REFLECTING ON A YEAR OF CHANGE AND CHANGEMAKING

On behalf of the Medical College of Wisconsin (MCW) and the MCW Consortium on Public and Community Health (Consortium), we are pleased to share with you the 2015-2016 Advancing a Healthier Wisconsin (AHW) Endowment Annual Report.

A year ago, we updated you on our shift from grantmaker to changemaker, highlighting the ways in which we would catalyze positive change in the health of Wisconsin communities. The months since have been marked by tremendous growth and learning.

We began by exploring new ways of doing our work - by being transformational, not transactional. Our Program Officers applied a changemaking lens to our work, emphasizing the building of partnerships, and helping to ensure success. Rather than just distribute funds to grant recipients, AHW asks “how?” as often as “what?” when evaluating funding opportunities with potential to advance health.

New team members began the work of laying a fresh strategic foundation, inviting the ethos of changemaking to permeate all layers of our Endowment and our culture.

As one might expect from shifting to a changemaking approach, we have also shifted our storytelling strategy, a change that is reflected in the content and structure of this Annual Report. Alongside the funding and governance updates, you will find a narrative that walks you through the strategic approach to our work. These pathways are illustrated by program success highlights.

Inside, you will find strategic updates and overviews of our investments including:

• A statewide coalition to improve behavioral and mental health in Wisconsin through creation of a learning community and results-based methodology.
• A new “cross-cutting” initiative that brings together community, research, and education expertise to reduce disparities in breast and lung cancer in Wisconsin.
• An enhanced competitive research program that cultivates collaborations between basic, clinical and population health scientists to speed discoveries that can fight disease and improve health.
• A dynamic speaker series that brings together the best minds in health and science with the public to share knowledge and increase understanding of research and how it shapes our lives.
• An innovative competitive community health program that invests in policy, systems and environmental change best positioned to improve the health of Wisconsin communities.

We are excited by the momentum and progress at AHW, and look forward to every next step toward a healthier Wisconsin.

EXECUTIVE SUMMARY

AHW is a changemaker, propelling the best work and ideas for a healthier Wisconsin.

“...We are energized by the direction of our Endowment strategy and we’re confident that these investments will lead to transformative accomplishments by our community partners.”

– Joseph E. Kerschmer, MD, Dean of the School of Medicine and Executive Vice President of MCW and an MCW Consortium member.

During this reporting period, AHW awarded $9.8 million to 20 new initiatives aligned with our changemaking approach.
Changemaker: One who desires change in the world and, by gathering knowledge and resources, makes that change happen.

HOW

AHW COMPONENTS HAVE EVOLVED TO ADVANCE HEALTH THROUGH CHANGEMAKING

When AHW launched its current Five-Year Plan (Plan), the idea of a Cross-Cutting initiative was born. The Consortium worked with the Research and Education Advisory Committee (REAC) to develop the Cross-Cutting framework, priorities, and funding commitment. What, they asked, if we found a way to cut across community knowledge and education innovations and leverage those discrete areas of expertise in the place where they intersect?

A Cross-Cutting approach would:

• Invest in initiatives that integrate research, education, population and community health.
• Convene the Consortium and REAC on a joint project.
• Serve as a defining feature of a changemaking portfolio.
• Invest more deeply; up to $20 million over 8 years.
• Cultivate leadership in community, health, and research.
• Achieve statewide impact.
• Demonstrate measurable advances in health.

The Consortium and REAC agreed that the Cross-Cutting initiative should seek to affect a policy or system change that results in health improvement, and that measurable health outcomes should result from interventions. The group agreed that health disparities and root causes would be addressed through the approach, and a joint subcommittee would be convened to recommend focus areas. Leadership agreed upon an early 2016 launch.

In the spring of 2016, a community-academic “Study Team” began a six-month initial planning process. AHW introduced to the team a new Senior Program Officer for the Cross-Cutting initiative, Tobi Cawthra, MPH. The Study Team developed an action plan to refine the priorities, population, scope and process for the AHW Cross-Cutting initiative.

As the fiscal year came to a close, the Study Team had begun to gather data and storytelling around disparities in cancer, analyzing gaps and moving toward a research focus. The Study Team agreed upon a 2017 launch of a high-level strategic action plan.

The MCW Consortium worked with REAC to develop the Cross-Cutting framework, priorities, and the funding commitment.
A STRATEGIC APPROACH TO IMPROVED BEHAVIORAL HEALTH

The changemaking approach of the current Five-Year Plan is well-illustrated by this component of the AHW portfolio. The HWPP Strategic component contains three key elements:

- Identification of a specific, critical health need that has an overall bearing on the health of Wisconsin communities,
- A larger investment, an expanded timeline and an organized network of coalitions tasked with finding their best solutions or approaches to the selected health issue, and
- A three-phase approach that begins with a funded learning year, moves into a five-year implementation phase, and culminates in a two-year sustainability/dissemination phase.

The Wisconsin Department of Health Services reports that thousands of Wisconsin residents are impacted by mental health disorders each year. Mental health disorders affect approximately one in four adults and up to 20 percent of children living in the U.S. annually. Through this focus area, HWPP will catalyze the sharing of knowledge, the creation of partnerships, and the development of initiatives that promote education, enhance prevention, and increase the prevalence of positive behavioral health. The primary outcome of the initiative is improved behavioral health of Wisconsin communities. In addition, AHW is interested in improving the behavioral health prevention and health care resources that encompass the broad areas of mental and behavioral health, and to identify ways to reduce the physical health challenges faced by individuals with behavioral health disorders.

