



# MCW CONSORTIUM ON PUBLIC AND COMMUNITY HEALTH

## MEETING MINUTES

▪ 2021 ▪

The MCW Consortium on Public and Community Health is committed to building broad public awareness and encouraging public input related to the Advancing a Healthier Wisconsin endowment. Information regarding the work of the MCW Consortium can be found in these minutes and on the program web site at <http://www.ahwendowment.org/MCWConsortium>.

For any other document inquiries regarding information that does not appear in these minutes including bylaws, policy on conflicts of interest, and notice regarding open records, please refer to the MCW Consortium on Public and Community Health web page, <http://www.ahwendowment.org/MCWConsortium>.



## MCW CONSORTIUM ON PUBLIC AND COMMUNITY HEALTH

Medical College of Wisconsin

Conference Call

January 7, 2021

### Meeting Minutes

**Directors Present:** Jesse Ehrenfeld, MD, MPH, Senior Associate Dean and Director, Advancing a Healthier Wisconsin Endowment; Stephanie Harrison, MA, Chief Executive Officer, Wisconsin Primary Health Care Association; Joseph Kerschner, MD, Dean of the School of Medicine and Provost and Executive Vice President, MCW; Ian B.K. Martin, MD, MBA, Professor and System Chair, Department of Emergency Medicine, Medical College of Wisconsin; John R. Raymond, Sr., MD, President & CEO, Medical College of Wisconsin; Rebecca “Reba” Rice, MA, Chief Executive Officer, NorthLakes Community Clinic; Joy R. Tapper, MPA, Chair, Executive Director, Milwaukee Health Care Partnership | **AHW:** Christina Ellis; Karen Hess, MA | **Absent:** Elizabeth “Leiske” Giese, RN, MSPH, Health Officer/Director, Eau Claire City/County Health Department; Tony Shields, President & CEO, Wisconsin Philanthropy Network

#### I. CALL TO ORDER

Ms. Tapper called the meeting of the Board of Directors to order at 2:01 pm. The board welcomed two new members, Dr. Martin and Ms. Harrison.

#### II. APPROVAL OF DECEMBER 3, 2020 CONSORTIUM MINUTES

The December 3, 2020 meeting minutes of the MCW Consortium on Public and Community Health were reviewed. Ms. Rice motioned to approve the minutes. Dr. Raymond seconded the motion. The Consortium unanimously approved the motion.

#### III. DECISION MAKING

Dr. Ehrenfeld introduced an application for the Cross-Cutting initiative or Community Cancer Science Network, Understanding the Role of Mammographic Quality in Wisconsin’s Breast Cancer Disparities. The application is a part of AHW’s larger investment to address cancer disparities in Wisconsin. This application proposes partnership with the Integration Hub and the Cancer Disparities Curriculum for Research and Community Scholars. The applicant partnership is led by Dr. Joan Neuner from the MCW Department of Medicine and the Wisconsin Women’s Health Foundation. The partnership is requesting approximately \$2.1 million over five years to develop a sustainable shared measurement system to identify and track factors perpetuating breast cancer disparities, and inform best practices supporting improved mammographic quality and breast cancer detection and survivorship to reduce Wisconsin’s breast cancer disparities. The Consortium would fund half of the total requested funds and REAC would cover the other half. All reviewers agreed that the proposal is in alignment with the intended purpose of the previously approved initiative. The Consortium discussed the merits of the proposal and areas for improvement, including expanding the project scope beyond southeast Wisconsin and clarification regarding a plan if the named mammography organizations don’t participate. Dr. Martin motioned to approve the proposal and share feedback from the Consortium. Dr. Raymond seconded. Ms. Harrison identified a potential conflict and abstained from voting. The Consortium unanimously approved the motion. Dr. Ehrenfeld reminded the Consortium that REAC will also need to approve this proposal at their meeting on January 13.

Ms. Ellis reviewed the letter of intent (LOI) merit review recommendations for AHW's 2021 funding opportunities. In total, AHW received 98 LOI submissions to the four 2021 funding opportunities. 45 LOIs were community-led applications to the Policy and Systems Change, Population and Community Health Studies, and Education and Workforce Development Pathways requesting approximately \$18.5 million with the average request amount just over \$400,000 per project and an average project duration of about three years. The review panels engaged 26 community, MCW faculty, and MCW staff reviewers who conducted individual desk reviews to provide preliminary scoring and written comments on the applications and then engaged in virtual merit review meetings to discuss the applications further and conduct final scoring resulting in the final rank orders shared in the document. Ms. Ellis asked the Consortium to determine a slate of top-ranked LOIs to advance to the full proposal application based on the merit reviews. Each RFA has approximately \$1.5 million available to fund three to five projects. Ms. Ellis invited discussion of the final rank order and approval for a slate of submissions for the Policy and Systems Change for Improved Health submissions. Dr. Martin motioned to move a slate of the top five submissions forward to the full proposal stage. Dr. Raymond seconded the motion. The Consortium unanimously approved the motion. Ms. Ellis invited discussion of the Population and Community Health Studies submissions. Dr. Martin motioned to move a slate of the top eight submissions forward to the full proposal stage. Ms. Rice seconded the motion. The Consortium unanimously approved the motion. Ms. Ellis invited discussion of the Education and Workforce Development submissions. Ms. Rice made a motion to advance all eight submissions forward to the full proposal stage. Dr. Martin seconded the motion. The Consortium unanimously approved the motion.

