Mission
Advancing population health research and education to improve the health of urban communities.

Vision
A nationally recognized center that inspires collaborative, innovative, community-relevant urban population health research and education.

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Dear Colleagues and Partners,

It is our pleasure to invite you to join Center faculty, staff, scientists, affiliates, and partners as we celebrate our tenth anniversary through this year’s Annual Report. We have continued to be blessed with the ability to advance our mission and vision in these difficult economic times.

In 2010, the Center experienced unprecedented levels of productivity, collaborating on 135+ research and education projects, supporting 89+ academic and community researchers, and joining with over 260 community partners to advance population health research and education to improve the health of our communities.

In research, it is important to build on the evidence and experience of the time. As the Center looks forward and embarks on a new decade, it builds upon its first ten years of relationships, expertise and organizational memory. Our history provides a strong foundation for innovation and positive community impact. The growth and maturity we have experienced has taught us to be responsive to our environment. This has led us to update our principles and values to better reflect our understanding and desire:

- Promoting a **population health framework** as a unifying approach for addressing health determinants, interventions and outcomes
- Forging **equitable and sustainable partnerships** with community and academic experts from diverse organizations, backgrounds and disciplines
- Creating an **environment of innovation**
- Using **research to impact** effective policies, programs and practices
- Fostering **knowledge transfer** through clinical- and community-based learning
- **Reducing health disparities**
- Delivering exceptional value by integrating the best available resources and methodologies to address key issues with **integrity, objectivity and responsiveness**.

We invite you to celebrate with the Center and our partners this year. Each month we will share with you a more in-depth profile of current projects, partnerships and future plans, and demonstrate how our principles and values have guided us along the way. We look forward to sharing our notes from the community with you.

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Join the Center as We Celebrate 10 Years of Partnerships.

Ten years of creating deep and meaningful relationships with our community, academic and governmental partners. Our institutional partner support and collaborative efforts over the past decade have assisted in building capacity, synergistic connections and a fertile foundation for improved health in Milwaukee. This Annual Report is the kick off of our year-long celebration. We briefly profile a dozen projects here. Each month this year we will provide an in-depth look at one of these projects—sharing the work to date and future plans as well as demonstrating the benefits of 10 years of relationships and organizational memory. We look forward to sharing this celebration with you.
It All Began 10 Years Ago.....

The Center for Urban Population Health (the Center) was established in April 2001 to improve individual and population health through health services research, evaluation, professional education, and health promotion programming. The Center was established through a pioneering partnership between the University of Wisconsin School of Medicine and Public Health (UWSMPH) (then called the University of Wisconsin Medical School), Aurora Health Care, Inc. (AHC) and the University of Wisconsin–Milwaukee (UWM).

The idea for a Center for Urban Population Health grew out of a meeting with then Aurora Health Care, Inc. President, Ed Howe, Nancy L. Zimpher, former Chancellor for the UW–Milwaukee Campus, and Phil Farrell, former Dean for the University of Wisconsin Medical School.

At its heart, the Center is committed to population health and connections to communities in Wisconsin’s urban areas. To make a difference in people’s lives, scientific knowledge about population health must be interwoven with community partnerships. Therefore, the Center has charted a course to engage in meaningful collaborations with multiple stakeholders in order to advance research and evaluation aimed at improving the public’s health.

With the ability to access a remarkable amount of community-based health data, link multiple organizations and disciplines, and offer expertise that spans the continuum from health services to community partnerships, the Center is a collaboration that is working to transform public health capacity in Wisconsin.

The Center’s distinctive expertise and influence lie in its

- objectivity among multiple stakeholders and organizations,
- interdisciplinary nature,
- ability to address broad population health concerns,
- research and information technology infrastructure, and
- community connectivity.

With the foundational infrastructure provided by its three institutional partners, the Center continues to envision a significant role in facilitating inter-institutional collaboration, expanding translational research initiatives through participation in UW’s Institute for Clinical and Translational Research, attracting faculty for the new UWM School of Public Health, preparing future public health professionals, and developing new population health research methodologies and models in clinical and community settings.

A full history can be found at http://www.cuph.org/about/history/
Integrating the Community Voice

The dissemination of results in community-based participatory research is a crucial part of the translational process, yet the quality and frequency of dissemination practices vary significantly. Even greater is the gap between traditional academic researchers and community members. Through an academic-community partnership, lay African American residents of Milwaukee were recruited from the client base of a large social services nonprofit organization, the Social Development Commission (SDC), to form a community advisory board (CAB) for a statewide population-based survey, the Survey of the Health of Wisconsin (SHOW). SHOWCAB was formed to provide insight into dissemination strategies, data interpretation, and community health improvement recommendations.

Improved Nutrition Access and Education

In spring 2009, SHARE Wisconsin established a Mobile Market (MM) program to begin to address food deserts in Milwaukee. Mobile Markets partnered with over 12 non-profit community-based service organizations (CBOs) to provide monthly, on-site access to healthy, affordable food within target communities. Evidence has shown that community-based nutrition education that is engaging, specific and culturally appropriate can result in behavior changes such as improved eating behaviors. Guided by this evidence and a commitment to community engagement, this project seeks to promote healthy eating by adding nutrition education to Mobile Market.

Supporting Community-Engaged Research

The vision for the Milwaukee Community-Engaged Research Network (MCERN) is to build and sustain a voluntary collective of community-engaged academic institutions and community-based organizations, working together to enhance individual skills and institutional capacities that will contribute to the relevance and effectiveness of community-engaged health research in the greater Milwaukee area. MCERN’s overarching goal is to create non-duplicative, synergistic relationships among community and institutional members to achieve mutually agreed upon goals, and provide research capacity-building and dissemination opportunities for academic and community partners. This spring the MCERN will launch a series of professional development workshops for community practitioners and academic partners.
Tracking Community Impact

Teen birth rates in the City of Milwaukee are higher than those in both the state and the nation. In order to address this issue, the United Way of Greater Milwaukee dedicated a funding stream to teen pregnancy prevention programming – their Healthy Girls funding.

