



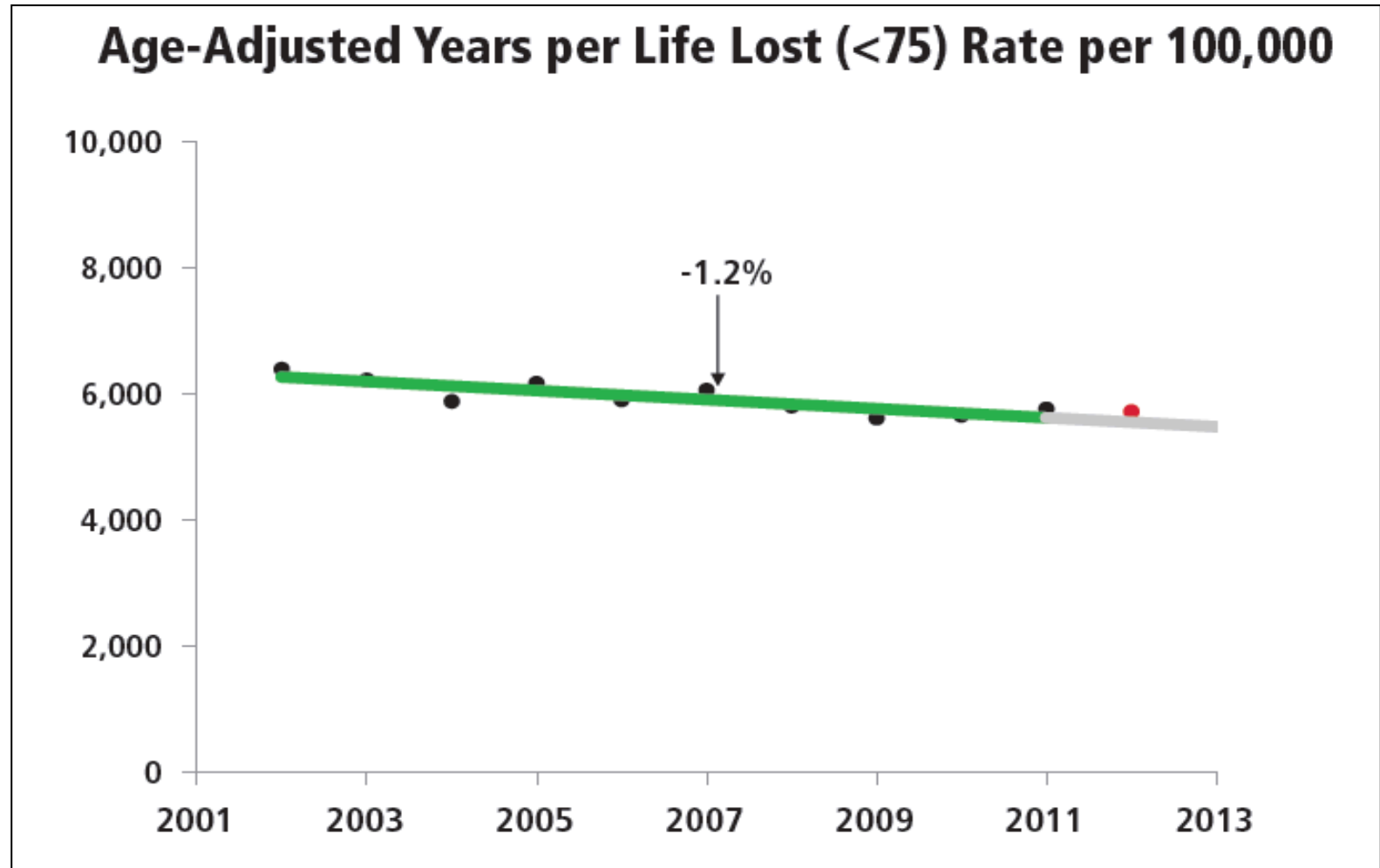
WISCONSIN COMMUNITY HEALTH FUND

A New Vision for Community Health:

***Bolstering Infrastructure for Health Improvement
Aiding Shared Statewide Health Priorities
Growing Resources for Healthy Communities***



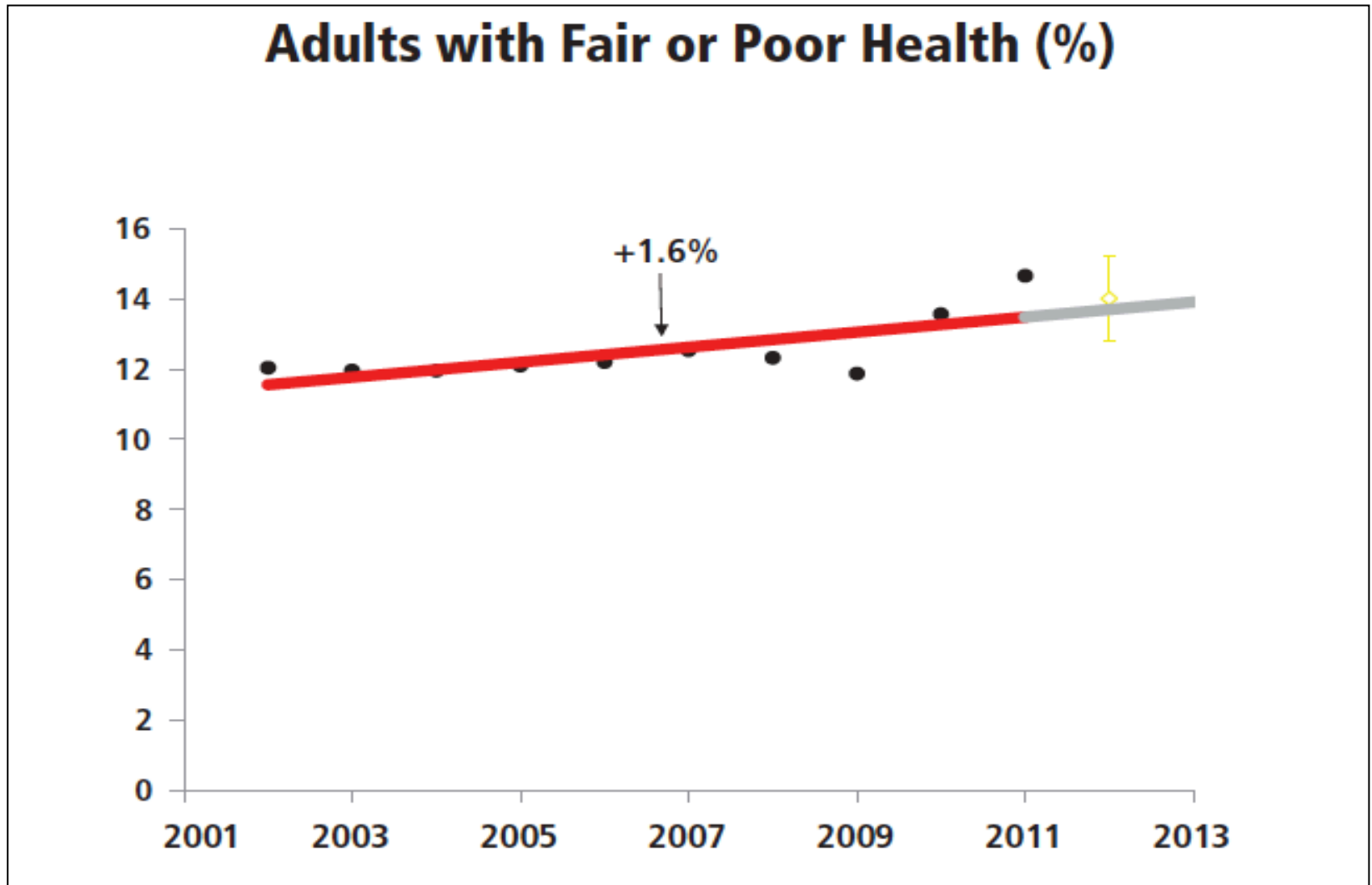
Health in Wisconsin: We Are Living Longer. . .



