



**COVID-19:  
Supporting Wisconsin's  
Response and Recovery**

**AHW COVID-19  
Response Report  
October 2021**



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# A Message from the Director

In early February 2020, Wisconsin's first confirmed case of COVID-19 was announced. It was only the 12th confirmed case in the country at the time. By mid-March, the number of confirmed cases in the state had begun a slow climb, with 32 confirmed cases by March 15. Just five days later, there were more than 200 confirmed cases. COVID-19 was here, and it was spreading.

As data began to emerge about the severity of the illness, one thing became clear: We needed to act. COVID-19 was a threat to health of Wisconsinites and, as a statewide health philanthropy, we were in a unique position to respond.

Since 2004, the Advancing a Healthier Wisconsin Endowment (AHW) has focused on supporting those working to improve health across the state through funding awards, partnerships, and programming aimed at improving health and advancing health equity across the state.

So as COVID-19 emerged, we got to work, supporting active grantees with flexibility at a time when their work and lives were upended. At the same time, we rapidly developed and released a statewide funding opportunity for those in public and community health, health care, and biomedical and population health research.

The response was astounding. Just 21 days after putting out the call, we completed a competitive application and review process and announced the award of \$4.8 million to 17 projects that would take immediate actions to protect health and support Wisconsin's response to COVID-19.

These 17 projects aimed to expand access to information, resources, and care, use innovative technologies, and test potential treatments. Project teams were led by both community agencies and MCW scientists, and the work spanned the state, with many focused on underserved, underrepresented, and marginalized populations in both rural and urban areas.

In the following pages you'll find a summary of the work these teams began during some of the earliest and toughest months of the pandemic. Alongside these projects, we share the critical role that several efforts previously supported by AHW have had in Wisconsin's COVID-19 response, and the ways we are continuing to support pandemic response and look to long-term solutions.

Today, as our collaborative work has pivoted from a rapid response toward long-term solutions and recovery, we will not turn away. The pandemic has highlighted the deep need for investment into public health and into the work to address the root causes of the inequities that COVID-19 highlighted. As the stewards of funds designated to improve the health of Wisconsin, we welcome your partnership as we work to solve tomorrow's challenges, today.

Sincerely,

Jesse M. Ehrenfeld, MD, MPH, FASA, FAMIA  
Senior Associate Dean and Director  
Advancing a Healthier Wisconsin Endowment  
Professor, Anesthesiology  
Medical College of Wisconsin



## AHW COVID Response: By the Numbers

### Active Grantee Support

# 29

Extensions granted to active grantees, allowing these funded projects to adjust to COVID-19 impacts on research and community health initiatives

### Urgent Response Funding

# \$4.8 million

Awarded to 17 projects in April 2020, launching efforts across Wisconsin to respond to COVID-19, with a focus on underserved, underrepresented, and marginalized populations

### Advancing Ongoing Recovery & Response

# \$230,000

Awarded to advance further COVID-19 response and recovery, supporting vaccination outreach to highly impacted populations in Milwaukee