Ms. Ellis introduced the Cross-Cutting/CCSN Integration Hub annual assessment and approval for continued funding. This project completed an annual progress reporting which detailed their activities towards achieving their project-specific objectives and it was determined the project is progressing as planned. Ms. Ellis asked the Consortium to confirm agreement with the determination of the progress ratings for the project and agreement to approve it for continued funding into their next fiscal year. Ms. Harrison motioned to confirm the progress rating and approve it for continued funding. Dr. Raymond seconded the motion. The Consortium unanimously approved the motion.

Dr. Ehrenfeld provided an update regarding the funded project, "Bringing Dispatcher Assisted CPR Instructions to Every 9-1-1 Caller in Wisconsin". The project began in July 2018 and is scheduled to end in June 2021. In August 2020, the academic partner raised concerns to AHW regarding invoices submitted by the primary community partner. AHW performed an audit, in partnership with MCW's Offices of Finance and Compliance. It was determined that AHW was overbilled. Dr. Ehrenfeld asked the Consortium to determine whether or not to terminate the project and require repayment for the overbilled amount, or to allow the project to continue and credit the overbilled amount on future invoicing. Dr. Raymond motioned to terminate and require repayment. Ms. Harrison seconded the motion. Dr. Martin abstained from voting due to a potential conflict. The Consortium unanimously approved the motion.

#### **IV. PROGRAMMATIC UPDATE**

Ms. Tapper provided an update on the discussion at the last meeting where the Consortium discussed the possibility of allocating additional funding toward COVID-19 response. AHW gathered input from health leaders across the state and provided a summary document to the Consortium. Dr. Ehrenfeld shared that AHW is also gathering input from other health leaders and plans to hold a Funders Roundtable in the future. The Consortium discussed several areas where additional funding may be needed, including vaccine hesitancy, acute and preventative work, behavioral health and telemedicine. AHW will continue to look into potential areas to fund by hosting a Funders Roundtable.

#### **V. DIRECTOR'S REPORT**

Dr. Ehrenfeld shared updates from the last REAC meeting. The REAC reviewed a \$50,000 request to conduct a randomized trial comparing rate and severity of COVID-19 infection in persons given N-95 equivalent masks and fit advice to people who use their current mask of choice to better understand which masks work best in community use and to inform public health guidance on mask choices. The project has been invited to submit a full proposal.

#### **VI. ADJOURN**

The meeting of the MCW Consortium on Public and Community Health adjourned at 3:42 pm.



Next Meeting:  
February 4, 2021 2:00 pm – 4:00 pm  
Video Conference



## MCW CONSORTIUM ON PUBLIC AND COMMUNITY HEALTH

Medical College of Wisconsin

Conference Call

March 4, 2021

### Meeting Minutes

**Directors Present:** Jesse Ehrenfeld, MD, MPH, Senior Associate Dean and Director, Advancing a Healthier Wisconsin Endowment; Stephanie Harrison, MA, Chief Executive Officer, Wisconsin Primary Health Care Association; Ian B.K. Martin, MD, MBA, Professor and System Chair, Department of Emergency Medicine, Medical College of Wisconsin; John R. Raymond, Sr., MD, President & CEO, Medical College of Wisconsin; Rebecca “Reba” Rice, MA, Chief Executive Officer, NorthLakes Community Clinic; Tony Shields, President & CEO, Wisconsin Philanthropy Network; Joy R. Tapper, MPA, Chair, Executive Director, Milwaukee Health Care Partnership | **AHW:** Sarah Deering; Christina Ellis; Karen Hess, MA | **Absent:** Elizabeth “Leiske” Giese, RN, MSPH, Health Officer/Director, Eau Claire City/County Health Department; Joseph Kerschner, MD, Dean of the School of Medicine and Provost and Executive Vice President, MCW

#### I. CALL TO ORDER

Ms. Tapper called the meeting of the Board of Directors to order at 2:03 pm.