Baseline Trend = -1.2%/year Much Better ↘
Current Rate (vs. Expected) = +3.0% Worse ●

... But Are In Worsening Health

Health Outcome Trends

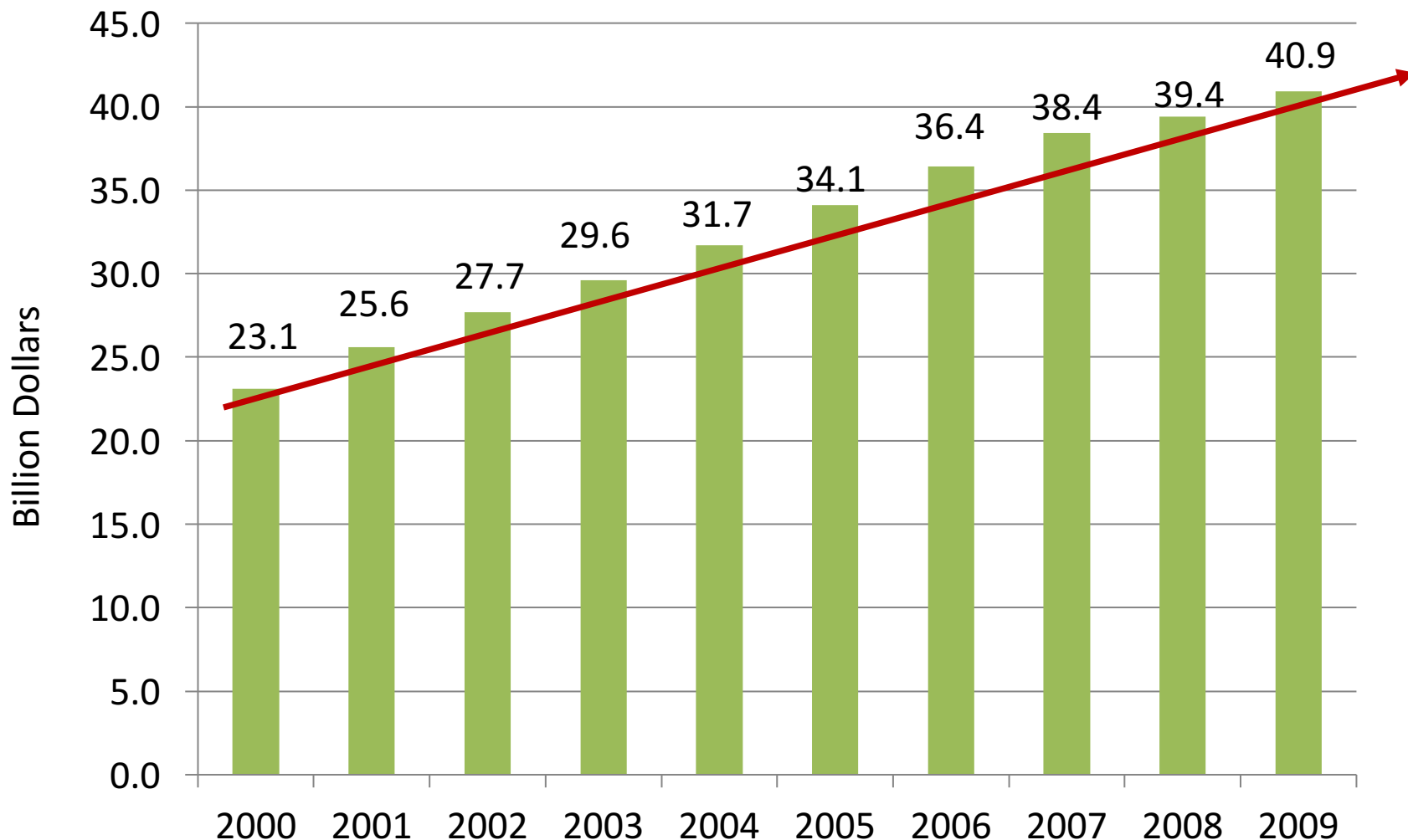


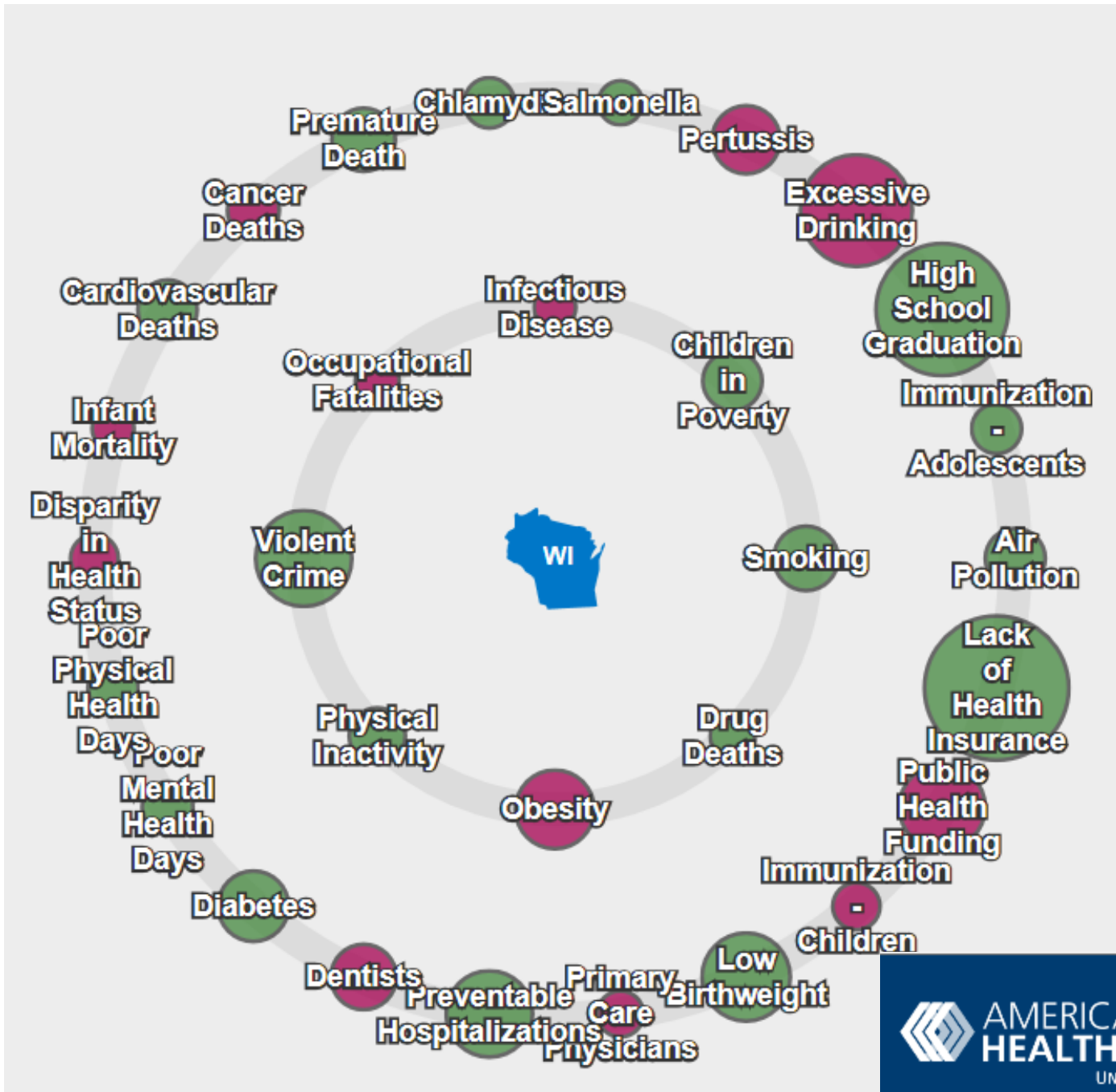
Baseline Trend = +1.6%/year Much Worse ↗

UW Population Health Institute
2014 Wisconsin Health Trends
<https://uwphi.pophealth.wisc.edu/>

