



Health Compass Milwaukee Training *Data Driven Fund Development Strategies*

May 11th, 2023

MILWAUKEE HEALTH CARE
—●—
PARTNERSHIP

MISSION

The Milwaukee Health Care Partnership is a public/private consortium dedicated to **improving health care** for low-income, underserved populations in Milwaukee County, with the aim of contributing to improved:

- health outcomes,
- health equity,
- and lowering the total cost of care.

Predominant Focus on Health Care “Access”

- *Availability, Accessibility, Acceptability* of Health Care Services as well as Coordination / Navigation / Connections to Care
- Participating in Target Community Health Improvement Partnerships, within the Scope of Health Care

WHAT IS HEALTH COMPASS MILWAUKEE?

A dynamic website providing the most current health indicators for Milwaukee County with **mapping**, **reporting** and **analytic tools** to support research and planning for community health improvement.



PURPOSE

The health system members of the Milwaukee Health Care Partnership (Advocate Aurora Health, Ascension Wisconsin, Children's Wisconsin, and Froedtert and Medical College of Wisconsin) are pleased to sponsor Health Compass Milwaukee. It serves as the comprehensive source of health-related data about Milwaukee county residents and communities.

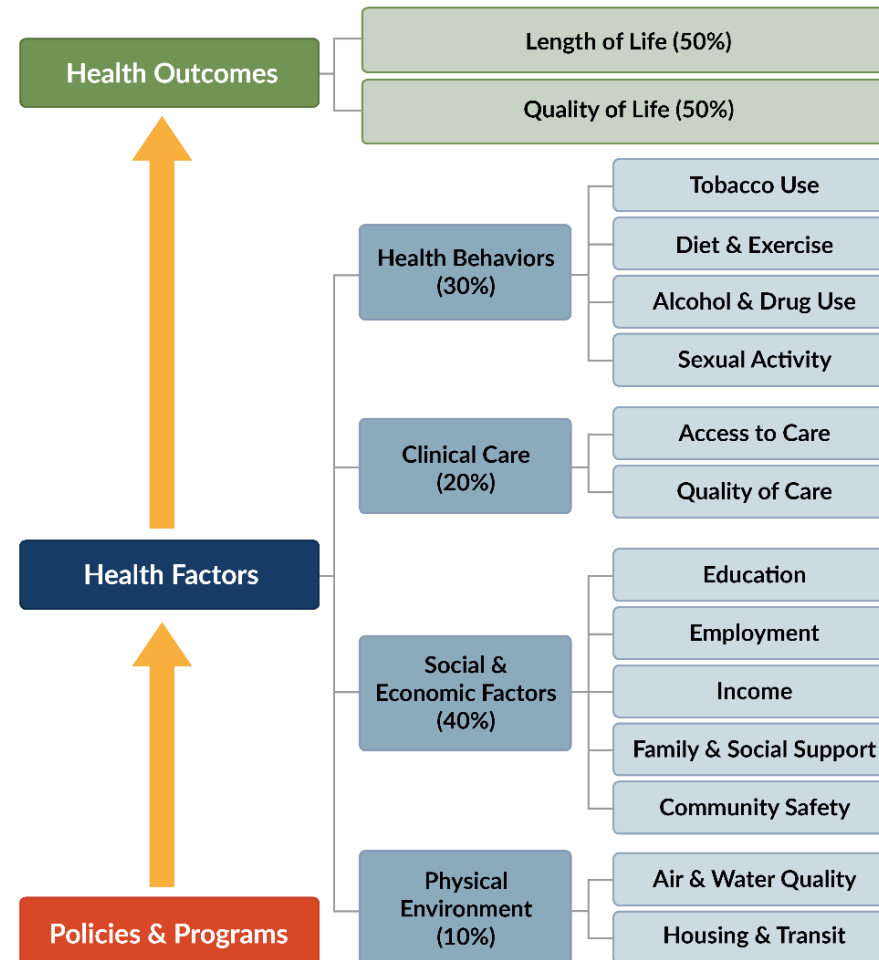
Health Compass Milwaukee Goals:

- Provide current and comprehensive health data sources, comparative analytics, and health improvement planning tools for health care providers and public health departments.
- Serve as a benefit to the broader community, including academic, philanthropic and government sectors.
- Elevate the importance and availability of ongoing community health status information to support research, planning and community-wide health improvement.

Learning Objectives for Today

- Be data-driven: Use data to explain health outcomes and the factors that influence health
- Be evidence-informed: Choose strategies that work and are backed by evidence
- Health Compass Milwaukee tour
- County Health Rankings resources
- Fund development strategy
 - Use data and evidence to secure funding in order to move from issue, to priority, to strategy for measured impact
 - Power mapping and messaging for fund development

County Health Rankings Model



County Health Rankings model © 2014 UWPHI

What Can Data Do? Measuring Over Time

- Assess the health of your community, including areas of strengths
- Identify root causes of health issues
- Prioritize where to take action
- Track progress
- Support decision-making and policy change
- Identify and address health inequities
- How has your data has changed over time?
- What community histories help give context to the data you see today?
- What do you hope happens to the data overtime? Is there a goal value you'd like your community to achieve in a certain time frame?
- What trends do you see in other geographies? (e.g., how does your community's trend compare to state or national values?)
- What factors might be influencing trends?