# 250

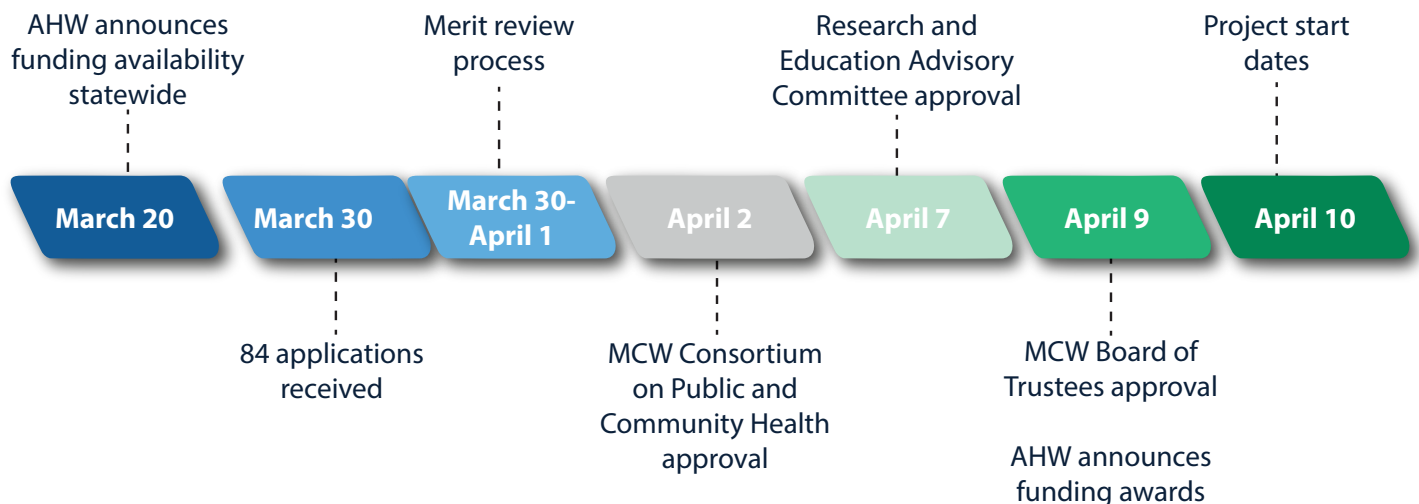
Individuals and organizations surveyed or engaged to inform AHW's long-term response to health needs and health equity in Wisconsin





## AHW URGENT RESPONSE FUNDING

### 2020 AHW Urgent Response Timeline



In April 2020, AHW announced the award of \$4.8 million to 17 projects that aimed to take immediate actions to protect health and support the response to COVID-19 in Wisconsin over the course of three or more months.

Funded projects were selected through a rapid competitive application and review process that required AHW to adjust internal processes and mechanisms while continuing to adhere to the state-mandated fund and public stewardship requirements.

In the following overview, you will find summaries of the incredible work initiated by community agencies and MCW faculty, which focused on supporting outreach and communication to high-need populations in both rural and urban areas of Wisconsin, expanding access to resources and care, and using innovative technologies and potential treatments to reduce the spread of COVID-19.





## Milwaukee | Intervention to Prevent the Spread of COVID-19 in Elderly African-Americans in Milwaukee

Supporting the MCW Center for Advancing Population Science in establishing a program to educate and test elderly African-American residents living in senior housing, assisted living, nursing homes, or homeless shelters located primarily in the northside of the city of Milwaukee.

**Award Amount: \$508,388**

**Project Duration: 9 months**

### OUTCOMES

- Established a community advisory board consisting of 17 individuals representing 11 community organizations, including the Housing Authority of the City of Milwaukee, YMCA, Hunger Task Force, independent housing sites, churches and more to support development of strategies to reach target population and serve as advocates in the community
- Provided 721 COVID-19 oral and nasopharyngeal swab tests and 720 COVID-19 antibody screening tests to individuals
- Provided telephone-delivered COVID-19 education and information opportunities at a time when little was known about the disease and information was more difficult to access for lay populations, providing information to 751 community members in the target population
- Disseminated project findings to the community advisory board and broader Milwaukee community through a virtual event
- Initiated ongoing data analyses to understand community knowledge and awareness of COVID-19 and to inform future efforts at building trust, reducing misinformation, and addressing vaccine hesitancy in Milwaukee
- Utilized initial study findings to inform additional grant submissions to improve the health of the target population and inform five peer-reviewed publications that included commentary on steps needed to address the increased vulnerability and needs of older African-American individuals

## Statewide | GLITC COVID-19 Emergency Management Assistance for Wisconsin Tribes

Supporting the Great Lakes Inter-Tribal Council (GLITC) in coordinating with the federally recognized tribes in Wisconsin to prevent COVID-19 and protect vulnerable populations and workers providing essential community services.