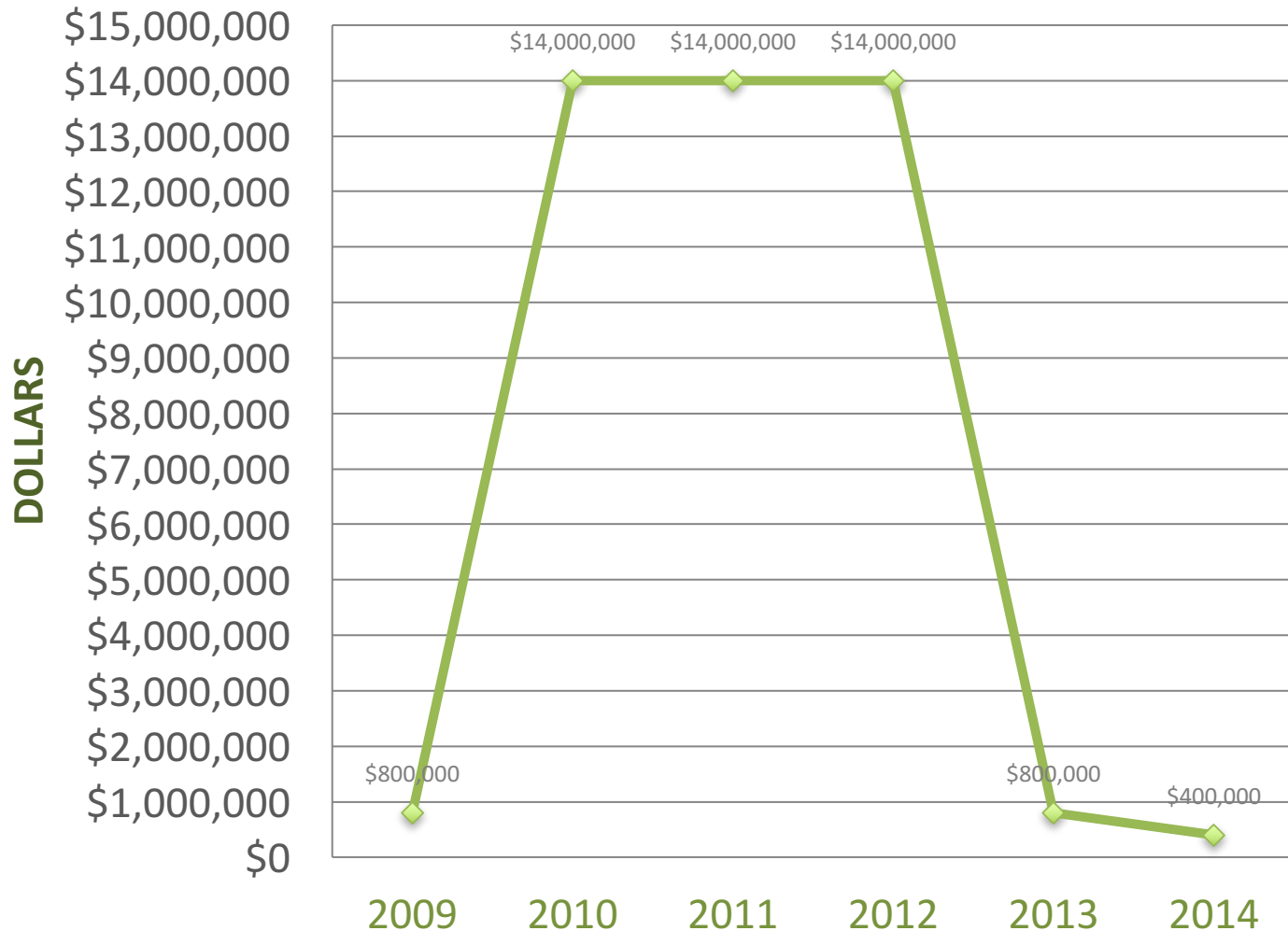
And . . . Healthcare Costs Continue to Rise

(National health expenditure survey data)





Wisconsin Chronic Disease Prevention Program Budget = Roller Coaster



Chronic Disease Prevention & Control Resources TODAY

PUBLIC HEALTH

State Community Health Resources supporting mandated public health functions with CDC support for chronic disease prevention, control and improvement

HEALTH CARE

Health Systems

initiating various community benefit and population health activities

Insurance

initiating various chronic disease management and wellness programs

Business

offering health plans and various ranges of workplace wellness initiatives

WISCONSIN PHILANTHROPY

United Way

supporting certain health initiatives and community impact projects in health as one of their top three national priorities

Wisconsin Foundations

contributing approximately 10% of assets to health - focused on underserved communities, research and miscellaneous health activities

Wisconsin Partnership Program and Advancing a Healthier Wisconsin Endowment

supporting research, workforce, community identified health priorities, certain targeted health priorities and larger system and policy initiatives

RESULT = INDEPENDENT

Public Health Significance for CHANGE



Growing Obesity — 12% – 1990; 30% - 2013 = *Loss of life 10+ years Impact*

Chronic Disease Burden — *Consumes 80% of healthcare expense*



Eliminating Risk Factors for Chronic Disease — *80% of heart disease, stroke, type 2 diabetes; 40% of cancer = GONE!*



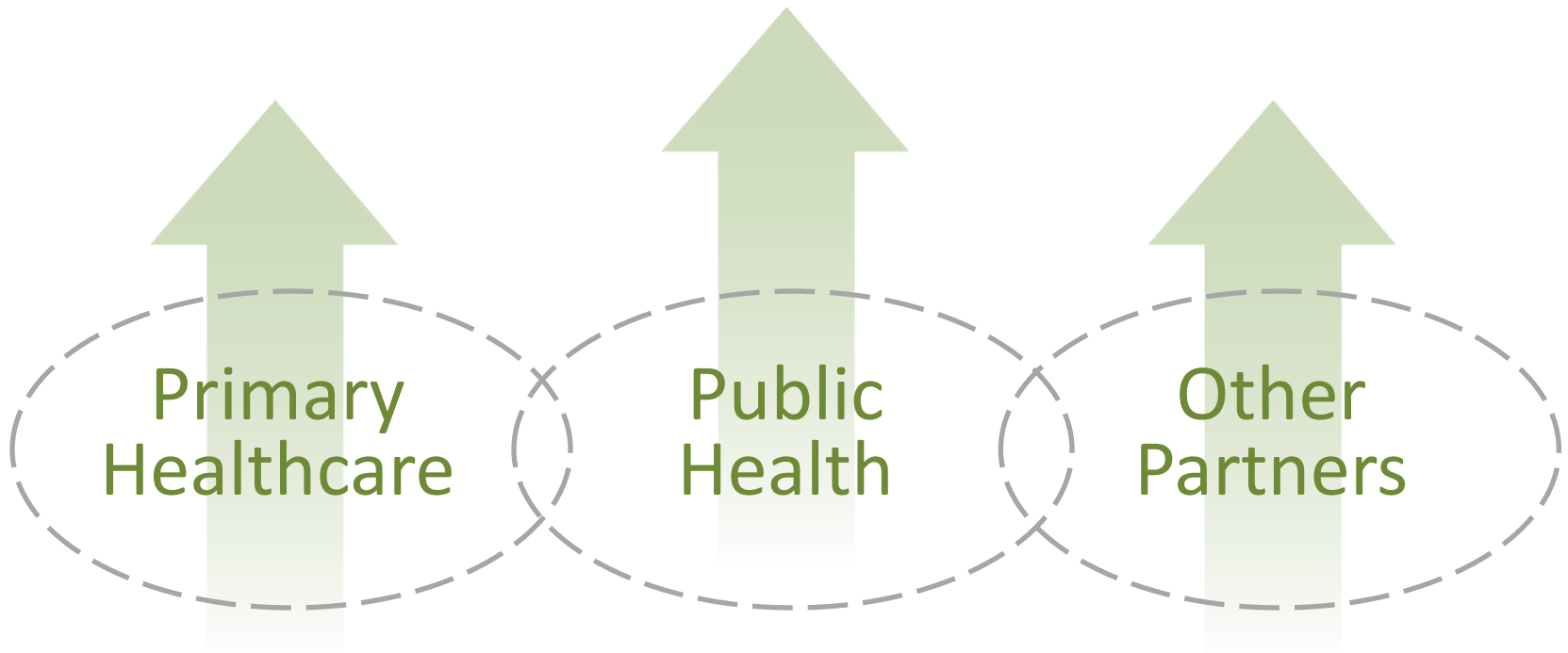
Investments in Prevention = Save \$! — *Prevention investment of \$1 = \$5.60 return*