The Strategic component reached these milestones during the fiscal year reflected in this Annual Report:

- Maintained contact with more than 200 community members who engaged in a public input process to help shape the program.
- Presented the RFP to more than 100 individuals across Wisconsin, including Eau Claire, Green Bay, Madison, Milwaukee, and Wausau.
- Regularly met with applicants to cultivate ideas and refine approaches.
- Convened and brokered partnerships with like-minded applicants to encourage collaboration, not duplication or competition.
- Successfully received and reviewed 23 applications with Consortium.
- Selected 10 community coalitions for funding via competitive review.
- Selected MCW faculty and staff to serve as MCW Partner Team.
- Worked with funded community coalitions to launch innovative learning community with timely project start date of July 1, 2016.

BUILDING CAPACITY

The HWPP Capacity Building component helps AHW partners get ready for changemaking. Program offerings focus on skill-building, dissemination and resource development opportunities that enhance communities’ potential to effect positive health change. The component offers non-grantmaking and grantmaking investments in three key areas:

- Partnership development and project planning
- Funded Project Support and Peer Learning
- Dissemination and Sustainability

In Fiscal Year 2015-16, the Capacity Building component activities included:

- Informant interviews with 35 stakeholders.
- Launch of the Capacity Building framework with statewide audiences through five information/learning sessions.
- Announcement of Change Incubator and Community-to-Community Mentoring funding opportunities.
- Expansion of Technical Assistance Providers (TAPs) to Responsive funded projects.

ADVANCING HEALTH BY SUPPORTING POLICY, SYSTEMS AND ENVIRONMENTAL CHANGE

The HWPP Responsive component of the AHW portfolio “supports efforts to create strong, healthy neighborhoods and communities. Working with Wisconsin organizations, local leaders and citizens, the Responsive team looks for projects that lead to policies, systems and/or environments to effect sustainable, meaningful change that improves health. Efforts to change unhealthy behaviors that lead to illness and injury are thwarted when policies, systems and environments are unsupportive of those healthful changes. The approach aims at population-level health improvement rather than the individual. Potential funded partners are guided through the definition of what constitutes Policy, Systems and Environmental (PSE) change and are expected to have a clear PSE change strategy goal.”

Launched Learning Opportunities aligned with community-identified needs through:

- Forming and maintaining multi-sector, community-based collaborations
- Collaborative Grantseeking: Accumulating Previous “Wins” and Avoiding Painful “Lessons”
- Evaluation Basics and Two Key Tools for Partnership & Community Readiness Measurement
- Crafting Compelling Stories from your Programs’ Evaluation Data
- Building Sustainability into your Grant Project
- Effective Communication Strategies to Support Social and Behavior Change
- Spring Learning Series – Engage, Set, Track, Report: Planning a Community Health Program Evaluation from Start to Finish
- Summer Learning Series – Communication Tool Kit for Change Leaders
- Learning Series attracted 191 attendees

Launched Professional Development Opportunities:

- 9 new funded projects in fiscal year
- Combined $2.5M investment
- Engaging 57 community partners
- 7 MCW academic partners
ADVANCING HEALTH THROUGH RESEARCH AND EDUCATION PRIORITIES

The AHW REP Strategic funding investments improve health through advances in the basic, clinical, population health and translational sciences that focus on Wisconsin’s leading causes of death and disease. In addition, funds to support innovative education initiatives that span the continuum from pipeline programs through continuing education programs encourage, strengthen and enhance the health workforce to meet the healthcare needs of Wisconsin communities. Here is where the strengths of translational research, education innovations and community engagement are leveraged. Examples are:

Optimizing Functional Outcomes of Stroke Survivors through Translational Research, led by Diane W. Braza, MD. Dr. Braza’s proposal takes a population health approach to stroke outcomes. Published statistics highlight health disparities based on race and physical ability. Dr. Braza’s proposal includes population-based health initiatives to monitor physical activity in stroke survivors, engage communities through education of stroke support group members, optimize the delivery of rehabilitation techniques through innovation, and reduce disparities in care and outcomes in stroke survivors in Southeastern Wisconsin.

Graduate Medical Education Development in Central and Northern Wisconsin, led by Lisa Dodson, MD. Dr. Dodson’s initiative will develop a strategic plan for overcoming barriers to creating and sustaining graduate medical education (GME) expansion in Central and Northern Wisconsin, ultimately leading to improved access to physicians for Wisconsin residents.

MCW Community Engagement Care Implementation Initiative, led by Syed Ahmed, MD, MPH, DPH, FAAAHP. The Community Engagement Core’s planning process identified the need at MCW for a centralized academic resource to enhance MCW’s expertise and knowledge in community-engaged research. Dr. Ahmed’s initiative will establish an accessible, organized selection of experts and training services to address complex, multi-dimensional community health needs.

Awards supported by AHW REP Strategic funds focus on one or more of the following research and/or education priority areas:

Education Priority Areas:
- Public Health Leadership & Policy
- Interprofessional Education & Collaboration
- New Learning Technologies
- Programs Integrating Medicine & Public Health
- Pipeline programs/diversity
- Regional medical education
- Workforce Development

Research Priority Areas:
- Cancer
- Cardiovascular Disease
- Concussion and Traumatic Brain Injury
- Diabetes and Obesity
- Genetics and Personalized Medicine
- Inflammation and Immunology
- Neurodegeneration and Nervous System Aging
- Population Health
- Regenerative Medicine

BUILDING CAPACITY TO IMPROVE HEALTH THROUGH CONVERSATIONS WITH SCIENTISTS

The Research and Education Program includes a Capacity Building component that aims to strengthen dissemination to improve public engagement in health and science, understanding that informed community members are better able to advocate for their health, and to share accurate science and health information with others.

