

MOVING FROM  
GRANTMAKER  
TO  
CHANGEMAKER

ADVANCING A HEALTHIER  
WISCONSIN ENDOWMENT  
2014-2018 Five-Year Plan



## Building On Success

For the first ten years, the [Advancing a Healthier Wisconsin \(AHW\) endowment](#) has used a competitive grant-making process to improve the health of the people of Wisconsin through [public and community health partnerships](#).

In addition, AHW has invested in [biomedical and population health research, and in educational initiatives](#) for medical and graduate students, and for public health professionals.

The diligence and commitment of community partners statewide and the Medical College of Wisconsin (MCW) faculty and staff resulted in grant successes that created new knowledge, strengthened leaders and partnerships, and improved the health of the people of Wisconsin.

[Stewardship of the funds](#) has been another area of success. The endowment's value has grown from \$318 million to \$393 million (as of June 30, 2013).

AHW looks to build on these successes with its 2014-2018 Five-Year Plan.

## Based on Public Input and Consortium Deliberation

[The MCW Consortium on Public and Community Health](#) used a diverse set of methods to solicit input from the public and MCW faculty, staff and student stakeholders.

The Third Five-Year Plan input process, launched in April 2012, resulted in more than 260 responses.

In addition, 15 program directors of other conversion funds shared their lessons learned and best practices.

In August 2013, the Consortium released the draft of the AHW 2014-2018 Five-Year Plan for public comment. The Consortium received input on the plan, made refinements, and finalized the plan on October 3, 2013.

## From Grantmaker to Changemaker:

<b>Healthier Wisconsin Partnership Program</b>			
Dedicated to Community-Academic Partnerships for Health			
	<b>Strategic</b>	<b>Responsive</b>	<b>Capacity-Building</b>
<b>Focus</b>	Investments in targeted health priorities with identified outcomes	Investments in initiatives that address community-identified needs to overcome barriers associated with broader change	Investments in communication, collaboration, evaluation, education and leadership <ul style="list-style-type: none"> <li>• Within HWPP to provide technical assistance</li> <li>• To community partners to provide support and skill building</li> </ul>
<b>Investment Size</b>	Larger	Smaller	Varies
<b>Project Duration</b>	Longer (3-5 years)	Shorter (1-2 years)	Varies
<b>Partnership</b>	Community-Academic Partnership	Community-Academic Partnership	Community-Academic Partnership
<b>Impact</b>	Long-term outcomes that address root causes	Immediate outcomes and medium-term outcomes	Results in strengthening community capacity, developing leaders, sustaining results, and communicating/replicating best practices
<b>Outcomes</b>	Measurable Improvement in		
	<ul style="list-style-type: none"> <li>• Translation and dissemination of new knowledge</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion of effective partnerships</li> </ul>	<ul style="list-style-type: none"> <li>• Development of effective programs, policies and practices</li> </ul>

The key findings from public stakeholders were:

- 1) focus on obesity, diabetes, chronic disease and mental health;
- 2) increase collaboration between public health and medicine;
- 3) grow community-engaged research at MCW;
- 4) expand technical assistance and capacity-building; and,
- 5) articulate the value of biomedical research investments.

The key findings from MCW stakeholders were:

- 1) support faculty collaboration;

- 2) provide competitive opportunity for research and education proposals;
- 3) increase opportunities for medical and graduate students; and,
- 4) disseminate biomedical research findings to the public.

The key themes from other conversion foundations were:

- 1) use full capacity of foundation as catalyst for systems and policy change;
- 2) narrow number of focus areas;
- 3) create funding collaboratives;
- 4) involve program staff more deeply in funded projects; and,
- 5) emphasize collective impact.