Investments in Prevention = Save Lives! — *10% increase in public health funding reduces mortality rates by 1.1 to 6.9%*



Elevation of Population Health Chronic Disease Improvement



Primary Healthcare + Public Health + Other Partners =
**Catalyzation of an Intersectoral Movement Towards
Population Health**

Methods to Address Challenges

New Structure for Health Improvement – Wisconsin Community Health Fund

Uncoordinated Available Philanthropy and Business Assets

United Way — *Interest in Community Health Investing Education*

Wisconsin Philanthropy Network (State Foundation Association) — *Interest in the development of a community health fund for the state of Wisconsin*

State Chronic Disease Program — *Interested in health system coordination, partnership and resource growth for new combined chronic disease grant*

30 Key Informant Interviews — *Interviews with healthcare and public health leaders expressing interest in the development of a Health Fund*

02

CDC HEALTH POLICY SERIES

Towards Sustainable Improvements in Population Health

Overview of Community Integration Structures and Emerging Innovations in Financing

Hester JA,^a Stange PV,^b Seeff LC,^b Davis JB,^c Craft CA^d



Concept for a Health Fund is Nationally Supported by CDC

- Program-related philanthropy (community foundations, United Way, WCHF)
- Charitable hospital community benefit
- Pay for success or social impact bonds/investments
- Community development financial institutions
- Prevention and wellness trusts
- Local government – public health, human services, transportation...



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Other National Support

Health Fund Creation



NATIONAL COMMITTEE FOR RESPONSIBLE PHILANTHROPY
Philanthropy attention to marginalized groups to address systemic inequalities

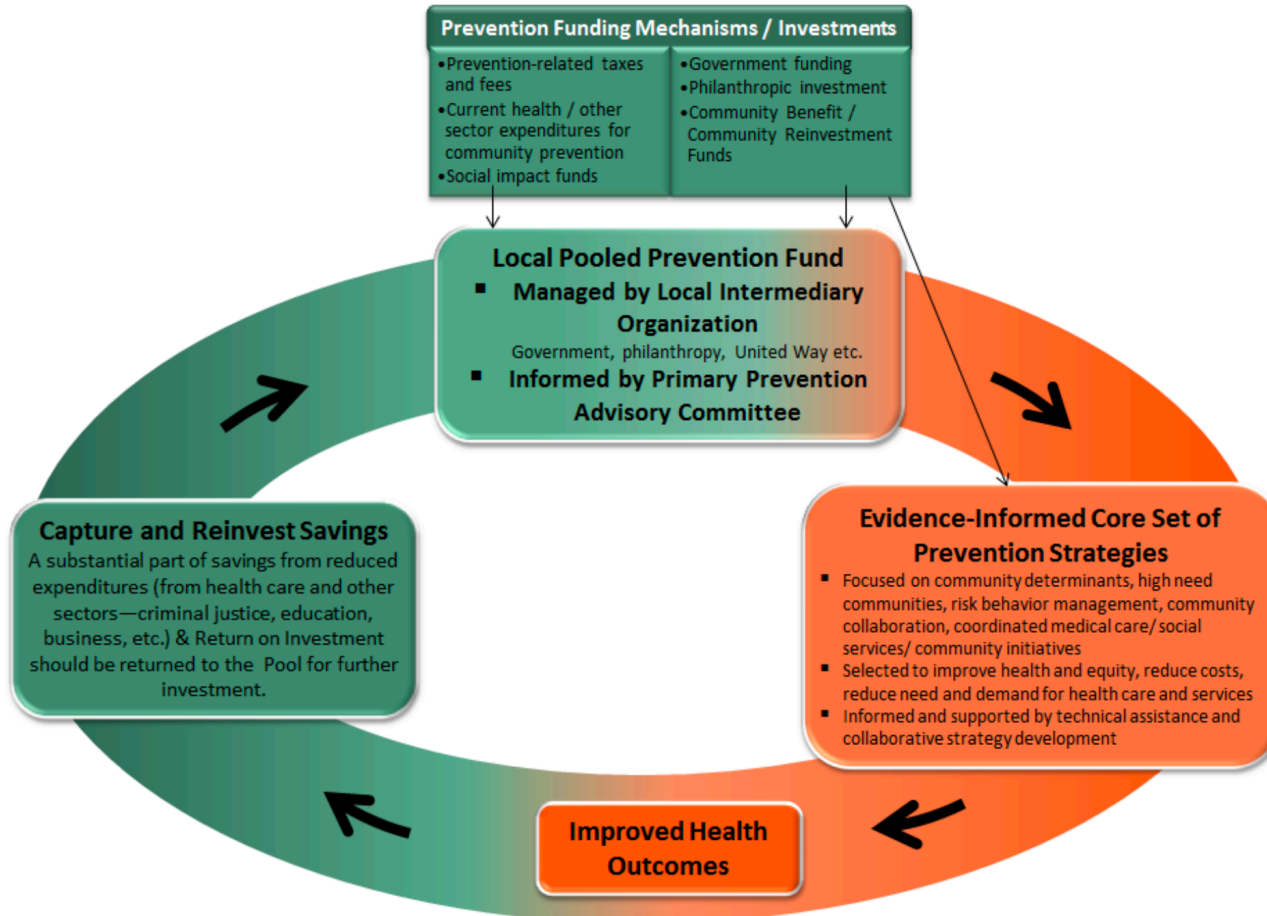


INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

INSTITUTE OF MEDICINE
For the Public's Health
Investing in a Healthier Future
Encouraging the directing of national resources towards population-health systems



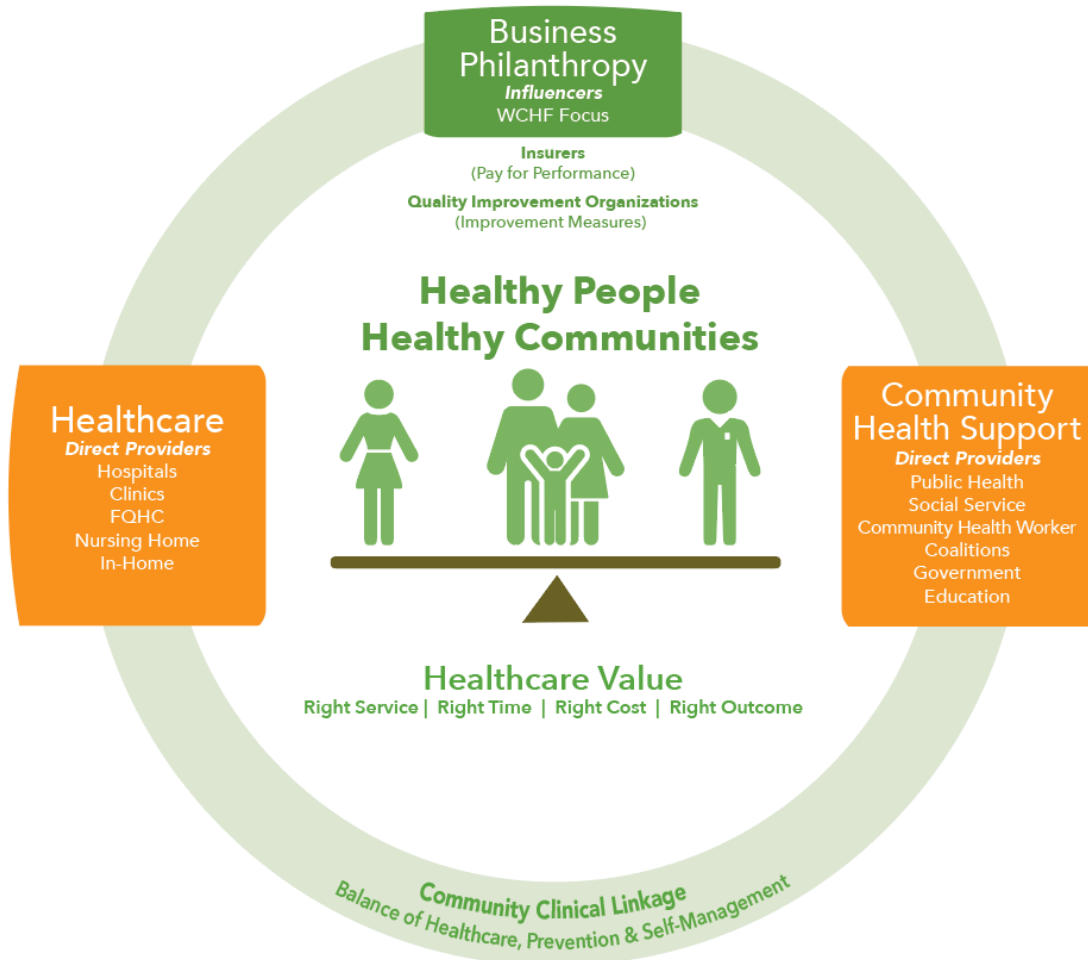
How a Health Fund Works



Cohen, Larry and Iton, Anthony: *Closing the Loop: Why We Need to Invest — and Reinvest — in Prevention*. Institute of Medicine of the National Academies, 2014.