Source: County Health Rankings Action Learning Guides

<https://www.countyhealthrankings.org/take-action-to-improve-health/learning-guides>

Data Questions for Addressing Equity

- What types of inequities (e.g., by race, place, age, gender, sexual identity, or income) exist within your community?
- What are the historical policies and practices that help explain existing inequality between groups of people in your community?
- How big are the gaps between subgroups?
- Who is the comparison group (e.g., U.S., state, or a different race) for the gap?

Source: County Health Rankings Action Learning Guides

<https://www.countyhealthrankings.org/take-action-to-improve-health/learning-guides>

Health Compass Milwaukee Data



The data found on Health Compass Milwaukee includes:

- Nearly 350 **indicators** for health outcomes and social determinants of health
 - County, state, municipal, zip code, and census tract levels
 - Sourced from national, state and local data sources
- **Demographic data** such as:
 - Race/ethnicity
 - Education
 - Income
 - Housing

DATA SOURCES



Data Sources

Data describing sociodemographic characteristics, health determinants, and health outcomes were retrieved from various existing public health data sets. Some of these sources are maintained by HCI and some are maintained by the Center for Urban Population Health. The following are sources that the Center for Urban Population Health have utilized and maintain on this site.

[U.S. Census Data \(CENSUS\)](#)

The U.S. Census Bureau takes a census of the entire United States every 10 years, as mandated by the U.S. Constitution. While originally used for apportionment of the representatives for the U.S. House of Representatives, the census has evolved to serve many other purposes, including population-based research. Census data are available online at <http://www.census.gov>.

[Wisconsin Department of Health Services \(DHS\)](#)

The Wisconsin Department of Health Services (DHS), specifically the Division of Public Health (DPH), is the state department responsible for public health in Wisconsin. For the *Milwaukee Health Compass*, DHS provided data to quantify radon risk, chlamydia rate (monitored through the Wisconsin STD Program) and HIV infection risk (monitored through the Wisconsin AIDS/HIV Program). DHS additionally supported the Milwaukee Health Compass through two additional sources:

[Wisconsin Family Health Survey \(FHS\)](#)

The Wisconsin Family Health Survey (FHS) is an annual survey carried out by the DHS, DPH, Office of Health Informatics. Conducted by the University of Wisconsin Survey Center, FHS is used to assess health coverage, health status, health-related activity limitations, chronic conditions, and health services utilization. All FHS data were adjusted using survey sampling weights (or reciprocals of selection probabilities for sampling units). To best measure specific health determinants, individual level data were purchased directly from DHS and contained only responses from within Milwaukee County. The FHS website is located at <http://dhs.wisconsin.gov/stats/familyhealthsurvey.htm>.

[Behavioral Risk Factor Surveillance System \(BRFS\)](#)

The Behavioral Risk Factor Surveillance System is a system of health surveys conducted by 54 state and territory health departments and coordinated by the U.S. Centers for Disease Control and Prevention (CDC). BRFS uses dual landline and cell phone samples to conduct interviews with scientifically selected adults aged 18 and older. Annual BRFS data files are weighted by CDC to represent state populations of non-institutionalized adults.

To best measure specific health determinants and outcomes, data were obtained directly from DHS and contained only responses from within Milwaukee County.

Health Compass Milwaukee Evidence Resources

Promising Practices & Funding Opportunities

<https://www.healthcompassmilwaukee.org/promiseppractice>

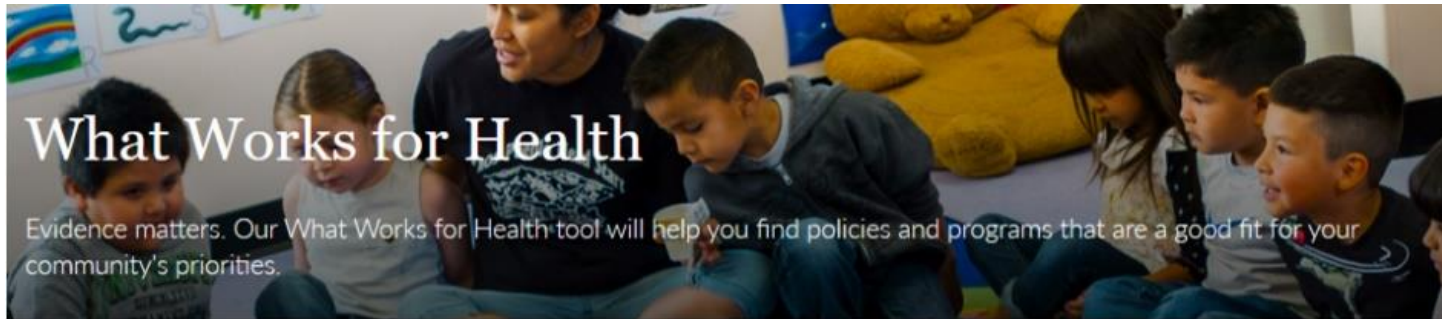
- The Promising Practices database informs professionals and community members about documented approaches to improving community health and quality of life.
- The ultimate goal is to support the systematic adoption, implementation, and evaluation of successful programs, practices, and policy changes.
- The database provides carefully reviewed, documented, and ranked practices that range from good ideas to evidence-based practices.