Conversations with Scientists is a speaker series launched in this fiscal year at MCW. Held over a series of weekday evenings, this program introduces members of the public to faculty speakers via engaging presentations on a given health or science topic. The series is free of charge. The first series was held in the spring of 2016, in partnership with the MCW Cancer Center and the regional branch of Susan B. Komen. MCW faculty from the Cancer Center spoke in general terms about cancer, and also explored the role of genetics and social determinants of health in determining cancer risk and survival. Speakers also discussed cancer screenings as well as research and innovations in cancer care.

AHW gathered survey feedback from event attendees, which informed planning for the fall 2016 series on the topic of infectious diseases. Survey highlights:

- More than 120 people registered for one or more sessions of the inaugural Conversations with Scientists event.
- Renee speakers presented, including MCW leadership, MCW basic scientists and clinicians, and 99% of audience members agreed that the experience made them want to learn more about the topic and discuss it with others, and
- 98% of audience members agreed that the series made them more likely to make better-informed choices about their health.

PROMOTING GOOD IDEAS BY CONNECTING CLINICAL AND BASIC SCIENCE RESEARCHERS

The Endowment has an extraordinary opportunity to approach Wisconsin’s toughest public health challenges through wide-angled solutions, knowing we can do more by working together than apart.

The REP Responsive component aims to increase interdisciplinary research, including an emphasis on clinical and basic science research team development working to test and sustain promising new ideas aligned with research areas in MCW’s strategic plan: cancer, concussion and traumatic brain injury, cardiovascular, diabetes and obesity, inflammation and immunology, neurodegeneration and nervous system aging, personalized medicine, population health, and regenerative medicine. Funded projects in this cycle include, but are not limited to:

- An initiative to use a novel detection method to develop new, non-antibiotic treatments that limit damage and accelerate recovery from deep infections;
- Research to identify new approaches to regulate inflammation and cardiovascular disease through increased understanding of the role of odorant receptors which are predicted to help blood vessels dilate;
- A project that will test therapies that alter the normal cells surrounding a tumor in pancreatic cancer so that tumor-killing immune cells can reach the tumor and be activated to kill the cancer cells.

In 2016, the REP Responsive component held its first Learning Community, bringing together more than 20 investigators from basic science and clinical disciplines to share their research and engage in a learning opportunity. The objectives of this effort were to promote interdisciplinary learning and sharing of successes, challenges, and lessons learned, as well as provide investigators with tools that will support them in their research. Of the 26 investigators in attendance, 20 completed an evaluation survey, with the following results:

Did you learn about research that you were not aware of prior to today’s meeting? YES 95% NO 5%

Did you feel more informed about the work of your colleagues? YES 95% NO 5%

Did you identify a colleague whose work you are interested in learning more about? YES 85% NO 15%

Did you identify a colleague with whom you may be interested in working in the future? YES 75% NO 15%

Did you learn something that will help you disseminate your research? YES 90% NO 10%
NEW HWPP INITIATIVES / RESPONSIVE

Through the Healthier Wisconsin Partnership Program (HWPP), the AHWW Endowment invests in community MCW academic partnerships to improve health. HWPP awards provide a competitive, unique and transformative opportunity for community organizations and MCW academicians to work in partnership to share expertise and address Wisconsin's greatest health needs.

During the reporting period, HWPP awarded $5.8 million to 20 awards through its Responsive and Strategic Components. The review process for HWPP funding is a highly competitive process that includes a detailed, multi-level qualitative and quantitative assessment. Under a three-stage merit review process, applicants submit a brief proposal and, if successful, deliver a pitch presentation that enables assessment. Successful applicants are invited to submit a full proposal to be reviewed by the MCW Consortium and staff to assess alignment of proposals with the AHWW Five-Year Plan and criteria outlined in each specific funding opportunity. All funded projects are also reviewed to ensure compliance with AHWW's non-supplanting policy.