**Award Amount: \$500,000**

**Project Duration: 9 months**

### OUTCOMES

- Engaged all 11 Wisconsin Tribal Nations in developing contracts and workplans to address each tribe's priority needs in responding to the COVID-19 pandemic

- Coordinated internal and external communication efforts to support Wisconsin tribal nations, hosting a Facebook live informational session and updating GLITC's website with COVID-19 information and resources
- Supported tribal nations in responding to their most pressing needs, including:
  - Launching COVID-19 information and awareness strategies, reaching residents through email, social media, newspaper, newsletter, and direct mail outreach
  - Developing emergency response and continuity of operations plans, including development of appropriate emergency orders to initiate protection and prevention steps such as wearing of face masks
  - Purchasing personal protective equipment, including masks, gloves, hand sanitizer and cleaning products for essential service employees, including youth service locations, homeless shelters, and day care centers, which allowed key services to continue
  - Continuing and expanding essential food and nutrition services, including providing access to food for those isolated or quarantined, establishing food delivery services, and supporting community gardens
  - Constructing living units to isolate and provide secure housing for the homeless or those infected during the pandemic
  - Continuing mental and behavioral wellbeing programming, obtaining technology to host virtual group and individual counseling sessions, distributing culturally appropriate care kits to clients
- Produced a final impact and resources report, disseminating to tribal communication offices and local media

### **Milwaukee | STOP COVID-19: Co-designing Culturally Relevant Risk-Reduction Communication for Vulnerable Communities in Milwaukee**

Supporting the City of Milwaukee Health Department in rapidly improving communication of prevention guidelines to communities of color in Milwaukee County and piloting online training for community health workers and public health outreach personnel to respond to the mental health and wellbeing needs among these communities.

**Award Amount: \$500,000**

**Project Duration: 8 months**

#### **OUTCOMES**

- Identified key messages and partnered with Milwaukee-based communications firms to rapidly adapt messages for target populations, resulting in more than 3 million impressions through social media, 95 million impressions through TV advertisements, 96,000 impressions through print ads, 21 million impressions through radio ads, and 599,000 impressions through outdoor media
- Developed an online curriculum for community health workers focused on COVID-19, including the pandemic's impact on mental health; hired 14 community health workers who served more than 3,500 families and nearly 350 businesses and organizations and distributed more than 23,000 cloth face masks
- Engaged 12 artists in developing micro-campaigns design to highlight the cultural nuances of COVID-19, its impact on target communities, and engage target audiences in prevention and awareness

### **Statewide | Mobilizing Social Media Influencers for COVID-19 Prevention, Care, and Coping**

Supporting the MCW Department of Psychiatry & Behavioral Medicine in implementing a strategic social media outreach effort with community influencers to increase COVID-19 prevention, stigma reduction, and coping steps.

**Award Amount: \$498,931**

**Project Duration: 9 months**

#### **OUTCOMES**

- Established a community advisory panel with representation from community agencies, particularly those active in Milwaukee's inner-city north and southside neighborhoods, to continuously solicit input on new and emerging community concerns to create timely content that addressed evolving community needs
- Engaged more than 1,200 social media influencers who reached an average of 4,671 unique social media users

through an average of 8,648 posts, stories, check-ins, and other interactions weekly

- Disseminated project outcomes and lessons learned through a published article in the AIDS and Behavior Journal as well as presentations

## Statewide | The Effectiveness of Personal Protective Equipment Across Wisconsin Nursing Homes

Supporting the MCW Department of Medicine's Division of Infectious Diseases in providing health care workers in Wisconsin nursing homes with personal protective equipment and determining its impact in preventing COVID-19.

**Award Amount: \$489,059**

**Project Duration: 15 months**

### OUTCOMES

- Established partnership with Wisconsin-based organizations, HUSCO and Olympus Group, to source personal protective equipment (PPE) at a time when PPE was in short supply
- Initiated outreach to nursing home organizations, establishing contacts and obtaining staffing numbers in order to determine amount of PPE needed, documenting more than 17,530 full-time employees in nursing homes across Wisconsin
- Obtained and delivered more than 39,000 face shields and 32,000 safety goggles to more than 340 nursing home facilities across Wisconsin in addition to thousands of face masks
- Established a voluntary weekly survey for facilities to understand use of PPE distributed
- Began analysis of data reported to a central database

## Statewide | Convalescent Plasma for Treatment of Patients with COVID-19

Supporting the Medical College of Wisconsin and Versiti Wisconsin, Inc., in a joint effort to identify, obtain, and provide convalescent plasma from recovered patients with COVID-19 to patients with active disease and, as a prevention effort, to front-line health care workers, assessing the safety and efficacy of convalescent plasma as a therapeutic intervention.