In 2008, realizing the need for comprehensive program evaluation, the United Way contracted with the Center for Urban Population Health to develop and conduct an evaluation across all of their supported teen pregnancy programming. These programs were using a variety of curricula, evidence-based and not, as well as targeting a variety of audiences.

Milwaukee Health Department Commissioner Bevan Baker, co-chair of a United Way of Greater Milwaukee advisory committee, worked with Center scientists in 2008 to set a goal for reducing the city’s teen birthrate, which, in 2006, hovered at 52 births per 1,000 teens ages 15 to 17. The goal is 30 births per 1,000 teens in that age group by 2015.

Measuring the Health of Milwaukee

The Center for Urban Population Health and the City of Milwaukee Health Department have created the Milwaukee Health Report. Now in its third year, this report continues to summarize the current health of the city, as well as the distribution of key factors that may have implications for future health.

The goal of this report is to provide policy makers and community organizations with meaningful information that can be used in addressing Milwaukee’s health issues.

The Milwaukee Health Report provides information regarding health disparities among the SES groups within the city, and offers comparisons of health outcomes and health determinants between the City of Milwaukee, the State of Wisconsin and the United States.

Building a Data Infrastructure

As part of the CDC-funded Public Health Impact Initiative through the University of Wisconsin-Milwaukee School of Public Health, the Center for Urban Population Health is developing a Community Data Infrastructure for Healthy Births.

The primary purpose of the Community Data Infrastructure for Healthy Births (CDIHB) is to develop broad public access to a data repository containing information on multiple social determinants of birth outcomes. This information will inform and advance practice related to healthy birth outcomes. The project will engage community residents, organizational leaders and academic researchers in planning and developing community-driven approaches to promote and track healthy births.
Improving Cancer Screening

Colorectal cancer is the third most common cancer in Wisconsin among men and women combined, and is the second leading cause of cancer-related deaths in men and women. Disparities in colorectal cancer incidence and mortality between African Americans and whites in Wisconsin are large and have worsened dramatically over the period 1995-2004/5.

In partnership with the Westside Healthcare Association, Dr. Noelle LoConte of UWSMPH, the American Cancer Society and the Milwaukee Regional Cancer Care Network, a screening initiative has successfully completed a phase 1 pilot and is launching full implementation. The project seeks to increase colorectal cancer screening rates among low-income African Americans and incorporate patient navigation and follow-up. Services are delivered at two locations: Lisbon Avenue Health Center and Hillside Family Health Center.

Partnerships to Reduce Homicide

The Milwaukee Homicide Review Commission (MHRC) is a multi-level, multi-disciplinary, and multi-agency homicide review process aimed at reducing the occurrence of homicides in Milwaukee. This nationally recognized model creates an environment for many disciplines and agencies to share information and work collectively on violence prevention strategies. Based upon the public health approach to violence reduction, the MHRC has three goals:

- To gain a better understanding of homicide through strategic problem analysis;
- To develop innovative, effective responses; and
- To focus limited enforcement and intervention activities on identifiable risks.

The Center has acted as academic partner since its inception and the MHRC continues to advance its goals and bridges systematic analysis with the various organizations who can effectively act on the information to reduce and prevent homicides in Milwaukee.

Tracking Health Care Coverage

The Center currently assists the Milwaukee Health Care Partnership (MHCP) with the maintenance and continuous improvement of a community health care score card. The Center assists in tracking performance data so that the MHCP can measure its collective impact and progress as it continues to work to improve health care coverage, access and care coordination for un- and underinsured individuals in Milwaukee County. In addition, the Center is on call to respond to additional data collection and analysis assignments upon request.

The Center recently provided data from the MHCP’s measures to the Lindsay Heights Neighborhood Health Alliance to strengthen a joint proposal to initiate a community-based diabetes control and prevention pathway program.
Building Infrastructure to Track Healthy Births

PeriData.Net®, a comprehensive web-based perinatal database, was created by a partnership among the Wisconsin Association for Perinatal Care (WAPC), the Center for Urban Population Health, and Wisconsin birth hospitals. PeriData.Net® serves as a platform for hospitals’ internal administrative reporting and quality management functions and for secure electronic submission of selected fields to Vital Records and other external data registries. Birth hospitals own their own data in PeriData.Net®.

This year brought the first major upgrade in software since its inception. In 2011, hospitals will be able to access aggregate reporting. This will allow member hospitals to compare quality measures against all other members or specify comparisons by hospitals with similarity in areas of size, region or NICU level.
This scorecard provides an overview of key performance indicators of the Center’s work in 2010 as it relates to the general areas of research, education and service.

Of particular note this year is that the Center has supported 89+ university, health care and community investigators. This year the Center reached an all time high in supporting 135+ research and education projects. Center faculty and staff have also served on over 70 community-based committees, coalitions and workgroups, helping to addressing our community's health disparities and population health concerns.

In 2010, Center faculty and staff contributed to the submission of 34 extramural grants totaling $11 million. To date, 17 grants were awarded with the full award to all partners totaling over $8 million.

The Center has experienced a tremendous amount of growth since its inception. This graph demonstrates growth as it relates to total projects, staff positions and funding over 3- and 4-year rolling periods. For example, the Center has experienced core and extramural funding growth from an average of $600,000 to it’s current average of $2.7 million.
Leadership

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