Funded Projects July 1, 2015 - June 30, 2016

<table>
<thead>
<tr>
<th>Project Name &amp; Award</th>
<th>Project Aim</th>
<th>Project Partners</th>
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<tbody>
<tr>
<td>Adopting Patient-Centered Prescription Medication Labels in Wisconsin</td>
<td>Aims to reduce medication errors, improve medication adherence, and improve patient satisfaction through the adoption of uniform, patient-centered medication labels within the Wisconsin pharmacy system.</td>
<td>Wisconsin Health literacy, Hayat Pharmacy, Hometown Pharmacy, Pharmacy Society of Wisconsin, UW Patient and Community Engagement Center, UW Health, UW School of Pharmacy</td>
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<td>Fostering Futures: Transforming Child Welfare Policies/PRACTICES through Trauma-Informed Principles</td>
<td>Improves child and family health and well-being through integration of trauma-informed principles into Wisconsin's child welfare policies and practices in order to mitigate the short- and long-term social, emotional and health effects of childhood toxic stress.</td>
<td>SET Ministries, Inc., Casey Family Programs, Children's Hospital and Health System, Fostering Hope Foundation, Wisconsin's Department of Children and Families, Wisconsin's First Lady Tammy Walker, Wisconsin's Office of Children's Mental Health</td>
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<tr>
<td>Healthy Eyes, Healthy Futures: Children's Vision Health Collaborative</td>
<td>Improves vision health for Wisconsin's children through an integrated system of screening, referral, and education across schools and community, in collaboration with vision and primary care providers.</td>
<td>Prevent Blindness Wisconsin, Children's Hospital and Health System, Milwaukee Public Schools, Horild of Optical</td>
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<td>Proactive Outreach for the Health of Sexually Exploited Youth (PONSEY)</td>
<td>Transforms the medical response and care delivery for sexually exploited youth by developing trainings, protocols and tools to educate healthcare providers and improve medical practices for identifying and treating sexually exploited youth.</td>
<td>Wraparound Milwaukee, Rethink Resources, Children's Hospital of Wisconsin/Child Advocacy and Protection Services</td>
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<td>Policy and Systems Change to Impact Health in MPS and Boys and Girls Clubs of Greater Milwaukee</td>
<td>Creates policy, structural and systems change needed to identify and provide additional physical education (PE) support to students who require it, resulting in increased fitness and creating an orientation to lifetime fitness.</td>
<td>Boys &amp; Girls Clubs of Greater Milwaukee, Marquette University, Milwaukee Public Schools, Milwaukee Teachers' Education Association</td>
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<td>Eastern Wisconsin Food Banks Serving as Community-Wide Food Hubs to Increase Healthy Offerings</td>
<td>Creates systems change by aligning fragmented food systems through a food hub distribution model that will provide diverse healthy food options to underserved populations.</td>
<td>Feeding America Eastern Wisconsin (FAEW), LW5218, Oshkosh Area Community Pantry, St. Farms Co-op, Winnebago County Health Department</td>
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<td>Preparing the Community to Improve the Odds of Cardiac Arrest Survival</td>
<td>Increases sudden cardiac arrest survival in Wisconsin by creating the infrastructure for schools to provide high-quality CPR training to every student, creating a gender-neutral shift where all Wisconsin citizens are prepared and ready to act.</td>
<td>Cooperative Educational Services Agency 47 (CESA 7), American Heart Association (AHA), Marshfield Clinic, Northern Highland Area Health Education Center, Office of Rural Health, Professional Firefighters of Wisconsin, Project ADAM Wisconsin, Wisconsin E-EMS Association, Wisconsin Fire Chiefs Association, Wisconsin Professional Police Association</td>
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KEY ELEMENTS OF REVIEW PROCESS

Staff Technical Review and Supplanting Review

MCW Consortium Review and Approval

MCW Board of Trustees Review and Approval

Merit Review

Review and Approval

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New HWPP Initiatives / Responsive

Project Name & Award | Project Aim | Project Partners |
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<tr>
<td>Parent Education and Support Network</td>
<td>Embodies developmental screening as a standard practice among primary health care and child care providers by facilitating improvements in training, efficiency, parental engagement, and cross-sector data sharing.</td>
<td>United Way of Greater Milwaukee &amp; Waukesha County, Aurora Health Care, Children’s Hospital and Health System, City of Milwaukee Health Department, Head Start (Acero Learning, Guadalupe, Milwaukee Public Schools, Next Door), Help Me Grow, Milwaukee County Birth to 3, Milwaukee School of Engineering, SET Ministry, Inc., University of Wisconsin-Milwaukee, Milwaukee Succeeds</td>
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Through HWPP’s Strategic component, the Endowment committed up to $20 million to generate statewide, community-based advances in behavioral health. The eight-year project represents a philosophical shift for the Endowment, and a newly formed strategic focus on improving population health through the creation and support of local coalitions. Funding was awarded to 10 Community Coalitions across 28 counties involving more than 120 partner organizations. During this reporting period, an initial $2.3 million investment allowed the 10 coalitions one year to plan and learn together before they enter a five-year implementation phase, beginning July 1, 2017. The final two years of the project will be devoted to ensuring that program successes are sustainable beyond the life of the award, and that they can be replicated in other communities.

The Endowment invited communities across the state to submit proposals. The RFP was released in October 2015 with applications due by February 1, 2016. The selected 10 communities work with multi-sector partners, an MCW Partner Team consisting of faculty and staff, and with each other, to share best practices, review strategies and build the capacity of each community to serve the behavioral health needs of residents. During the program’s first year, the community groups worked as part of a funded Learning Community. The Endowment staff deliberately earmarked funds for this structured learning and planning phase so that they could reduce professional isolation and replace it with robust collaboration, and so that the members of each community could share and spread insights and expertise with their cohorts. The ultimate outcome of this project will be a statewide improvement in behavioral health, outcomes that roll up into the desired outcome of the larger strategic plan of the Endowment, which is the improved overall health of Wisconsin residents.