**Award Amount: \$382,664**

**Project Duration: 9 months**

### OUTCOMES

- Rapidly established appropriate protocols and approvals for study and treatment, identifying efficiencies to streamline patient care and data collection that were shared across Versiti locations to inform similar work
- Successfully recruited goal number of patients to be treated with convalescent plasma, enrolling 141 participants in an interventional, single-arm, phase 2 study with all participants receiving convalescent plasma as part of their treatment plan
- Documented initial study results suggesting when convalescent plasma treatment may be most beneficial and to which patients it may best impact; initial results were shared with clinical partners to inform considerations and modifications of treatment approaches to hospitalized patients
- Initiated further study of blood samples to identify data and information that may help with the development of future therapeutics for COVID-19 or other viral diseases

## Statewide | Powered by 211: A Multi-faceted Approach to Preventing the Spread of COVID-19 in Wisconsin

Supporting 211 Wisconsin, Inc., in scaling capabilities and strategies to reduce the spread of COVID-19 and protect the health and wellbeing of residents across Wisconsin.

**Award Amount: \$366,524**

**Project Duration: 9 months**



## OUTCOMES

- Leveraged existing relationships to scale the 2-1-1 system in Wisconsin to handle more than 63,000 COVID-related contacts, a 40% increase in calls which resulted in more than 81,500 referrals
- Launched five separate social media campaigns in English, Spanish, and Hmong to promote safety and access to resources, reaching more an audience of more than 3,200,000 viewers
- Reached 1,317 individuals who expressed emotional distress with more than 2,451 contacts by staff and volunteers in nine counties

## Statewide | Education and Empowerment for Wisconsin Migrant Seasonal Agriculture Workers

Supporting Family Health La Clinica, in partnership with the Wisconsin Farmworkers' Coalition, in protecting the health of migrant and seasonal workers, their employers, and communities in which they live through the development of education, resources, and guidance during the COVID-19 pandemic.

**Award Amount: \$322,420**

**Project Duration: 9 months**

## OUTCOMES

- Rapidly formed and sustained coalition of partners that included representation from critical stakeholders and partners, including UMOS, Legal Action of Wisconsin, Wisconsin Primary Health Care Association, State of Wisconsin Emergency Operations Center, Medical College of Wisconsin, and University of Wisconsin working alongside five county public health departments and six federal agencies
- Developed guiding documents and best practices for employers, worksites, and housing sites that included education and screening activities and pre-arrival housing and workplace assessment guides
- Completed 309 testing and education missions at 55 employer work and housing sites in 24 Wisconsin counties
- Provided 3,543 workers with COVID-19 information and registered all to facilitate follow-up support
- Built foundation of a program that has expanded to support employers, employees, and communities in the Wisconsin dairy industry
- Awarded 2021 Wisconsin Public Health Association "Excellence in Public Health Research Award"

## Milwaukee | 3-D Printed Protective Gear

Supporting Concordia University of Wisconsin in scaling up the ability to produce personal protective equipment for medical professionals and law enforcement first responders in the Milwaukee area.

**Award Amount: \$313,792**

**Project Duration: 8 months**

## OUTCOMES

- Brought together a diverse community of companies and people to produce personal protective equipment (PPE) for essential workers and first responders
- Established partnerships with HUSCO and Roddy Medical alongside the University of Wisconsin-Milwaukee, Children's Wisconsin, Mr. Holland's Heating and Air, Aprilaire, UW-Madison and more for sourcing materials, testing materials, production, and distribution
- Produced more than 5,000 face shields and 2,000 masks, distributing to recipients in various sectors of the community including education, nursing homes, churches, and law enforcement during the project period
- Leveraged partnerships to continue production of masks beyond grant period through the Concordia Community Mask Project, HUSCO Maskforce Project, and Roddy Medical TOGETHER Mask Project likely through fall 2021

## Statewide | Implementing Telehealth Solutions in Wisconsin's Free & Charitable Clinics

Supporting the Wisconsin Association of Free & Charitable Clinics in implementing a telehealth infrastructure across Wisconsin's safety-net provider clinics to enable the continuation of services to vulnerable populations and prevent

patients from accessing emergency departments for routine care.