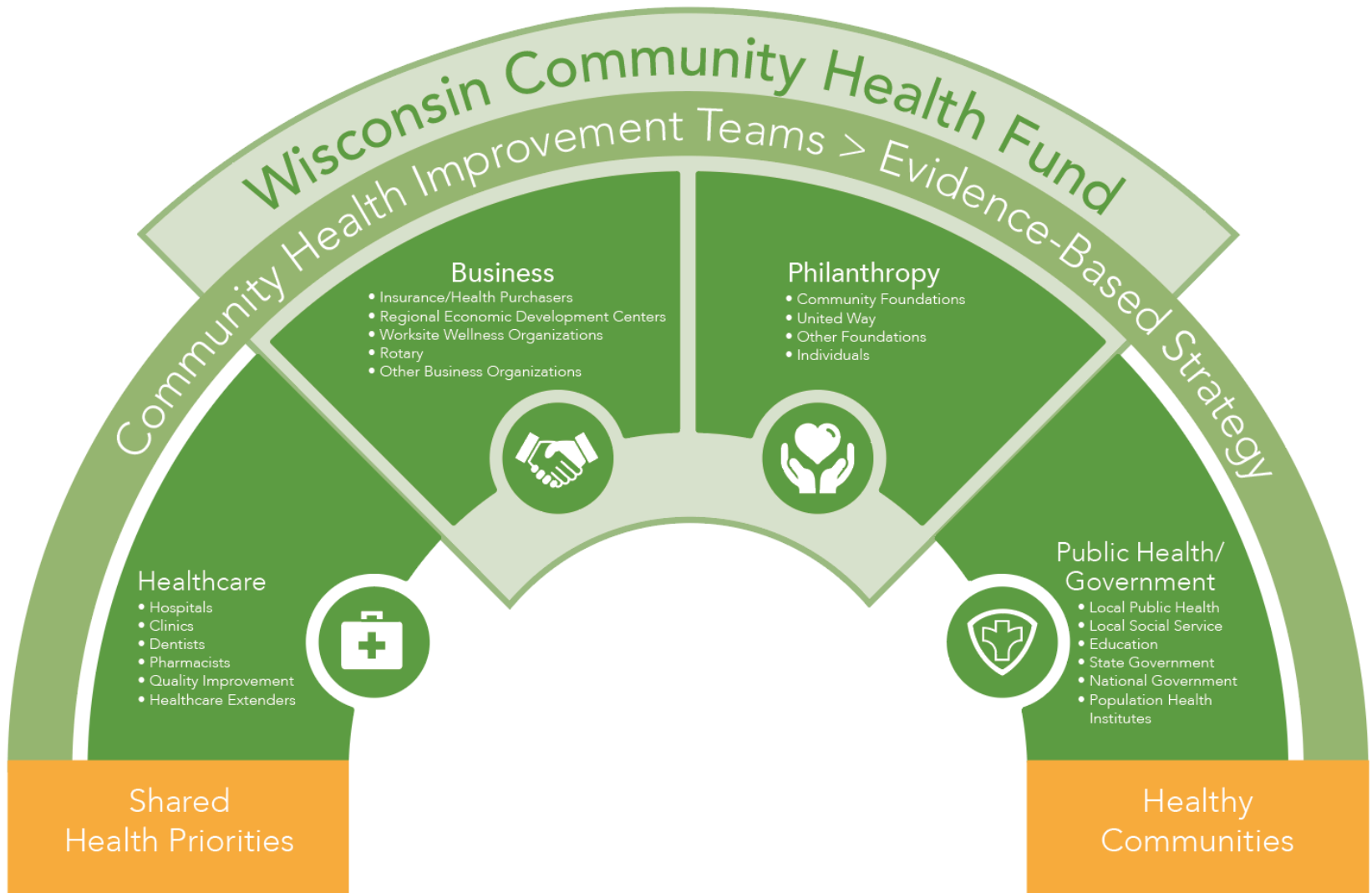


WCHF Community Health Value Exchange





WCHF Resource Bridge – Project Coordinator



WCHF Improvement Model



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!**

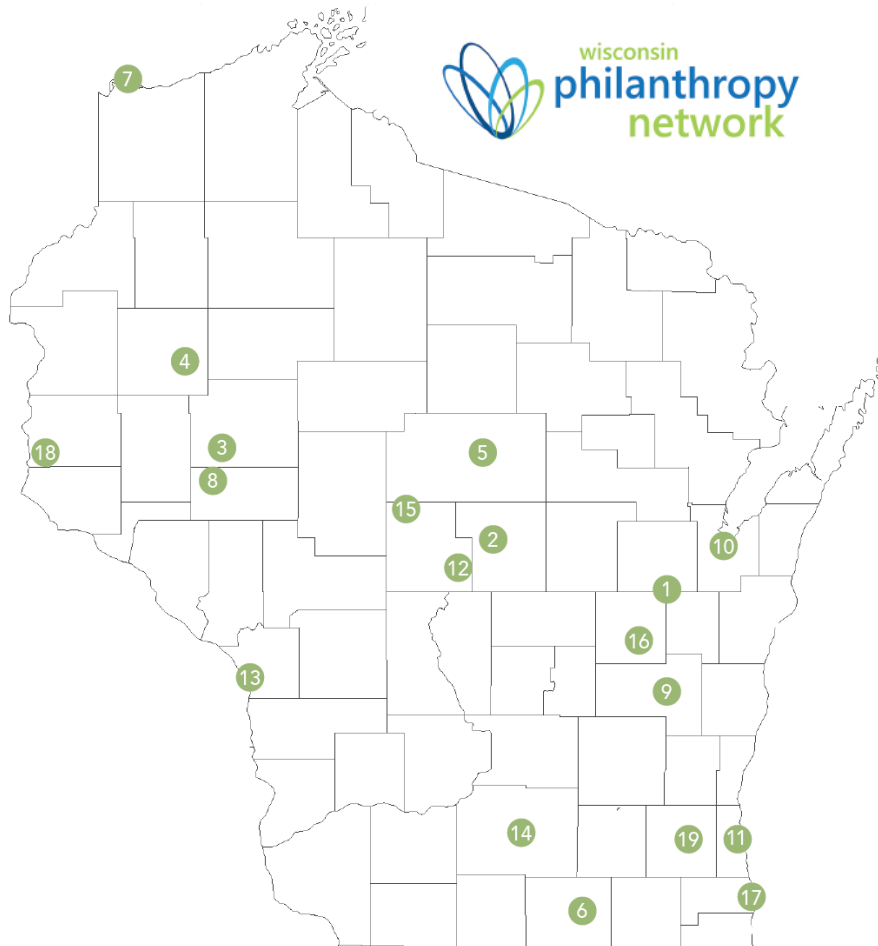




Endow Wisconsin – Statewide Policy Effort

Tax Credits for Donations to Endowment Funds

WCHF Sustainability Strategy – Community Health Endowment Funds

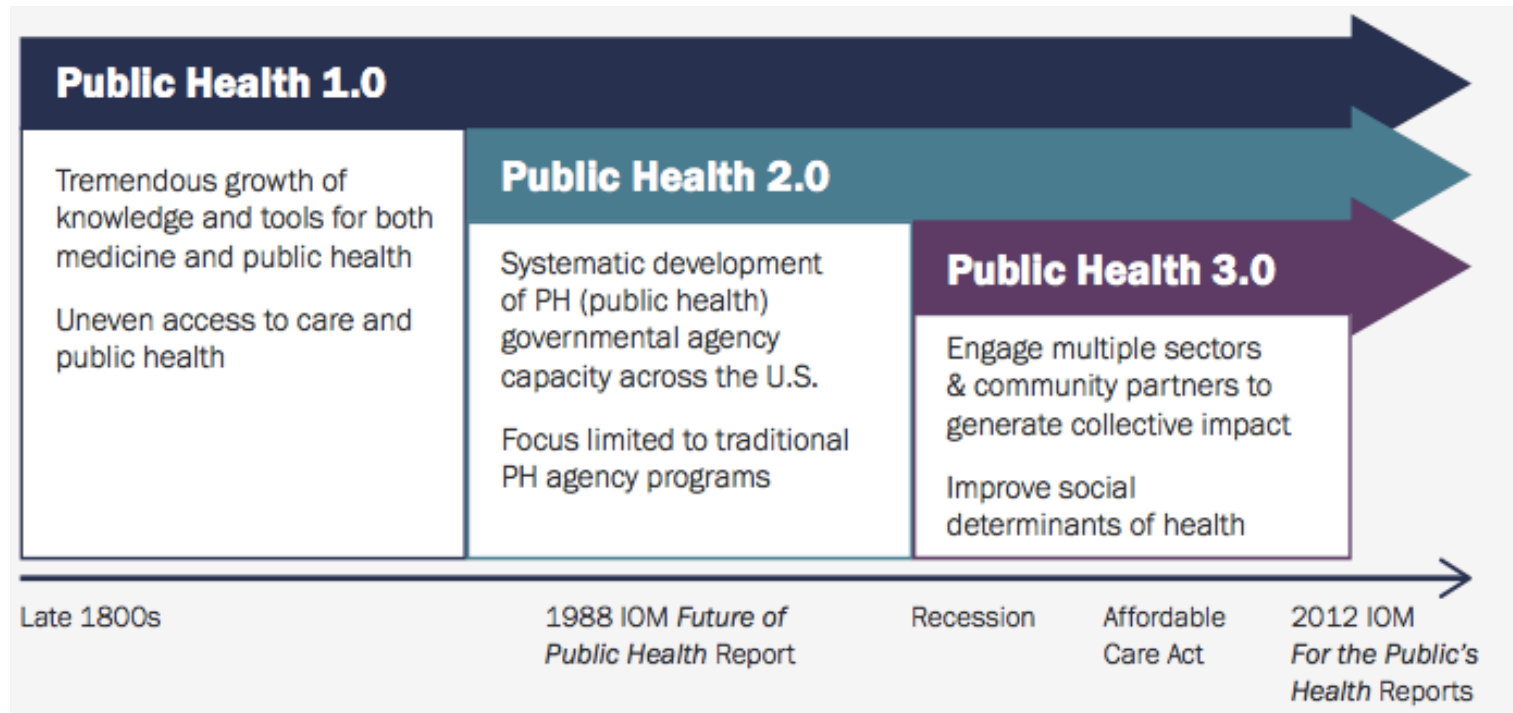


- 1 – Community Foundation for the Fox Valley Region
- 2 – Community Foundation of Central Wisconsin
- 3 – Community Foundation of Chippewa County
- 4 – Community Foundation of Dunn County
- 5 – Community Foundation of North Central Wisconsin
- 6 – Community Foundation of Southern Wisconsin
- 7 – Duluth 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