### New HWPP initiatives / Strategic

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<tr>
<th>Project Name, Award &amp; Aim</th>
<th>Project Partners</th>
<th>MCW Partner Team: CAIR</th>
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<tr>
<td>Building a Behavioral Health System to Reduce the Impact of Adverse Childhood Experiences</td>
<td>$200,000</td>
<td>7/1/2016 - 6/30/2017</td>
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<tr>
<td>Greater Green Bay Mental Health Connection</td>
<td>$195,134</td>
<td>7/1/2016 - 6/30/2017</td>
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<tr>
<td>A Mental Health System for All in La Crosse</td>
<td>$196,920</td>
<td>7/1/2016 - 6/30/2017</td>
</tr>
<tr>
<td>Improving Children’s Mental Health Through School and Community Partnerships</td>
<td>$130,210</td>
<td>7/1/2016 - 6/30/2017</td>
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**Project Partners**

- **Marathon County Health Department**
- **Aspirus Wausau Hospital**
- **Bridge Community Health Clinic**
- **Healthy Marathon County**
- **Marshfield Clinic**
- **Ministry Saint Clare’s Hospital**
- **United Way of Marathon County**
- **Western Marathon County Coalition**

- **American Foundation of Counseling Services, Inc.**
- **Bailin Health Psychiatric Center**
- **Brown County Department of Human Services**
- **Brown County United Way**
- **Catholic Charities of Green Bay**
- **Family Services of Northeast Wisconsin**
- **Greater Green Bay Community Foundation**
- **Howard - Suamico School District**
- **Hospital Sisters Health System**
- **Prevea Health**

**Project Name, Award & Aim**

- **ThedaCare**
- **Memorial Medical Center**
- **Essentia Health - Ashland Clinic**
- **Bayfield County Health Department**
- **Northlakes Community Clinic**
- **Children’s Hospital of Wisconsin**
- **A Mental Health System for All in La Crosse**
- **Improving Children’s Mental Health Through School and Community Partnerships**

**A Mental Health System for All in La Crosse**

- **Children’s Hospital of Wisconsin**
- **Children’s Service Society of Wisconsin (CSW)**
- **Children’s Mental Health Services**
- **Children’s Hospital of Wisconsin**
- **Children’s Hospital of Wisconsin**
- **Children’s Hospital of Wisconsin**

**Improving Children’s Mental Health Through School and Community Partnerships**

- **Children’s Hospital of Wisconsin**
- **Children’s Hospital of Wisconsin**
- **Children’s Hospital of Wisconsin**
- **Children’s Hospital of Wisconsin**
- **Children’s Hospital of Wisconsin**

**Upstream Improvement: Enhancing Behavioral Health in Northern Wisconsin**

- **Children’s Hospital of Wisconsin**
- **Essentia Health - Ashland Clinic**
- **Hayward Area Memorial Hospital**
- **Healthcare Improvement Collaborative**

**Upstream Improvement: Enhancing Behavioral Health in Northern Wisconsin**

- **Children’s Hospital of Wisconsin**
- **Essentia Health - Ashland Clinic**
- **Hayward Area Memorial Hospital**
- **Northlakes Community Clinic**
- **Children’s Hospital of Wisconsin**
- **A Mental Health System for All in La Crosse**
- **ThedaCare**

**A Mental Health System for All in La Crosse**

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NEW HWPP INITIATIVES / STRATEGIC

Project Name, Award & Aim

Mental Health Matters: A Strategic Investment for Children, Youth, and Families in Our Community

$199,945
7/1/2016 - 6/30/2017

Addresses the Chippewa and Eau Claire Counties’ perennial struggles with access to care and issues with isolation and lack of transportation.

Project Partners
Eau Claire City - County Health Department
Chippewa County Public Health Department
Chippewa County Department of Human Services
Chippewa Falls Area Unified School District
Chippewa Falls Police Department
Chippewa Health Improvement Partnership
Eau Claire Area School District
Eau Claire County Department of Human Services
Eau Claire Healthy Communities
Eau Claire Police Department
HSHS Sacred Heart Hospital
HSHS St. Joseph’s Hospital
Joining our Neighbors Advancing Hope (JONAH)
Marshfield Clinic, Mayo Health System
Security Health Plan
United Way of the Greater Chippewa Valley
Western Region Division of Public Health

A Southwestern Wisconsin Behavioral Health Partnership

$200,000
7/1/2016 - 6/30/2017

Serves rural areas within Grant, Green, Iowa, Lafayette and Richland Counties, with a particular focus on improved behavioral health services for low income persons and families that lack insurance and/or the capacity for private payment.

Project Partners
Southwestern WI Community Action Program
Better Brookhead
CESA 3
Community Connections Free Clinic, Inc.
Green County Health Department
Green County Human Services Department
Grant County Health Department
Grant Regional Health Center
Grant County Department of Social Services
Gundersen Brodhead Area Hospital and Clinics
Iowa County Government
Iowa County Health Department
Iowa County Sheriff’s Office
Lafayette County Health Department
Lafayette County Human Services
Memorial Hospital of Lafayette County
Morenci Clinic
Richland Hospital, Inc.
Richland County Health and Human Services
Rural Wisconsin Health Cooperative
Southwest Health
Southwestern WI Regional Planning Commission
Suicide Prevention Coalition of Iowa County
University of Wisconsin - Madison School of Nursing
University of Wisconsin - Population Health Institute
University of Wisconsin Extension - Iowa, Green, Richland, Grant and Lafayette Counties
Upland Hills Health

To learn more about AHW-funded projects, visit our website at www.mcw.edu/AHW
NEW REP INITIATIVES

Through the Research and Education Program (REP), the AHW Endowment invests in new scientific discovery and innovative education programs. Since 2004, the AHW Endowment has awarded more than $143.1 million to research and education initiatives addressing leading causes of death and disability in Wisconsin. During this reporting period, the REP awarded $5.0 million to nine awards through its Responsive and Strategic components.

The REP uses a multi-stage application process including submissions of a letter of intent and full proposal. With the Strategic proposals, the review process begins with the Research and Education Advisory Committee's (REAC) review of letter of intent applications for merit and alignment with the AHW Five-Year Plan. Successful letters of intent are invited to the second stage that includes submission of a full proposal to the REP Office with a detailed project narrative, budget, budget narrative and implementation plan. These proposals are screened by staff to determine that all eligibility, content and submission requirements are fulfilled.

