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# The Wisconsin Center for Health Marketing and Communication: Pathways to Implementation

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CDC National Conference on Communication,  
Health Marketing, and Media  
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# Agenda

- Background
- Engaging Stakeholders /  
Pathway Process
- Findings / Implementation

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# Health Marketing

## The 'Other Informatics'

- Data
- Information
- Wisdom

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# Health Marketing

## The 'Other Informatics'

### ■ Data

- ✓ CDC = National Center for Health Statistics (NCHS)
- ✓ WI = DPH Bureau Health Information & Policy (BHIP)

### ■ Information

- ✓ CDC = National Center for Public Health Informatics (NCPHI)
- ✓ WI = DPH BHIP & WI Public Health Information Network (PHIN)

### ■ Wisdom

- ✓ CDC = National Center for Health Marketing (NCHM)
- ✓ WI = ???

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# Health Marketing

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### ■ Wisdom

- ✓ CDC = National Center for Health Marketing (NCHM)
- ✓ **WI = Wisconsin Center for Health Marketing and Communication**

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# Why Marketing and Communication?

- Need for an improved strategy to affect behavior change in public health
- Intersection with Healthiest Wisconsin 2010
- National level priority
- Health literacy

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# Engaging Stakeholders

- Planning January 2005, Start-up March 2006
  - Core Team / Initial Partners
    - Wisconsin Public Health Association
    - Medical College of Wisconsin
    - Division of Public Health
  - Funding:
    - Healthier Wisconsin Partnership Program (Blue Cross/Blue Shield Conversion dollars - MCW)
    - Division of Public Health through CDC preparedness dollars
    - \$97,000, 1 yr funding
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# Engaging Stakeholders

