

## **Wisconsin State Health Plan: Healthiest Wisconsin 2020 – Everyone Living Better Longer**

---

### **Overview (August 2009)**

The Department of Health Services is required by state law (s. 250.07 (1) (a), Wisconsin Statutes) to develop a public health agenda at least every 10 years. Planning for Healthiest Wisconsin 2020 began in 2008. The public health agenda for 2020 will be completed in December 2009 and companion implementation documents will be completed in December 2010.

Public health in Wisconsin is defined as a “system, a social enterprise, whose focus is on the population a whole. Wisconsin’s public health system seeks to extend the benefits of current knowledge in ways that will have maximum impact on the health of the entire population” (adapted from Turnock, 2001).

The target audiences for Healthiest Wisconsin 2020 are agency, organizational, and community partners that help protect and enhance the health of the 5.6 million residents of Wisconsin and the communities in which they live. These partners make up Wisconsin’s public health system, and are located at the local, regional, and statewide levels throughout the state. Healthiest Wisconsin 2020 partners include:

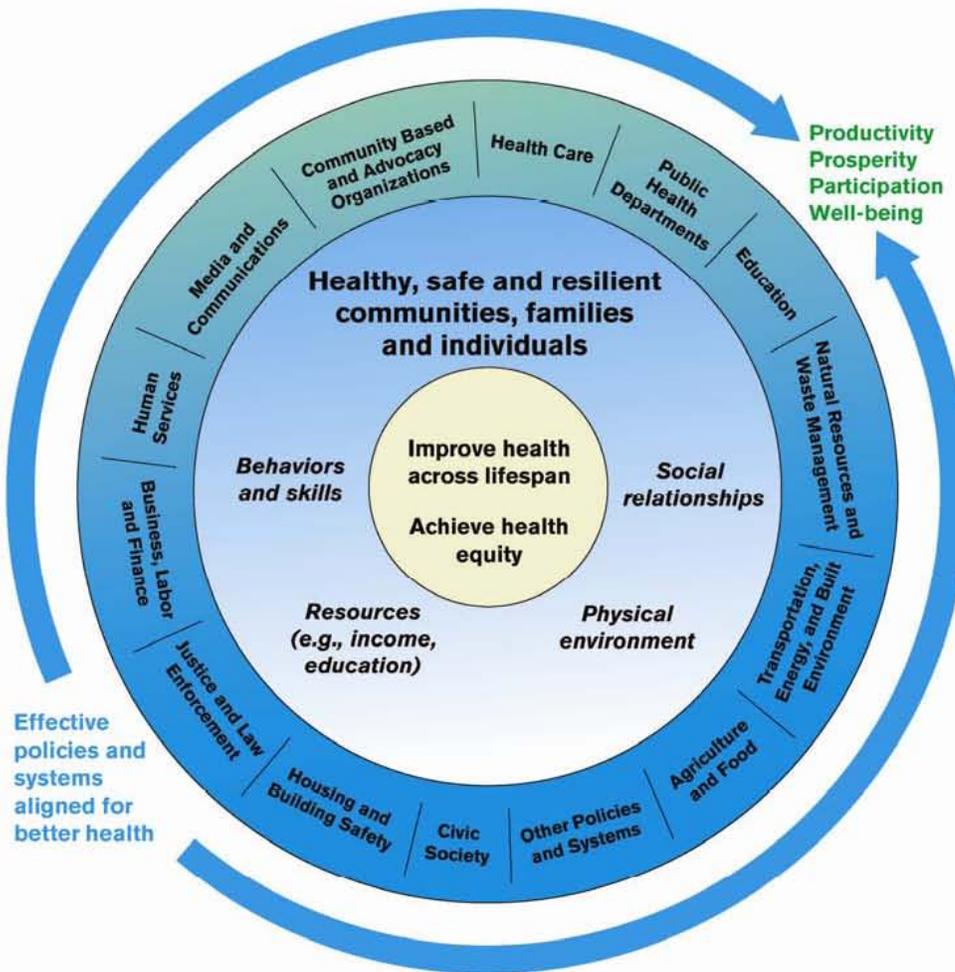
Public health departments	Housing and building safety
Health care	Justice and law enforcement
Education	Business, labor, and finance
Natural resources and waste management	Human services
Transportation	Media and communications
Energy and the built environment	Community-based and advocacy organizations
Agriculture and food	Other policies and systems
Civic society	