With the Responsive proposals, a merit review panel evaluates the letters of intent and full proposals for scientific merit. Top-ranked proposals are advanced to the REAC for review. All full proposals are reviewed for supplanting through the MCW Controller’s Office. The REAC reviews and provides funding recommendations on all proposals before they advance to the MCW Consortium for review and comment. The MCW Board of Trustees makes the final funding determinations.

REVIEW PROCESS

AHW Research and Education Advisory Committee Review
MCW Consortium Review and Comment
MCW Board of Trustees Review and Approval

MCW Board of Trustees

NEW REP INITIATIVES / STRATEGIC

Project Name & Award | Project Aim | Principal Investigator
--- | --- | ---
MCW Community Engagement Core | The Community Engagement Core will establish an accessible, organized selection of experts and training services to address complex, multi-dimensional community health needs. | Syed Ahmed, MD, MPH, DPH, FAAFP
Graduate Medical Education Development in Central and Northern Wisconsin | To develop a strategic plan for overcoming barriers to creating and sustaining graduate medical education (GME) expansion in Central and Northern Wisconsin. | Lisa Dedum, MD, Campus Dean, MCW-Central Wisconsin
Optimizing Functional Outcomes of Stroke Survivors Through Translational Research | To improve functional outcomes for stroke survivors by creating the Stroke Research Center ofSoutheastern Wisconsin that will advance translational research in the region. | Diane W. Brax, MD, Chair and Professor, Department of Physical Medicine and Rehabilitation

NEW REP INITIATIVES/RESPONSIVE

Project Name & Award | Project Aim | Principal Investigator
--- | --- | ---
Treatment of PDAC With Combined Immunotherapy, Nanoinhibition, and Altered Chemokine Signaling | Will test therapies that alter the normal cells surrounding a tumor (the tumor microenvironment) in pancreatic ductal adenocarcinoma (PDAC) so that tumor-killing immune cells can reach the tumor and be activated to kill the cancer cells. | Byron Johnson, PhD, Professor, Pediatrics and Microbiology and Molecular Genetics
Co-Investigator: Michael Dwinell, PhD, Professor, Microbiology and Molecular Genetics, Director of the Bobbie Nick Voss Laboratory, Leader of the Tumor Progression and Metastasis Program
Vascular Odorant Receptors-Regulation and Function | Will identify new approaches to regulate inflammation and cardiovascular disease through increased understanding of the role of odorant receptors (ORs), which are predicted to help blood vessels dilate and improve blood flow in inflammation and blood vessel health. | William B. Campbell, PhD, Chair & Professor, Pharmacology and Toxicology
Co-Investigator: David D. Gutterman, MD, Northeastern Mutual Professor of Cardiology and Senior Director of the Cardiovascular Center at Northwestern Medicine
Roles of Subcutaneous Adipose Tissue and Adiponectin on the Pathogenicity of Visceral Adipose Tissue | Researchers are learning how peripheral adipose tissue (SAT), or subcutaneous fat, protects against metabolic diseases compared to visceral adipose tissue (VAT, or central/abdominal fat) in healthy obese persons, resulting in lower rates of metabolic diseases, such as diabetes. | Shrilekha Kidambi, MD, MS
Associate Professor of Medicine—Endocrinology
Co-Investigators: Daisy Sahas, PhD, Associate Professor of Medicine and Vice Chair for Research; Jan Gould, MD, Chief, Professor, Surgery; Pengyuan Liu, PhD, Associate Professor, Physiology; Leah Solberg Woods, PhD, Associate Professor, Pediatrics
Microbial Approaches for the Treatment of Multi-Drug Resistant Enterococcus | Researchers aim to prevent infections and reduce the spread of multi-drug-resistant enterococci (MDRE), by preventing MDRE from colonizing and spreading from the gut. | Nita H. Salman, MD, PhD, Professor, Pediatrics and Microbiology and Molecular Genetics
Co-Investigators: Christopher Kristich, PhD, Associate Professor; Microbiology and Molecular Genetics; Michele Battle, PhD, Associate Professor, Cell Biology, Neurobiology and Anatomy
Gaseous Intoxication by Bacterial Infection: A Mechanism for Abscess Formation | Using a novel detection method, as well as an advanced animal model, researchers plan to develop new, non-antibiotic treatments that limit damage and accelerate recovery from deep infections. | Rodney Willoughby, MD, Professor, Pediatrics and Program Director for Antibiotic Stewardship at Children’s Hospital Wisconsin
Co-Investigators: Brian Smith, PhD, Assistant Professor, Biochemistry; Christopher Kristich, PhD, Associate Professor, Microbiology and Molecular Genetics
Note: A $199,569 investment from the AHW REP Responsive Component was initially awarded to Michael Widlansky, MD, MPH for his research study titled ‘Control of Diabetic Vascular Endothelial Function by Mitochondrial Fission Proteins’. However, the AHW award was rescinded due to Dr. Widlansky successfully competing for extramural funding for related work to his proposed study. In such instances, AHW funding is rescinded and returned to the endowment to support future projects.