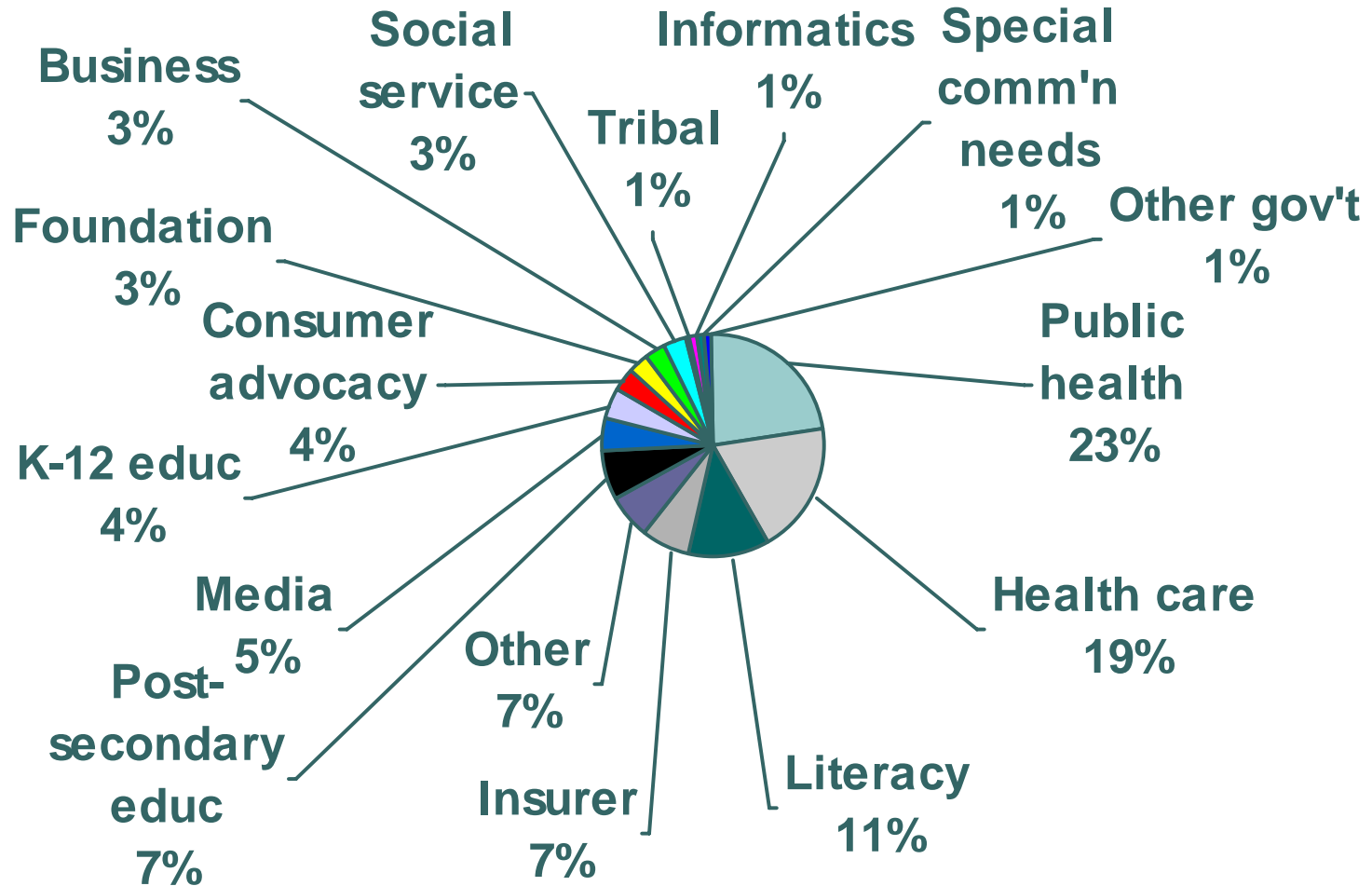
## Project Deliverables

- Assess Wisconsin needs and assets
  - Key informant survey performed
- Assemble diverse planning team
- Business planning
  - Major product lines
  - Sustainability
- Organizational plan
  - Vision, Mission, Governance