Healthiest Wisconsin is a collaborative process that taps the wisdom of Wisconsin communities. Leadership is vested in the Healthiest Wisconsin 2020 Strategic Leadership Team, a 54-member team appointed by Department of Health Services Secretary Karen Timberlake. Additional teams include 23 Focus Area Strategic Teams, 23 Support Teams, and Community Engagement Forums, with direct links to the Wisconsin Public Health Council and the Wisconsin Minority Health Leadership Council.

*For more information contact:*

Margaret Schmelzer, MS, RN  
State Health Plan Director  
Wisconsin Division of Public Health  
[DHSW2020@wisconsin.gov](mailto:DHSW2020@wisconsin.gov)

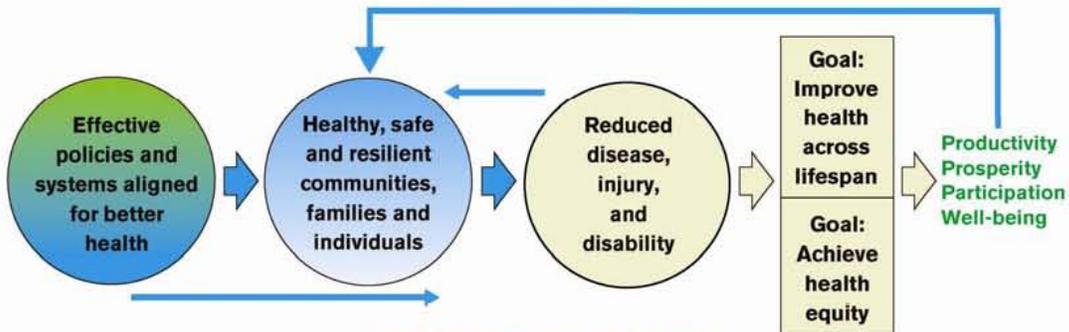
# Healthiest Wisconsin 2020: Everyone Living Better Longer



Effective policies and systems aligned for better health

Productivity  
Prosperity  
Participation  
Well-being

## Healthiest Wisconsin 2020



### Two Overarching Focus Areas

Social, economic, and educational factors  
Health disparities

#### Infrastructure Focus Areas

- Access to quality health services
- Collaborative partnerships for community health improvement
- Diverse, sufficient, competent workforce that promotes and protects health
- Emergency preparedness, response and recovery
- Equitable, adequate, stable public health funding
- Health literacy and health education
- Public health capacity and quality
- Public health research and evaluation
- Systems to manage and share health information and knowledge

#### Health Focus Areas

- Adequate, appropriate, and safe food and nutrition
- Chronic disease prevention and management
- Communicable disease prevention and control
- Environmental and occupational health
- Healthy growth and development
- Mental health
- Oral health
- Physical activity
- Reproductive and sexual health
- Tobacco use and exposure
- Unhealthy alcohol and drug use
- Violence and injury prevention

#### Intermediate Targets

##### For Focus Area Objectives

Metrics to be determined

##### Examples:

- Disease, injury, disability rates
- Birthweight

#### Long-Term Targets

##### For Focus Area Objectives

Metrics to be determined

##### Examples:

- Average life expectancy
- Infant mortality (by race/ethnicity)
- Quality of life
- Health disparities



## Collaborative Community Engagement Input – Engagement – Partnership

### Community Engagement Forums – Round 1

September – November 2008

Intent: Update on plans and processes. Secure input on the proposed Healthiest Wisconsin Model, Framework, and Focus Areas for 2020.

