Health Systems Recognition Program**
<https://millionhearts.hhs.gov/partners-progress/hospitals-health-systems/index.html>



WISCONSIN COMMUNITY HEALTH FUND

*An Opportunity for Health,
An Opportunity for Life
Leading a New Legacy And Promise for
Healthy Communities!*

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