**Award Amount: \$246,406**

**Project Duration: 12 months**

#### OUTCOMES

- Reached all Wisconsin free and charitable clinics to assess interest and ability to implement telehealth solutions, conducting readiness assessment to determine needs for each clinic
- Established contract with telehealth vendor Updox to provide services to clinics enrolled in the program, including equipment, training, and support as well as the ability to host multi-chat rooms to allow interpreters to join
- Built a statewide telehealth network, implementing a telehealth infrastructure for 41 free and charitable clinics throughout the state, which launched telehealth services (video chats and secure text messages) to communicate with patients for medical, dental, and behavioral health visits
- Established a community of practice and an advisory board to guide implementation and ongoing delivery of services
- Created education and training materials for patients, providers, and clinic leaders
- Established a support-help desk to provide clinics with guidance and troubleshooting
- Documented the delivery of more than 4,300 patient visits through virtual video chats with approximately 175 clinic providers from Wisconsin free and charitable clinics as of May 2021

### Milwaukee | Epidemiologic Intelligence to Support Decision-Making in Milwaukee

Supporting the MCW Institute for Health & Equity in developing dynamic and responsive epidemiological data projections for Milwaukee County to enable health experts and local leaders to respond in real time to COVID-19.

**Award Amount: \$145,168**

**Project Duration: 9 months**

#### OUTCOMES

- Established an intelligence team that included expertise from the fields of biostatistics, epidemiology, public health, and clinical and translational research across MCW and other area academic and public health institutions
- Initiated and finalized appropriate data-use agreements rapidly, enabling partners to access and build analysis and reporting capabilities
- Analyzed critical data, producing daily and weekly reports for area leadership along with comprehensive special reports aimed at assisting decisionmakers in deploying guidance to businesses, organizations, and the public related to the impact of COVID-19 on populations including Black and Hispanic communities and children, as well as on topics including the impact of the social determinants of health on COVID-19
- Established weekly regional reports for nearly every county in southeast Wisconsin, including Milwaukee County
- Conducted ongoing predictive modeling to estimate the spread of infection as well as hospital capacities and demands for health care providers serving Milwaukee County residents
- Established a platform for conducting equity-focused analysis that identifies key targets for prevention and interventions

### Statewide | Presence of SARS-CoV-2 in Stool of COVID-19 Cases

Supporting the MCW Department of Medicine in assessing whether COVID-19 patients could be transmitting disease via their stool to better understand and prevent the spread of the virus.

**Award Amount: \$144,171**

**Project Duration: 15 months**

#### OUTCOMES

- Established study protocols, including collection and receipt of samples and recruitment of participants, establishing a reliable, safe, and successful structure to perform research in patients with COVID-19

- Recruited patients to participate in sample collection for data analysis
- Began data analysis to better understand presence of and ways to prevent the spread of the virus

## Statewide | Using Behavioral Nudges to Improve Preventive Health Behaviors that Limits COVID-19 Spread

Supporting the MCW Department of Psychiatry & Behavioral Medicine and Center for Advancing Population Science in promoting key behaviors such as proper hand hygiene to reduce the spread of COVID-19 to patients at high risk for serious illness.

**Award Amount: \$144,086**

**Project Duration: 6 months**

### OUTCOMES

- Rapidly established comprehensive protocols, database collection and management, and personnel partnerships to create infrastructure for project
- Identified high-risk patients across targeted medical specialties to enroll in project, testing the use of behavioral nudges to deliberately cue a specific number of hand washings daily to prevent the spread of illness and disease
- Gathered promising preliminary data indicating that tested interventions can yield improved hand hygiene
- Initiated more comprehensive data analysis, beginning work to disseminate project findings to clinical partners to inform recommendations for health and safety of patients in clinical or other settings

## Northern Wisconsin | Rural Health Education & Community COVID-19 Response

Supporting NorthLakes Community Clinic in reaching residents of northern Wisconsin with education, information, and outreach services to promote prevention guidelines and support the health needs of local residents.