Public Health 3.0

WCHF Alignment with New Leadership Objectives



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



Public Health 3.0

Enhanced Scope of Public Health Practice



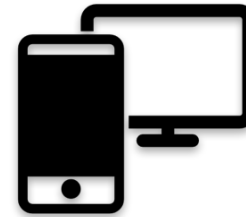
Strong leadership and workforce



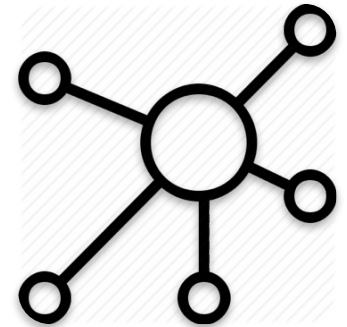
Strategic Partnerships



Flexible and Sustainable Funding



Timely and locally relevant data, metrics, and analysis

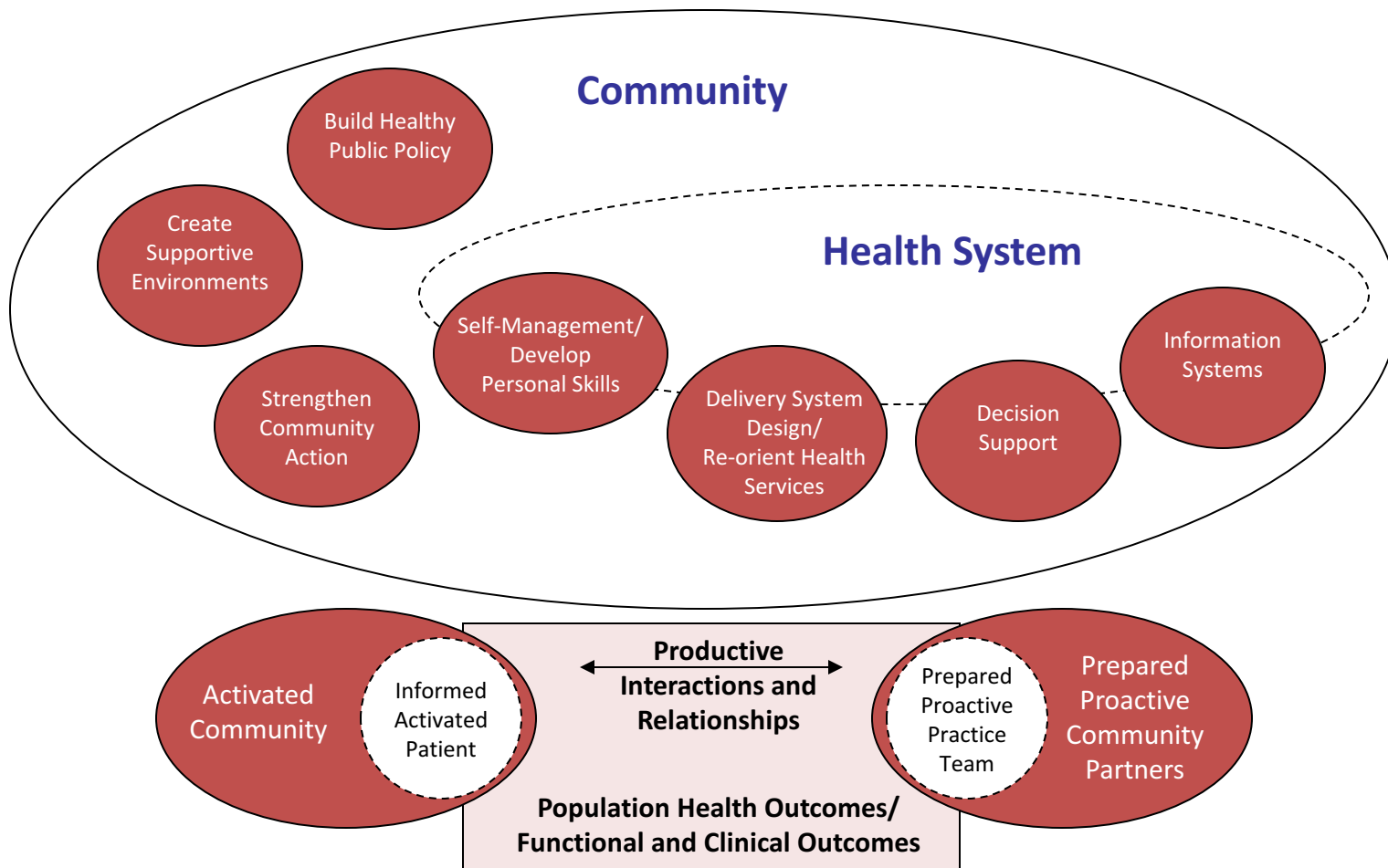


Foundational Infrastructure



★★★ WCHF Areas of Influence

Expanded Chronic Care Model





WCHF Assisting With Community Health Meta-Leadership

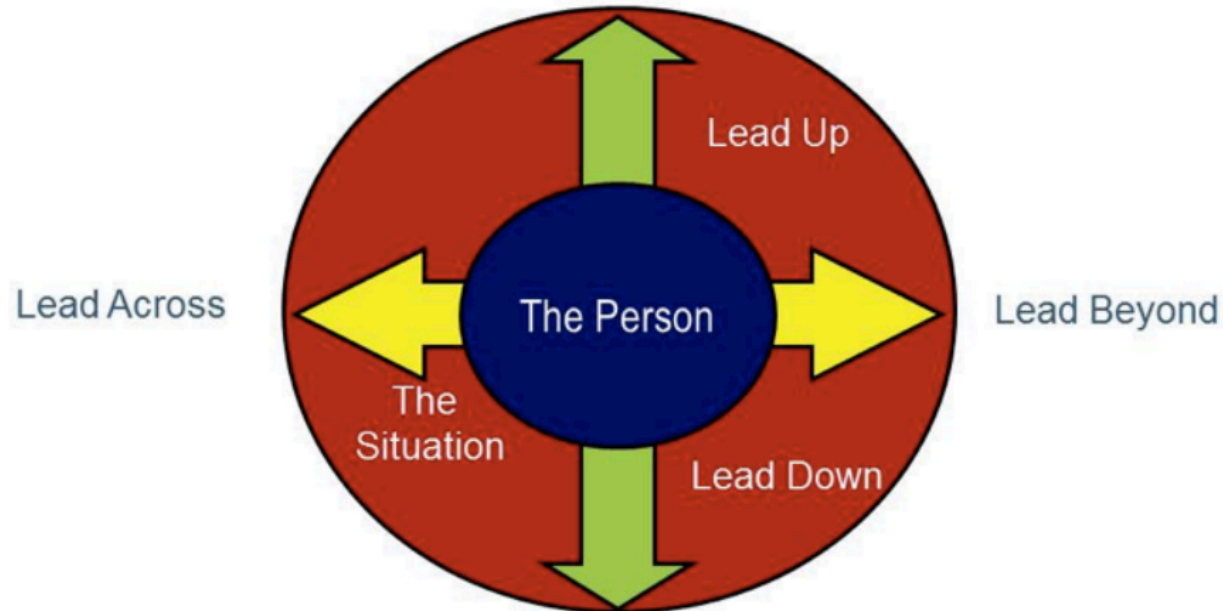
Leading Coordination and Communication Among Diverse Agencies and Sectors

- **Overarching leadership that intentionally connects purpose and work to different organizations – thinking and operating beyond their immediate authority providing guidance, direction and momentum across organizational lines = shared course of action**
- **Good for emergency management and issues that cross sectors**
- **Intentional link and leverage of whole community efforts to galvanize valuable connectivity that achieves unity of purpose and effort**
- **Qualities of a Meta-Leader – courage, curiosity, imagination, organizational sensibilities, persuasion, conflict management, crisis management, emotional intelligence (self-aware, self-regulate, motivation, empathy, social skill), persistence, meta-leadership as a valued effort**





Dimensions of Meta-Leadership



PERSON high self-awareness, self knowledge, self-regulation – build capacity to confront fear and lead themselves out of the “emotional basement”

SITUATION maps the situation to what is happening and who are the stakeholders, what is likely to happen next

CONNECTIVITY charts a course forward, making decision, operationalizing those decisions and communicating effectively to recruit wide engagement and support

DOWN formal chain of command to subordinates creating a cohesive team

UP to whom the leader is responsible building confidence with formal supervisors, political officials, community leaders and oversight agencies