FUNDED PROJECTS JULY 1, 2015 - JUNE 30, 2016

FUNDED PROJECTS JULY 1, 2015 - JUNE 30, 2016
MCW Consortium on Public and Community Health

The MCW Consortium formed in 2002 as a non-stock, non-profit corporation whose purpose is to fulfill the obligations of the Public and Community Health Oversight and Advisory Committee as described in the March 2000 Insurance Commissioner’s Order. The MCW Consortium meets on a regular basis and conducts itself in accordance with its bylaws and Wisconsin Open Meetings and Public Records Laws. The MCW Consortium provides oversight for the 35 percent of the funding dedicated for the Healthier Wisconsin Partnership Program and advises on the 65 percent of funding dedicated for Research and Education initiatives.

In January, 2011, MCW placed the AHW Endowment in the Office of the President during a time of leadership transition in the School of Medicine. With the completion of the second programmatic audit conducted by the Legislative Audit Bureau, an opportunity arose to reflect on AHW’s many accomplishments and how best to position the Endowment within MCW’s organizational structure for the future. After discussion with the Consortium and the MCW Board of Trustees, effective January 1, 2016, the AHW Endowment will sit within the School of Medicine. This date coincides with the completion of the Legislative Audit Bureau’s second programmatic audit of the AHW Endowment, classified as a good audit, the beginning of the third year of the 2014-2018 AHW Five-Year Plan, and strong leadership from the Dean of the School of Medicine.

REAC

The MCW Consortium provided input and supported the creation of the Research and Education Advisory Committee (REAC). The REAC provides oversight for the AHW Research and Education Program. In that capacity, the REAC makes recommendations regarding the Research and Education Program’s funding initiatives, application criteria, processes, and program administration policies. The REAC is led by the Dean of the School of Medicine and Executive Vice President of MCW.

AHW Team

Cheryl A. Maurana, PhD
Senior Associate Dean and Director of the Advancing a Healthier Wisconsin Endowment, Vice President for Academic Outreach, MCW, Professor, Population Health, MCW School of Medicine

Kate Beadle
Administrative Associate

Tobi Cowhra, MPH
Senior Program Officer, Cross-Cutting Component

Jean Moreland
Director of Administration

Liz Setterfield
Senior Communications Consultant

Laura Pincusonsault, PhD
Senior Evaluation Officer

Alicia Witten
Program Director, Program Development and Dissemination

HWPP Team

Christina Ellis
Program Director

Maureen Busalschi
Program Officer, Responsive Component

Shari Hagedorn
Program Coordinator

Tim Meister, MA
Program Officer, Strategic Component

Tracy Wilson, MPH
Program Officer, Capacity Building Component

REP Team

Erin Fabian, JD
Program Director

Kristen Gardner-Voll, MNM
Program Officer, Responsive Component

Autum Kowalski, MBA
Program Officer, Strategic Component

Mark McNaull, PhD
Faculty Advisor for REP and Associate Professor of Microbiology and Molecular Genetics
INVESTMENT SUMMARY

The Advancing a Healthier Wisconsin funds are invested with MCW Endowment Funds using a diversified asset allocation strategy that includes money market funds held by external investment managers, marketable debt and equity securities, bond and equity mutual funds, commingled bond and equity funds, other equity securities, and accrued interest and dividends thereon, and are reported at fair value. The investment goal for the Advancing a Healthier Wisconsin funds, as approved by the MCW Board of Trustees, is to preserve the purchasing power of its investment, while providing a level of investment return and liquidity that funds its purposes within a reasonable and prudent level of risk. MCW has a long-term investment objective for the endowment assets to earn on average a real (inflation adjusted) annual rate of return and to provide a return for appropriation of not less than the total annual spendable income rate under the endowment fund spending policy.

All Endowment Funds, including the Advancing a Healthier Wisconsin funds, are invested in a unitized pool. Pooling of funds allows an individual participating fund to benefit from diversification and economies of scale in the investment process. Income is also unitized and allocated based on relative value on the first of the month. Realized capital gains are reinvested in the pool. The separate identity of each fund participating in the Endowment Fund pool is fully preserved, and each fund’s share in the income and gains and losses of the pool is assured.

FINANCIAL STATEMENTS

A financial audit of The Medical College of Wisconsin, Inc. Advancing a Healthier Wisconsin Program was conducted by an external audit firm for the fiscal years ending June 30, 2016 and 2015. The following pages reflect the financial position for the fiscal years ended June 30, 2016 and 2015 and the activities and changes in net assets for the fiscal year ended June 30, 2016.

OPEN MEETINGS AND PUBLIC RECORD LAWS STATEMENT

The MCW Consortium conducts its operations and processes in accordance with the State of Wisconsin’s Open Meetings and Public Records laws. Meetings of the MCW Consortium are open to the public, in accordance with the law. Agendas, minutes and documents approved by the MCW Consortium are posted online at http://www.mcw.edu/Advancing-Healthier-WI-Endowment.htm.

DIVERSITY STATEMENT

The AHW Endowment and the MCW Consortium are subject to, comply with and affirm the Equal Employment Opportunity and Affirmative Action policy of the Medical College of Wisconsin, Inc. The MCW Consortium is committed to optimizing the talents of people of different backgrounds, experiences and perspectives as a means of improving the health of the residents of Wisconsin. The AHW Endowment will continue to be equally accessible to all qualified persons without regard to their race, religion, color, age, disability, sex, national origin, sexual orientation, marital status, membership in the military reserves, creed, ancestry and arrest or conviction record. This policy represents the AHW Endowment and MCW’s commitment to nondiscriminatory practices and affirms its value for fair treatment of all qualified applicants and employees.