Health Compass Website Tour Time!



<https://www.healthcompassmilwaukee.org/>

Evidence Resource: What Works for Health



County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

- Menu of policy and program ideas
- Database of over 400 evidence informed policies and programs

Find Strategies by Topic

Health Behaviors	Clinical Care	Social & Economic Factors	Physical Environment
<ul style="list-style-type: none">Alcohol and Drug UseDiet and ExerciseSexual ActivityTobacco Use	<ul style="list-style-type: none">Access to CareQuality of Care	<ul style="list-style-type: none">Community SafetyEducationEmploymentFamily and Social SupportIncome	<ul style="list-style-type: none">Air and Water QualityHousing and Transit

CountyHealthRankings.org/WhatWorks



- Evidence rating based on strength of evidence
- Literature summary
 - Who
 - What
 - Cost
- Disparity rating
- Implementation examples
- Implementation resources



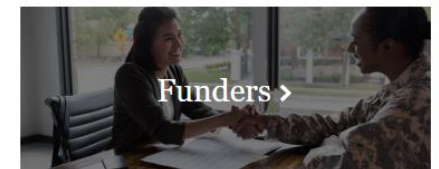
Who to Work With: Partner Center

County Health
Rankings & Roadmaps
Building a Culture of Health, County by County

- Provides guidance around:
 - Why different sectors might care about creating healthy communities and advancing equity
 - What they can do
 - How to engage them

What roles do you play in your community? Who do you want to partner with?

Think about the people in your community who make positive changes happen. Call them leaders, changemakers, or stakeholders - these are the people with whom you want to partner. This section is all about joining with others to make lasting change in your community.



CHRR Partner Center:

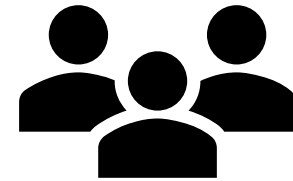
<https://www.countyhealthrankings.org/take-action-to-improve-health/partner-center>

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Fund Development Strategy: Partners

Addressing the What, Where, and Who?

- What really needs to be changed?
 - Think: concrete and measurable
- Where is that change made?
 - Think: time-bound and specific spaces
- Who can make that change happen?
 - Think: authority and capacity



Fund Development Strategy: Choosing the Right Program or Policy to Fund

1. **Consider the context**
 - Good fit with community and partners?
 - Includes those most affected?
2. **Consider the community**
 - Is it ready? Have what's needed?
 - Political support?
3. **Consider your stakeholders**
 - Decision-makers AND
 - Public? Specific political stakeholders
 - Implementers and administrators
4. **Select the best strategy**
 - Consider short and long term wins
 - Narrow list and check for inclusiveness
5. **Consider whether to adapt the strategy**
 - Is tailored fit needed for your community?
 - Evaluate
6. **Makes plans to evaluate**
 - Be aware of developing strategies and potential effects on those facing barriers
 - A good time to ensure community engagement

Power Mapping. Use Case: Fund Development

What is Power Mapping?

- A visual map of avenues of influence/power that are available to an organization trying to tackle a specific problem
- Helps us think creatively, comprehensively and strategically about how to get things done
 - Recognizing relationships as resources
 - Particularly helpful in coalition building and sustainable fund development

Potential Partners & Players

- Executives
- Legislators
- Agency heads
- Staff
- Judges
- Bureaucrats
- Mid-level managers
- Service providers
- Community members
- Think tanks
- Civic leaders
- Constituency groups
- Issue-specific journalists
- Region-specific journalists
- Opinion leaders
- Researchers
- Philanthropists & foundations

Fund Development Strategy: Communication and Persuasive Messaging

Four Types of Messages

- **Problem message:** What is the problem that needs to be addressed?
- **Solution message:** What could be done, needs to be done, is being done?
- **Ask message:** Next steps? And, call to action!
- **Urgency message:** Why action is needed now?


(Burness Communications, 2017)

Messaging for Fund Development : The 27-9-3 Tool





5 QUESTIONS

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SELF-INTEREST



WHAT MIGHT APPEAL TO THEIR SELF-INTEREST?

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THINK

What do you want them to think or understand

A photograph of a person dressed as a clown. They have white face paint, a large red nose, and are wearing a black hat and a white t-shirt. They are looking upwards and to the right, with their right hand resting on their head. The background is a blurred outdoor setting with greenery and a stone wall.

Feel

How do you want them to feel?

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Adolescence is hard, but can be twice as challenging for teens with special needs. Targeted funding helps our state's 39,000 special education students meet their full potential.



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www.healthcompassmilwaukee.org

For more information, or to request help with using Health Compass Milwaukee,
contact Justin Rivas jrivas@mkehcp.org