ACROSS peers and other units within the organization encouraging coordination and collaboration

BEYOND outside entities including the general public and media working to create a unity of purpose and effort



Public Health Leading Community Health Protocols

Transition to Chief Health Strategist

Community Chief Health Strategist (NACCHO)

- Address the growing gap between the expansion of healthcare services and the achievement of health among individuals and communities
- Underscore the need for new and sustained leadership at the community level
- Bring community stakeholders together to prioritize the needs of the community
- Share their experience in providing essential services and leadership, engage communities to identify and support policy solutions, and collect, analyze, and share data
- Leverage resources to build integrated systems to achieve health equity



Chief Health Strategist – Like an Orchestra Conductor

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



Public Health – Seat at the Adult Table

The time is now for public health to stand up and be part of designing a community's health system

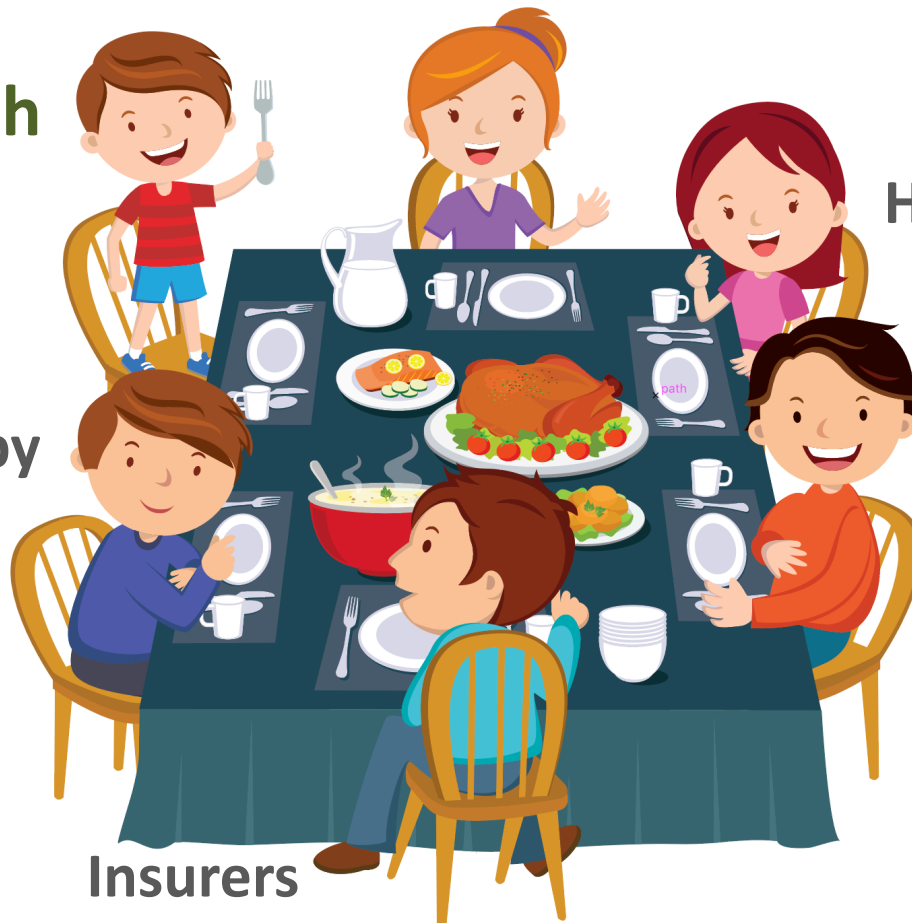
Government

Public Health

Health System

Business

Philanthropy



Insurers



Public Health is in the **CONSTRUCTION BUSINESS**



- Building bridges and teams to solve public health's most wicked problems
- Can also be useful in building more teambased care strategies which connecting a wide spectrum of providers



Bridge – *A Structure Carrying A Pathway Over An Obstacle*



OBSTACLES TO HEALTH: *Access to care, Insurance, Access to jobs, Culturally diverse providers and health experiences, Access to healthy food, Transportation, Access to safe communities, Connection to community supports, Social network*



Public Health is in the **LANGUAGE BUSINESS**



- Help various sectors have common language and get on the same page to strengthen opportunities for multi-sector partnerships success



Reach for Health Equity!



- Assist populations at risk with resources to drive change
- Some groups may need more than others = OK!
- Communities need acceptable and authentically safe opportunities for *all* of its members.