ADVANCING A HEALTHIER WISCONSIN STATEMENTS OF FINANCIAL POSITION AS OF JUNE 30, 2016 AND 2015 (in thousands)

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investments, at fair value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spendable income funds</td>
<td>$ 56,406</td>
<td>$ 60,016</td>
</tr>
<tr>
<td>Endowed funds</td>
<td>$ 347,355</td>
<td>$ 375,559</td>
</tr>
<tr>
<td>Total investments, at fair value</td>
<td>$ 403,761</td>
<td>$ 435,575</td>
</tr>
<tr>
<td>Total assets</td>
<td>$ 403,761</td>
<td>$ 435,575</td>
</tr>
<tr>
<td>Liabilities and net assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due to The Medical College of Wisconsin, Inc.</td>
<td>$ 98</td>
<td>$ 299</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>$ 98</td>
<td>$ 299</td>
</tr>
<tr>
<td>Net Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>$ 114,974</td>
<td>$ 146,587</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>$ 288,689</td>
<td>$ 288,689</td>
</tr>
<tr>
<td>Total net assets</td>
<td>$ 403,663</td>
<td>$ 435,276</td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td>$ 403,761</td>
<td>$ 435,575</td>
</tr>
</tbody>
</table>
**ADVANCING A HEALTHIER WISCONSIN**  
**STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS**  
**FOR THE FISCAL YEAR ENDED JUNE 30, 2016**  
*(in thousands)*

### Changes in unrestricted net assets:

<table>
<thead>
<tr>
<th></th>
<th>HWPP*</th>
<th>REP**</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expenditures:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faculty salaries</td>
<td>$396</td>
<td>$3,985</td>
<td>$4,381</td>
</tr>
<tr>
<td>Staff salaries</td>
<td>$602</td>
<td>$3,596</td>
<td>$4,198</td>
</tr>
<tr>
<td>Fringe benefits</td>
<td>$242</td>
<td>$1,790</td>
<td>$2,032</td>
</tr>
<tr>
<td>Services, supplies, and other</td>
<td>$247</td>
<td>$3,512</td>
<td>$3,759</td>
</tr>
<tr>
<td>Payments to community partners</td>
<td>$2,342</td>
<td>-</td>
<td>$2,342</td>
</tr>
<tr>
<td><strong>Total expenditures</strong></td>
<td>$3,829</td>
<td>12,883</td>
<td>$16,712</td>
</tr>
<tr>
<td><strong>Net assets released from restrictions</strong></td>
<td>(3,829)</td>
<td>(12,883)</td>
<td>(16,712)</td>
</tr>
<tr>
<td><strong>Unrestricted net assets, beginning of year</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Unrestricted net assets, end of year</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

### Changes in temporarily restricted net assets:

<table>
<thead>
<tr>
<th></th>
<th>HWPP*</th>
<th>REP**</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment income</strong></td>
<td>$1,743</td>
<td>$3,279</td>
<td>$5,022</td>
</tr>
<tr>
<td>Realized gains on investments</td>
<td>$4,568</td>
<td>$8,579</td>
<td>$13,147</td>
</tr>
<tr>
<td>Unrealized losses on investments</td>
<td>(11,453)</td>
<td>(21,617)</td>
<td>(33,070)</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>$(3,829)</td>
<td>$(12,883)</td>
<td>$(16,712)</td>
</tr>
<tr>
<td><strong>Temporarily restricted net assets, beginning of year</strong></td>
<td>(9,971)</td>
<td>$(22,642)</td>
<td>$(32,613)</td>
</tr>
<tr>
<td><strong>Temporarily restricted net assets, end of year</strong></td>
<td>$49,149</td>
<td>$97,438</td>
<td>$146,587</td>
</tr>
</tbody>
</table>

### Changes in permanently restricted net assets:

<table>
<thead>
<tr>
<th></th>
<th>HWPP*</th>
<th>REP**</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Change in permanently restricted net assets</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Permanently restricted net assets, beginning of year</strong></td>
<td>$101,001</td>
<td>$187,688</td>
<td>$288,689</td>
</tr>
<tr>
<td><strong>Permanently restricted net assets, end of year</strong></td>
<td>$101,001</td>
<td>$187,688</td>
<td>$288,689</td>
</tr>
</tbody>
</table>

---

* Healthier Wisconsin Partnership Program  ** Research and Education Program

The MCW Consortium on Public and Community Health authorized the following changes in outstanding commitments for the Advancing a Healthier Wisconsin program (in thousands). These outstanding commitments will be funded on a reimbursement basis and recognized as expenditures after the amounts have been expended by MCW and the community partners.

#### COMMITMENTS:

**Grants Awarded from Inception to June 30, 2015:**
- Healthier Wisconsin Partnership Program: $48,751, $41,761, $2,749, $4,241
- Research and Education Program: $137,305, $90,502, $11,199, $35,604
  
**SUBTOTAL:** $186,056, $132,263, $13,948, $39,845

#### COMMITMENTS:

**Grants Awarded from July 1, 2015 to June 30, 2016:**
- Healthier Wisconsin Partnership Program: $5,816, $143, - $5,673
- Research and Education Program: $5,771, $431, - $5,340
  
**SUBTOTAL:** $11,587, $574, - $11,013

**Outstanding commitments, June 30, 2016:**
- Grants Awarded: $197,643, $132,837, $13,948, $50,858

1 Reflects grants awarded, net of grant reductions made due to the economic recession that began in December 2007.

2 Reflects life-to-date expenditures related to grants awarded.