### Select Survey

July 6, 2009 – July 24, 2009

Intent: Solicit input from the partners on what they consider the most important objectives for the 23 Focus Areas. Identify exemplar strategic plans for the Focus Areas to align policies and systems.

### Focus Area Strategic Teams (expert panels)

September 2009 – October 2009

Intent: Identify for each of the 23 Focus Areas the most important high-level measurable objectives toward achieving the goals of (1) improve health across the lifespan and (2) achieve health equity.

### Community Engagement – Round 2

Expected: September and October, 2009

Intent: Solicit input from the partners concerning connections and alignment of programs to the objectives; identify tools the partners will need to implement the plan; assure shared leadership and accountability.

### Publish the Public Health Agenda

December 31, 2009

Healthiest Wisconsin 2020: Everyone Living Better Longer

### Publish the Companion Public Health Implementation Plan

December 31, 2010

The Wisconsin Department of Health Services and Healthiest Wisconsin 2020 acknowledge the Wisconsin Partnership Program for its generous support of several of the collaborative community engagement activities identified above.

### Healthiest Wisconsin 2020

## How a Great State Health Plan is Made A View From Our Communities



## **Healthiest Wisconsin 2020: State Health Improvement Plan 2010 – 2020**

### **Vision**

Everyone living better longer

### **Mission**

Protect and promote the health of the people of Wisconsin

### **Overarching Goals**

Improve health across the lifespan

Achieve health equity

### **Principles**

Leadership

Social justice and equity

Science and evidence

Underlying determinants of health

Collaborative partnerships and tapping the wisdom of communities

Quality improvement

Strategic planning

Shared responsibility and accountability across sectors

## **Healthiest Wisconsin 2020: State Health Improvement Plan 2010 – 2020**

### **Critical Success Factors**

Shared responsibility and accountability for the plan between sectors and partners

Endorsed and acted upon by our partners

Measurable and can be implemented

Aligns with existing strategies, programs, and plans at the local, state and national levels

Partners are able to see themselves in the plan and use it to influence decisions and guide actions

Shows relationships and integration among the Focus Areas

### **Intended Users**

Sectors surrounding the “Ring” model including government, civic society, private, nonprofit, and voluntary sectors throughout Wisconsin