**Award Amount: \$108,628**

**Project Duration: 9 months**

### OUTCOMES

- Supported NorthLakes Community Clinic community health worker team in meeting with 601 individuals for one-on-one support that included information on prevention and testing for COVID-19, increased anxiety and stress, and connecting clients to services to meet their needs, including food access and insurance enrollment
- Implemented public awareness and outreach campaigns, including a series of seven videos that received more than 15,000 impressions on average along with accompanying outreach via newspaper and radio
- Developed website content to make COVID-19 information and resources accessible, including information on testing and a symptom tracker to help residents navigate the symptoms of COVID-19 compared to other circulating illnesses

## Statewide | Reducing the Transmission & Impact of COVID-19 on Wisconsin's Transgender Community

Supporting the MCW Department of Medicine's Division of Infectious Diseases in providing a range of culturally competent services and information to assist and empower individuals who are transgender in preventing COVID-19 and coping with its associated circumstances.

**Award Amount: \$97,594**

**Project Duration: 6 months**

### OUTCOMES

- Established and staffed an online and phone resource, supporting transgender individuals in Wisconsin in accessing culturally tailored health information and support related to health care, housing, and services
- Developed and distributed culturally relevant COVID-19 educational materials to transgender individuals



- Presented 37 online webinars and educational events during project period, bringing information and guidance on a range of topics from experts in health care, social service, and advocacy to attendees
- Hosted 48 online social support events aimed at reducing isolation and mental health stress, providing a safe and supportive environment for community members

### Statewide | Educating the Hmong Community About COVID-19

Supporting the Hmong American Friendship Association in producing and disseminating a series of culturally responsive educational videos for Hmong residents across Wisconsin to provide critical information that can prevent the spread of the new coronavirus.

**Award Amount: \$33,290**

**Project Duration: 3 months**

#### OUTCOMES

- Developed and produced a series of Hmong-language videos in three weeks, providing education and information about COVID-19 that were viewed more than 106,148 times through over-the air broadcast on Nyob Zoo Milwaukee TV and social media platforms as of June 30, 2020
- Developed partnerships to continue communication to the Hmong community related to COVID-19 and other health issues prevalent across Wisconsin
- Project partner Nyob Zoo Milwaukee TV received the Wisconsin Public Health Association Excellence in Public Health Media award for its contributions to increased awareness and information

### Central Wisconsin | Locally Manufactured PPE & Other Medical Equipment

Supporting CREATE Portage County in scaling up the ability to use 3-D printing to produce personal protective equipment for health care professionals and first responders in central Wisconsin.

**Award Amount: \$11,439**

**Project Duration: 3 months**



## OUTCOMES

- Produced more than 4,000 face shields, distributing to 68 separate organizations across 94 locations, exceeding the initial goal of producing 1,500 face shields
- Established relationships with several regional manufacturing companies to source materials, including plastics, elastic, and filament during supply chain challenges related to the pandemic
- Established production process that was shared with a local company to further produce face shields for local health care providers



## Advancing Ongoing Response & Recovery

As the COVID-19 pandemic extended through fall of 2020 and into 2021, AHW continued to support active grantees in response and recovery while also working to identify where AHW investment could best elevate Wisconsin's health.

### Engaging Partners in Health Improvement to Identify Needs

Throughout December 2020 and January 2021, AHW reached out to more than 250 philanthropic and health leaders across Wisconsin as well as at leading organizations nationally with a simple goal: To better understand where current needs in Wisconsin's COVID-19 response were, and where a philanthropy like AHW could best respond.

The answers spanned everything from enhancing COVID-19-related communication through trusted messengers to addressing wellness and burnout of frontline health workers; however a clear message was that as the federal government launched its vaccine roll-out, the needs were going to be rapidly changing. Our partners in health encouraged those in grantmaking to continue to step forward where needs would arise, while continuing critical funding around our priority health issues so that other health needs across Wisconsin wouldn't lose support.

### Bringing Insight to Partners in Philanthropy & Grantmaking

On February 4, 2021, AHW aimed to bring this insight to other grantmakers, hosting a virtual roundtable called "Philanthropy Leads: The Role of Funders in Wisconsin's COVID-19 Response & Recovery." The event brought together health leaders and Wisconsin grantmakers to discuss where support was most needed in Wisconsin's ongoing response to COVID-19.