#### II. APPROVAL OF JANUARY 7, 2021 CONSORTIUM MINUTES

The January 7, 2021 meeting minutes of the MCW Consortium on Public and Community Health were reviewed. Dr. Raymond motioned to approve the minutes. Dr. Martin seconded the motion. The Consortium unanimously approved the motion.

#### III. PROGRAMMATIC UPDATE

Ms. Tapper invited Dr. Ehrenfeld to share updates related to the Endowment’s work related to the pandemic. Dr. Ehrenfeld described how the AHW team has solicited input from health leaders across the state and from other funders across the nation regarding their perspectives of urgent needs. AHW also held an event on February 4 titled, “Philanthropy Leads: The role of funders in Wisconsin’s COVID-19 response and recovery” to bring together Wisconsin-based funders to discuss where philanthropy is most needed. 122 people registered for the event, representing 59 organizations. Dr. Cara James, President and CEO of Grantmakers in Health provided the keynote and panelists included Judy Burrows, Program Director of the Marathon County Health Department; Dr. Tito Izard, CEO of Milwaukee Health Service, Inc.; and Dr. Ben Weston of MCW and the Director of Medical Services for Milwaukee County Office of Emergency Management. Dr. Ehrenfeld noted that the Wisconsin Partnership Program at UW-Madison has reserved \$3.25M through their community health improvement funds for additional COVID-19 funding. The Consortium discussed the success of AHW taking on the role of a convener of funders, the need to tackle health equity and social determinants, the possibility of funding public health research, and the need to prepare for possible future pandemics.

Ms. Ellis introduced an update on progress made toward AHW’s current Five-Year Plan. The current plan launched January 1, 2019 and AHW is now midway through the plan period. During this plan, AHW has awarded over \$37 million to 70 projects across AHW’s funding mechanisms, engaged with over 1,000 individuals through programming and outreach activities, and has grown awareness of AHW as demonstrated by \$200,000 in earned

publicity and media mentions in 2020 alone. Ms. Ellis reviewed the framework of the Five-Year Plan that serves as a roadmap toward AHW's vision of advancing health improvement statewide. The framework identifies AHW's core identity and culture and changemaker strategies; four funding pathways; and checkpoints that represent the six essential conditions that enable measurable health improvement. Dr. Ehrenfeld reviewed the framework's six checkpoints and actions made toward each.

#### **IV. DIRECTOR'S REPORT**

Dr. Ehrenfeld shared updates from the last REAC meeting. The REAC approved to advance to the BOT a proposal to foster a more collaborative research environment between Froedtert Hospital and MCW by creating an efficient workflow for the retrieval of discarded surgical specimens for vascular research and increasing the number of collected discarded surgical specimens and the collection of important background data on patients whose tissue was received.

#### **V. ADJOURN**

There being no further business, Dr. Martin moved to adjourn. Dr. Raymond seconded the motion. The meeting of the MCW Consortium on Public and Community Health adjourned at 2:48 pm.



**Next Meeting:**  
**April 1, 2021 2:00 pm – 4:00 pm**  
**Video Conference**



## MCW CONSORTIUM ON PUBLIC AND COMMUNITY HEALTH

Medical College of Wisconsin

Conference Call

April 1, 2021

### Meeting Minutes

**Directors Present:** Jesse Ehrenfeld, MD, MPH, Senior Associate Dean and Director, Advancing a Healthier Wisconsin Endowment; Stephanie Harrison, MA, Chief Executive Officer, Wisconsin Primary Health Care Association; Joseph Kerschner, MD, Dean of the School of Medicine and Provost and Executive Vice President, MCW; Ian B.K. Martin, MD, MBA, Professor and System Chair, Department of Emergency Medicine, Medical College of Wisconsin; John R. Raymond, Sr., MD, President & CEO, Medical College of Wisconsin; Rebecca “Reba” Rice, MA, Chief Executive Officer, NorthLakes Community Clinic; Tony Shields, President & CEO, Wisconsin Philanthropy Network; Joy R. Tapper, MPA, Chair, Executive Director, Milwaukee Health Care Partnership | **AHW:** Sarah Deering; Christina Ellis; Karen Hess, MA | **Absent:** Elizabeth “Leiske” Giese, RN, MSPH, Health Officer/Director, Eau Claire City/County Health Department

#### I. CALL TO ORDER

Ms. Tapper called the meeting of the Board of Directors to order at 2:02 pm.

#### II. APPROVAL OF MARCH 4, 2021 CONSORTIUM MINUTES

The March 4, 2021 meeting minutes of the MCW Consortium on Public and Community Health were reviewed. Ms. Harrison motioned to approve the minutes. Dr. Martin seconded the motion. The Consortium unanimously approved the motion.