### **What the 2020 State Health Plan Will Look Like**

Short and crisp documents

Identify high-leverage objectives

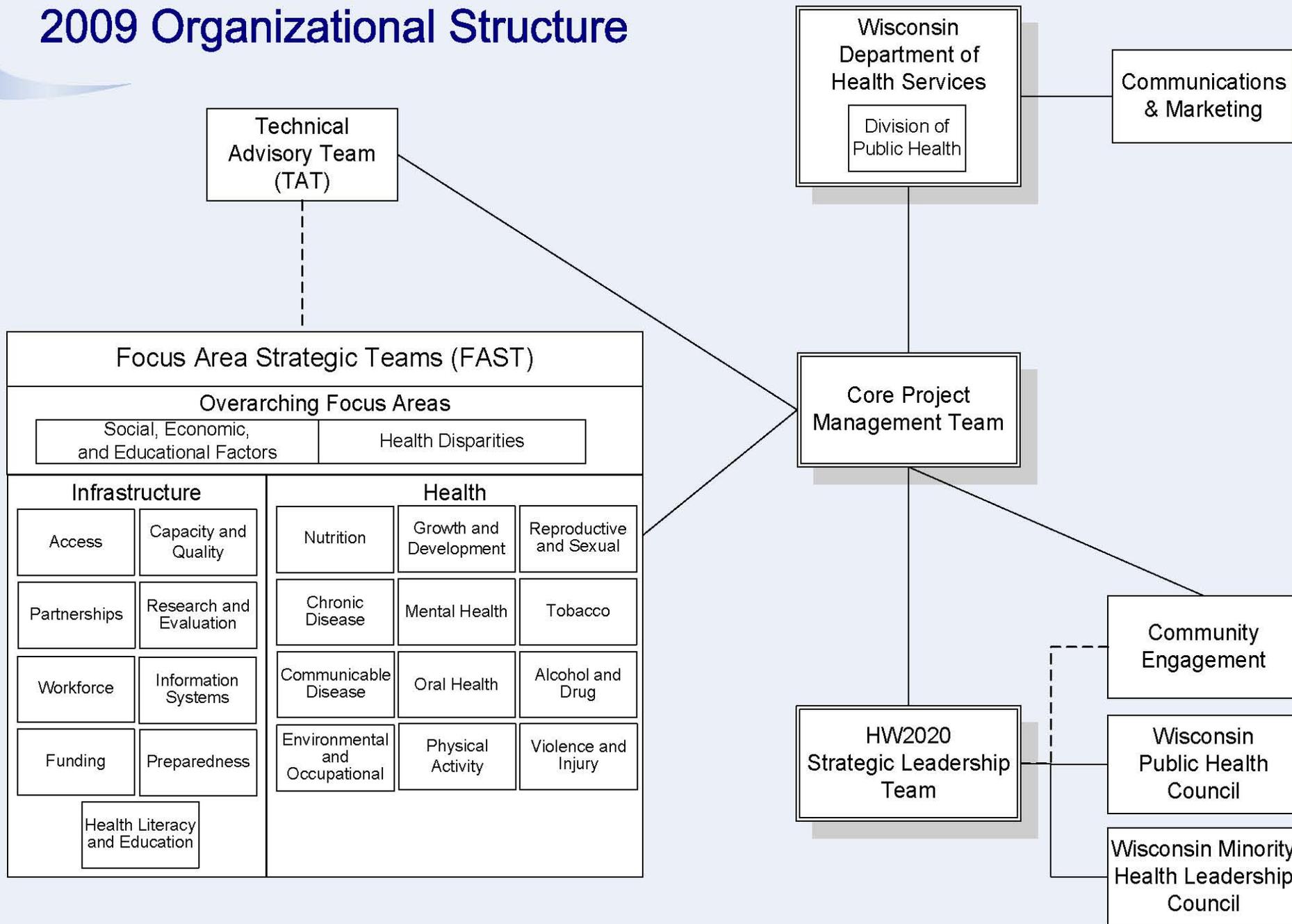
Multi-sector action

Objectives, measures, and evidence-base for each Focus Area

State Health Agenda published December 2009

Implementation Plan published 2010

# Healthiest Wisconsin 2020 2009 Organizational Structure



## **For Further Information:**

Healthiest Wisconsin 2020 Web Site:

<http://dhs.wisconsin.gov/statehealthplan/hw2020/index.htm>

Healthiest Wisconsin 2020 Email:

[DHSBW2020@wisconsin.gov](mailto:DHSBW2020@wisconsin.gov)

### **Contact Information:**

Margaret Schmelzer, MS, RN  
State Health Plan Project Director  
Department of Health Services  
[MargaretO.Schmelzer@wisconsin.gov](mailto:MargaretO.Schmelzer@wisconsin.gov)  
(608) 266-0877

Patricia Guhleman, MS  
Interim Director, Office of Policy & Practice Alignment  
Department of Health Services  
[Patricia.Guhleman@wisconsin.gov](mailto:Patricia.Guhleman@wisconsin.gov)  
(608) 266-1347

Bernadette Thomsen  
State Health Plan Project Manager  
Department of Health Services  
[Bernadette.Thomsen@wisconsin.gov](mailto:Bernadette.Thomsen@wisconsin.gov)  
(608) 266-5835

Ruth DeWeese  
State Health Plan Project Assistant  
Department of Health Services  
[Sigrid.DeWeese@wisconsin.gov](mailto:Sigrid.DeWeese@wisconsin.gov)  
(608) 261-9302