Other Public Health **Leadership Tools**



Systematic Reflection — Why, how, what is needed for change

Systems Thinking — Proper evaluation of all parties who may have an interest in a problem and what value they bring and gain from involvement

Strengths-Based Leadership — What assets and strengths can be brought to a team to address problems

Strategic Planning Readiness — An evaluation of sector's readiness for planning and moving forward to address an issue of the public's health

Authentic and Resonant Leadership — Leadership focused on values, renewal and connection to others through mindfulness, hope and compassion



Statewide Partnership Example – ASTHO Million Hearts Learning Collaborative





Million Hearts[®] 2022 Goals

Keeping People Healthy	Optimizing Care
Reduce Sodium Intake	Aspirin When Appropriate
Decrease Tobacco Use	Blood Pressure Control
Mitigate Particulate Exposure	Cholesterol Management
Increase Physical Activity	Smoking Cessation

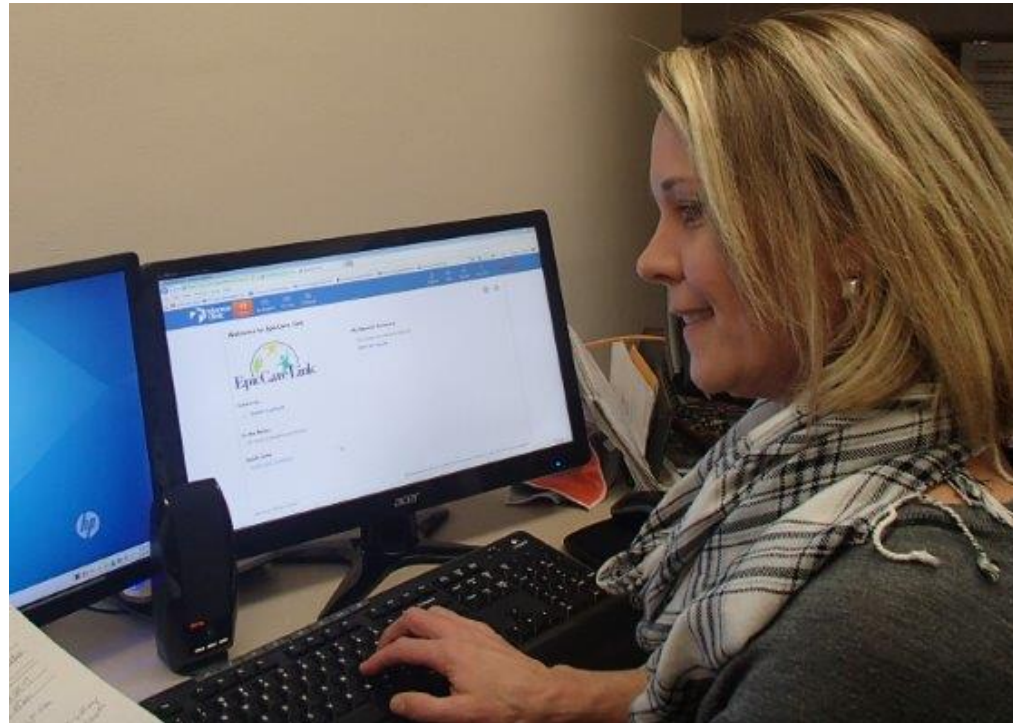
Improving Outcomes for Priority Populations
Blacks/African-Americans
45-64 year olds
People who have had a heart attack or stroke
People with behavioral health issues
Others



History Made!

First Public Health Department with access to EPIC

(Electronic Community-Clinical Linkage System – linking public health to a local health system)

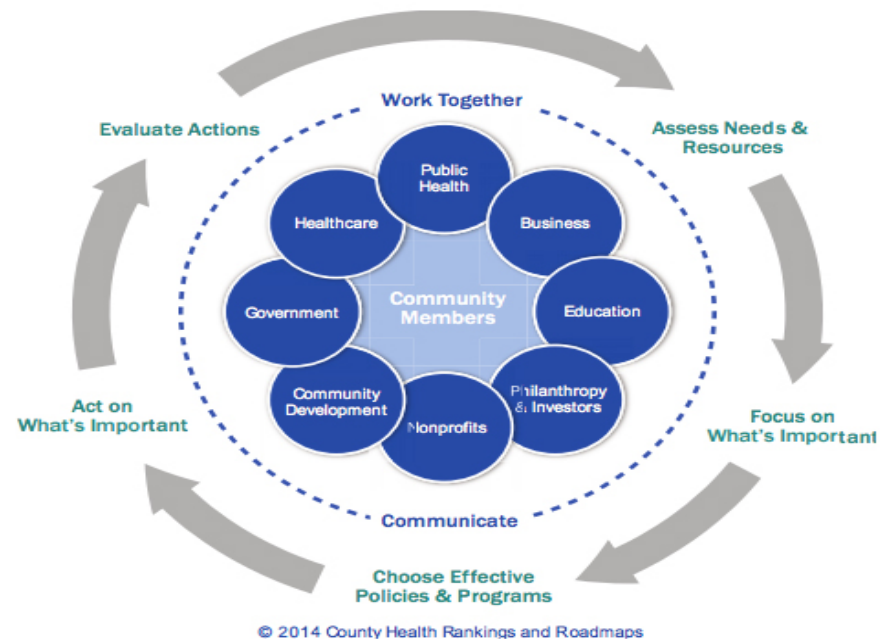




Healthy Community Coalition

Population Health Improvement Opportunities

- Creation of a website for community health care protocols
- Hypertension Community Care Agreement – drawing a variety of multi-sector partners
- Coalition = link to the area's Community Health Improvement Plan





Business Sector Engagement – Bravehearts – Promotion of the Million Hearts Corporate Toolkit



Million Hearts Corporate Toolkit (Bravehearts Team)



Philanthropy Sector Engagement

- Invitations to statewide Chronic Disease Partner meetings
- Wisconsin Philanthropy Network - Community Health Funders' Circle Event and participation at other events
- United Way of Wisconsin - Education and outreach to United Way agencies

2015/2016 Agenda for Healthy Communities

- *People*

Join an improvement team and play a direct role in health planning and action

- *Promotion of Improvement Resources*

Connect to state tools and systems that promote health improvement

- *Funding*

Invest in the healthy communities of today and tomorrow



Healthy Wisconsin Priorities

- Alcohol
- Nutrition and Physical Activity
- Opioids
- Suicide
- Tobacco

Cross-cutting Issue - Adverse Childhood Experiences (ACEs) and Resilience



Fiscal Agent

- Not a unique service line to WCHF
- Could provide fiscal support to DHS, coalitions and other community health organizations or campaigns seeking to advance health

Conclusions

Lessons Learned & Next Steps

THINGS THAT MATTER – Multi-Sector Partnerships, Collaboration, Support to Coalitions, Braided Funding, Community Health Governance Structures, Coalitions Connection to Health System CHIP/CHA Plans, Community Health Endowment Funds, Adoption of a Common Agenda, Aligning Strategies and Coordinating Work

CAREFULLY THINK THROUGH FUNDRAISING STRATEGIES

Other Funding Strategies – Health Fund – Possible Hub for Statewide Grants

Encourage Non-profits to “Pay Fair Share” of Taxes to a Health Fund

Funding Partner Network – Linking Multiple Funders Together

Government – Sin tax, Casino Revenue

Health System Community Benefits – Most Likely Directed Toward Peer-to-Peer Learning

Chamber of Health Membership Fee

Donations/Events – Linking Sports Teams

GROWING RACIAL/ETHNIC POPULATIONS WITH POOR HEALTH OUTCOMES MUST BE ADDRESSED NOW! – Need to Drill Down and Focus on Data Elements by Population Subgroup Not Averages

READY TO TEST COMMUNITY HEALTH ENDOWMENT FUND MODEL AND LEADERSHIP TEAMS - Will begin with a community health endowment readiness assessment tool – testing various sectors’ capacity, asset base, energy and desire for health improvement

Why Fund? Why Now?

Future Generation





WISCONSIN COMMUNITY HEALTH FUND

Leading a New Legacy & Promise for Healthy Communities

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