#### III. DECISION MAKING

Dr. Ehrenfeld introduced an application for the Cross-Cutting initiative or Community Cancer Science Network, Understanding the Role of Mammographic Quality in Wisconsin’s Breast Cancer Disparities: Phase One. The application is a part of AHW’s larger investment to address cancer disparities in Wisconsin. Dr. Ehrenfeld reviewed cancer disparities data that was used to determine to fund the cross-cutting initiative. No member of the Consortium indicated a conflict of interest. This application proposes a partnership led by Dr. Staci Young from the MCW Department of Family and Community Medicine and David Frazier under the Board of Regents of the University of Wisconsin System and Center for Urban Population Health. The partnership is requesting approximately \$3.5M over two years to create multi-sector Collaborative Work Groups to develop a transdisciplinary understanding of a topic associated with breast and/or lung cancer disparities and design an integrated solution. All reviewers agreed that the proposal is in alignment with the intended purpose of the previously approved initiative. The Consortium would fund half of the total requested funds and REAC would cover the other half. The REAC approved the project at their last meeting. The Consortium discussed the merits of the proposal and opportunities to maximize the project’s potential for success. Mr. Shields motioned to approve the proposal. Dr. Raymond seconded. The Consortium unanimously approved the motion.

Dr. Ehrenfeld introduced a draft concept from the Wisconsin Policy Forum on exploring the effectiveness of Wisconsin’s financial and operational structure for public health in relation to the pandemic. The work would assess the effectiveness of the statewide response to the pandemic, identify opportunities for improvement, and

consider how Wisconsin's governance framework and delegation of responsibilities for public health has functioned during this time of crisis. The Wisconsin Policy Forum estimates the project would take six months to complete at a cost of \$28,000. The Consortium discussed the importance of determining what could be improved for the next pandemic and that the draft captures how the government has been a restricting factor at times. They also discussed the need to look at regional case studies, health disparities, and social determinants of health, and the need to engage community partners in the most impacted areas. Dr. Ehrenfeld thanked the Consortium for their feedback and will share comments with the Wisconsin Policy Forum.

#### **IV. PROGRAMMATIC UPDATE**

Ms. Ellis provided an update on the 2021 Competitive RFA process. In January, the Consortium approved slates of letters of intent to advance to the full proposal application phase. 32 total full proposal applications were received across the four funding mechanisms, with over 60% of those submissions coming from community-led applicant teams across the Education and Workforce Development, Population and Community Health Studies, and Policy and Systems Change pathways. This included 17 unique community partner organizations and 18 unique MCW academic partners. Geographically, the majority of community-led submissions indicated that their projects would impact Wisconsin's urban areas or have a statewide impact. These submitted full proposals are currently undergoing review by our review panels which cumulatively consist of 24 community and MCW reviewers. Following the individual review process, panels will meet in late April to discuss their individual reviews and the panels will collectively determine the final rank order of full proposals for each funding opportunity that will be advanced back to the Consortium during the next month's meeting to determine the final slate of full proposals within each of the three community-led funding opportunities to approve for funding with those projects beginning their efforts on July 1.

Ms. Deering provided an update on AHW's learning series, Conversations with Scientists. Previously, this series was a free, in-person event held on the MCW campus over three to four evenings twice a year. Due to the pandemic the series was paused but has now been reimagined as a virtual experience. The AHW team has been working with MCW's Office of Communications to design a monthly Facebook Live series titled Coffee Conversations with Scientists that will launch on April 8 at 1:30 pm. The new series will allow Wisconsin residents to hear directly from unbiased science leaders and will continue to allow capacity building and training for MCW scientists to communicate to the public. The event link will be shared with Consortium members.

#### **V. DIRECTOR'S REPORT**

Dr. Ehrenfeld shared updates from the last REAC meeting. The REAC reviewed an LOI by Dr. Weston requesting \$230,000 over six months to encourage informed choice to receive the COVID-19 vaccination through a combined community mobilization effort targeting marginalized, underserved and immigrant populations and an earned/paid and social media effort across the Milwaukee area targeting individuals who are "skeptical" or "open, but uncertain" about receiving the COVID-19 vaccine. The REAC agreed to invite Dr. Weston to submit a full proposal which they will review next week.

#### **VI. ADJOURN**

There being no further business, Ms. Rice moved to adjourn. Dr. Martin seconded the motion. The meeting of the MCW Consortium on Public and Community Health adjourned at 3:00 pm.



**Next Meeting:**  
**May 6, 2021 2:00 pm – 4:00 pm**  
**Video Conference**