# Moving Toward a Healthier Wisconsin

Cross-Cutting Initiatives	<b>Research and Education Program</b> Dedicated to Advancing Health through Research and Education Initiatives		
	Strategic	Strategic	Responsive
Investments in initiatives that integrate research, education, population and community health	Investments in targeted research and education priorities that align with MCW's strategic plan	Supports research and innovative programs that enhance the education of patients, public health workers, health providers, residents, fellows and medical and graduate students	Investments <ul style="list-style-type: none"> <li>• Within the Research and Education Program to provide technical assistance</li> <li>• In dissemination opportunities to improve dialogue with the public about how research and education projects affect their lives</li> </ul>
Larger	Larger	Smaller	Varies
Longer (3-5+ years)	Longer (3-5 years)	Shorter (1-2 years)	Varies
Multi-sector collaborations or community-academic partnerships	Interdisciplinary collaboration	Interprofessional collaboration	Varies
Multi-pronged approaches that address root causes	Long-term outcomes that improve health and advance the fields of science and education	Pilot and development project outcomes that demonstrate the viability of new ideas for further implementation	Strengthen dissemination to the public to increase public engagement in science

the Health of the People of Wisconsin through:

- Strengthening of community and academic capacity to address Wisconsin's health needs
- Cultivation of leadership in public health and research
- Development of innovative research and discovery

## Moving From Grantmaker To Changemaker

Based on stakeholder input and ten years of lessons learned, the 2014-2018 Five-Year Plan will shift from grantmaking to changemaking.

AHW will continue to support the community-academic partnership model of the Healthier Wisconsin Partnership Program by investing in projects that address community-identified health needs. As a change maker, AHW will invest in efforts that focus on root causes and sustainable results to more substantially transform systems and maximize impact.

Toward this end, the Consortium is developing an enhanced framework that includes several new components. The new framework places a greater emphasis on capacity-building, leadership, and dissemination through AHW program level and partner investments.

A new component invests in cross-cutting initiatives that integrate strengths from research, education and community-academic partnerships. These enhancements were informed by other strategic funding models, including those of catalytic philanthropy, collective impact and strategic evaluation.

By focusing on outcomes, AHW expects changemaking investments to strengthen health-seeking behaviors, inform effective health policy, improve the environment that circumscribes healthy behaviors, and build a public health system that enhances the quality of life for all.

## Moving Forward

The Consortium will commence implementation of the Third Five-Year Plan beginning in January 2014. This includes engaging stakeholders in the selection of priorities and the solicitation of applications.

It is anticipated that funding related to the new components will be released on a rolling basis during the implementation phase as priorities and processes are developed.

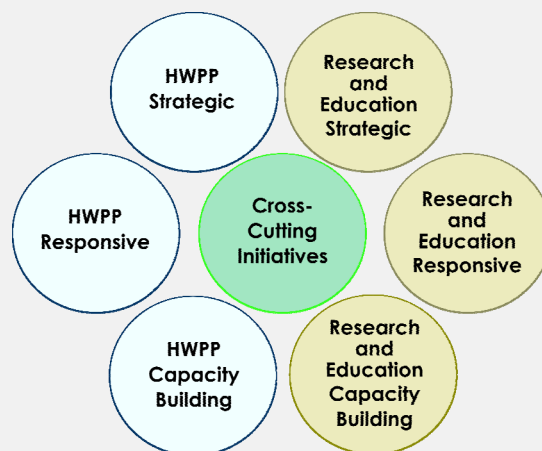
In moving from grantmaker to changemaker, the challenge for AHW and its partners will be:

*How will we, working together, invest in positive change to improve the health of Wisconsin communities?*

## Model

Community-academic partnerships for health improvement, biomedical and population health research, and innovative education programs all play a role in making Wisconsin a healthier state.

This model demonstrates how the new framework will leverage these areas along with cross-cutting initiatives to advance the health of Wisconsin residents.



# Mission

Working with our partners, AHW will serve as a catalyst for positive change in the health of Wisconsin communities.

# Vision

A Healthier Wisconsin

# Principles

## Collaboration

Supporting effective collaboration between community and Medical College of Wisconsin partners to broaden program impact throughout the state and to enhance the translation of knowledge into community practice.

## Transformation

Effecting systemic change by emphasizing prevention, innovation and capacity-building. Identifying initiatives that will enhance the health of our community through research, education, and service, locally, statewide and, indirectly, nationally and internationally.

## Stewardship

Expecting excellence as funded projects measure and account for outcomes through effective oversight and rigorous evaluation. Maximizing impact as priorities are identified, new knowledge is generated, translated, and disseminated, and additional resources are leveraged to support continued success.

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