Attended by individuals representing 59 different grantmaking organizations, the event featured keynote speaker Cara V. James, PhD, president and CEO of Grantmakers in Health, and a panel of leaders on the front lines of Wisconsin's response: Judy Burrows, program director of the Marathon County Health Department; Tito Izard, MD, CEO of Milwaukee Health Services, Inc.; and Ben Weston, MD, MPH, director of medical services at the Milwaukee County Office of Emergency Management and associate professor at the Medical College of Wisconsin.

### Investing to Address Health Disparities Across Wisconsin

In September 2020, AHW announced the availability of up to \$6 million in funding awards to support projects focused on improving health and advancing health equity in Wisconsin. A focus on health equity was a response to AHW's commitment to deepen its investment into biomedical and population health research, health care and public health workforce development, and policy and systems change projects that could impact health disparities in the state, which were brought to the forefront during the COVID-19 pandemic. These funding awards will be announced in late June 2021 to begin their work in July 2021.

### Advancing Vaccine Equity

In April 2021, AHW announced the award of \$230,000 to support a coalition of partners in increasing COVID-19 vaccination rates in Milwaukee County, with a focus on 10 highly impacted and high-risk ZIP codes.

The six-month funding award will support a coalition of Milwaukee-based partners that includes the Medical College of Wisconsin working alongside Milwaukee County, Milwaukee Health Care Partnership, Jump at the Sun Consultants, Inpower, and 2-Story to expand upon efforts of the Milwaukee County Unified Emergency Operations Center where trusted community mobilizers will aim to reach residents through a hyper-local outreach strategy.



## Ongoing Impact: How Previous AHW Investments Established a Foundation for COVID-19 Response

Since 2004, AHW has invested \$310 million in more than 515 projects across biomedical and population health research, health care and public health workforce development, and community-led policy and systems changes.

As COVID-19 arrived in Wisconsin, those on the front lines of health care, biomedical research, and public and community health sprang into action. Across the state, AHW saw the impact that previous investments were having both directly and indirectly in Wisconsin's COVID-19 response and recovery. Included in this impact were AHW-investments that led to Wisconsin's ability to roll-out a successful and nationally recognized COVID-19 vaccination campaign.

### MCW Pharmacy Students Administer COVID-19 Vaccines

In 2015, a \$3 million AHW investment resulted in the development of the innovative, three-year curriculum at a new MCW School of Pharmacy. Since graduating its first class in 2020, the program has trained 41 pharmacists with the skills to provide cost-effective primary care. As COVID-19 vaccinations were made available in Wisconsin, MCW-trained pharmacists and current pharmacy students played a key role in providing COVID-19 vaccinations at community pharmacies. At MCW's Milwaukee campus, 56 pharmacy students, supervised by licensed pharmacist preceptors, administered more than 12,000 vaccine doses to frontline health workers and community members at an on-site vaccine clinic.

### Community Pharmacies Increase Access to COVID-19 Vaccines

In 2018, AHW awarded \$489,121 to support the Wisconsin Pharmacy Foundation and Pharmacy Society of Wisconsin in launching a dedicated statewide focus on expanding the role of pharmacists in providing vaccinations and equipping pharmacies across the state with the policies, procedures, and training needed to deliver vaccines to residents of their communities. Thanks to the work already underway as COVID-19 arrived, the Pharmacy Society of Wisconsin rapidly shifted its strategies toward COVID-19 vaccination, including shifting its immunization administration training to an online format, which surged in enrollment as pharmacists prepared for an "all-hands-on-deck" approach to vaccination.

## About the Advancing a Healthier Wisconsin Endowment

The Advancing a Healthier Wisconsin Endowment (AHW) is a statewide health philanthropy established by the Medical College of Wisconsin through a generous gift from Blue Cross & Blue Shield United of Wisconsin. Since 2004, AHW has served as a resource for health improvement efforts across Wisconsin by propelling promising work and ideas to build a healthier Wisconsin today, and for generations to come.

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**AW** ADVANCING A HEALTHIER  
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