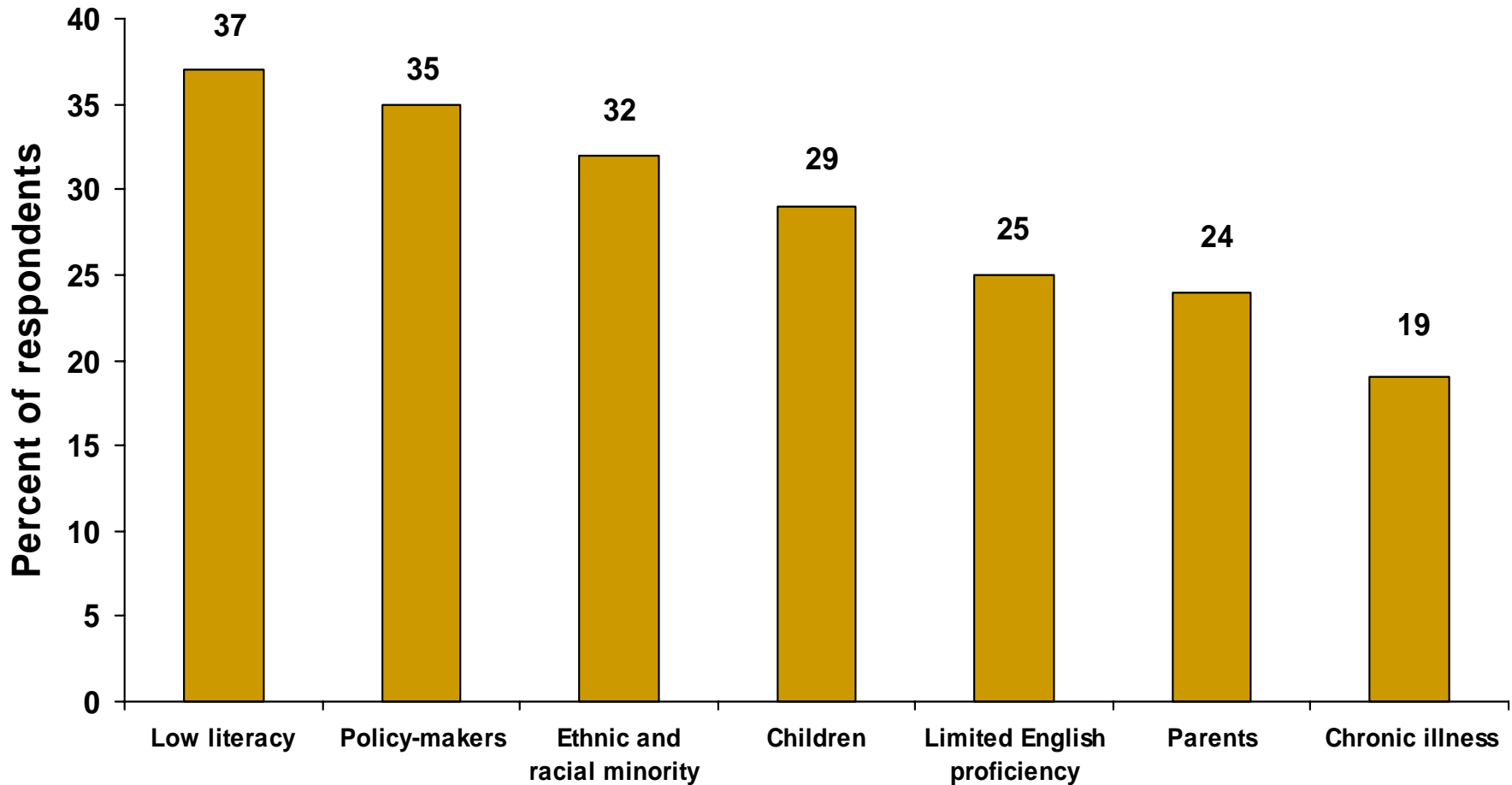


# Internet Key Informant Survey

21% response rate, N=75

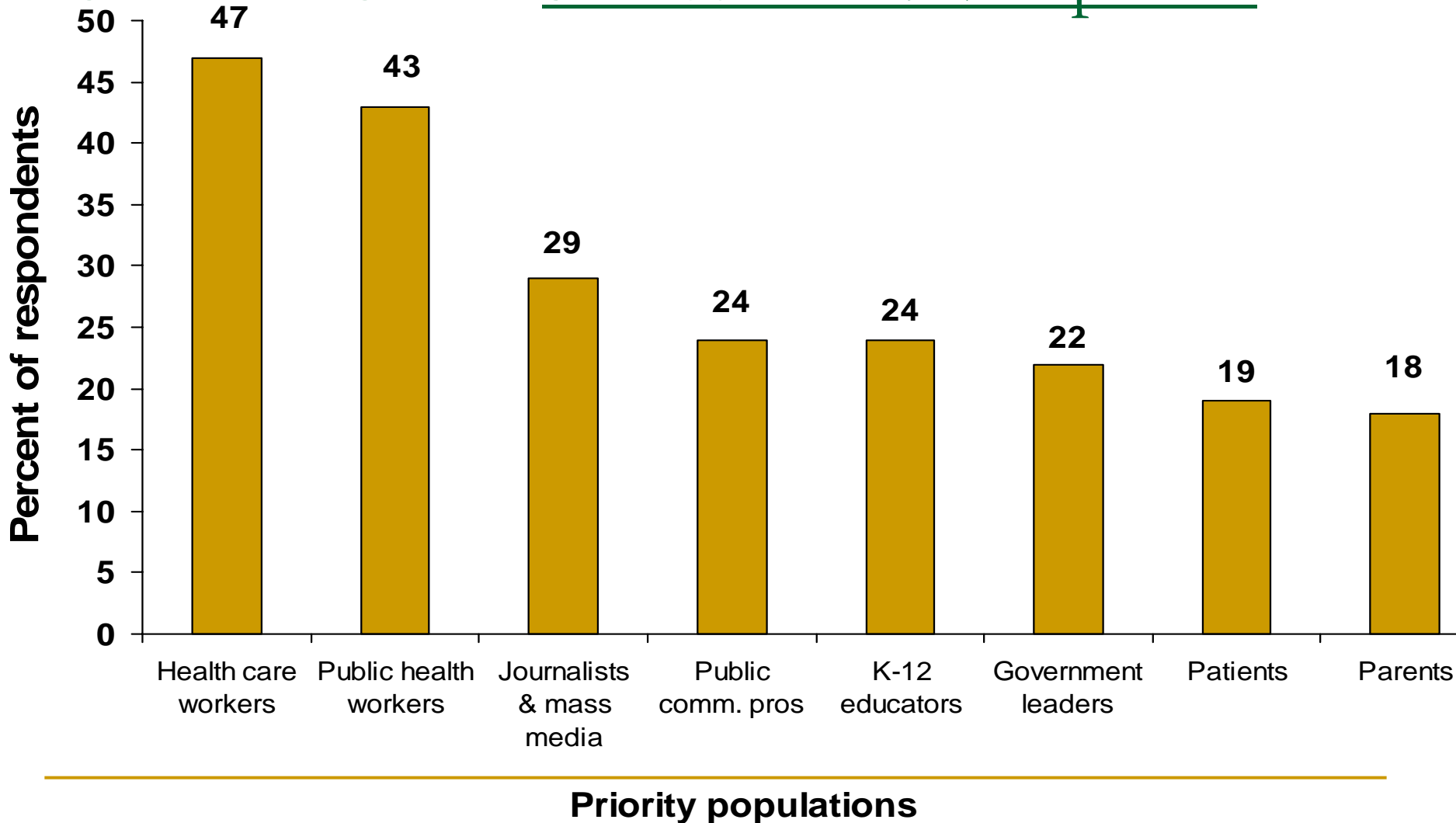


# Priority populations for health marketing and communication outreach

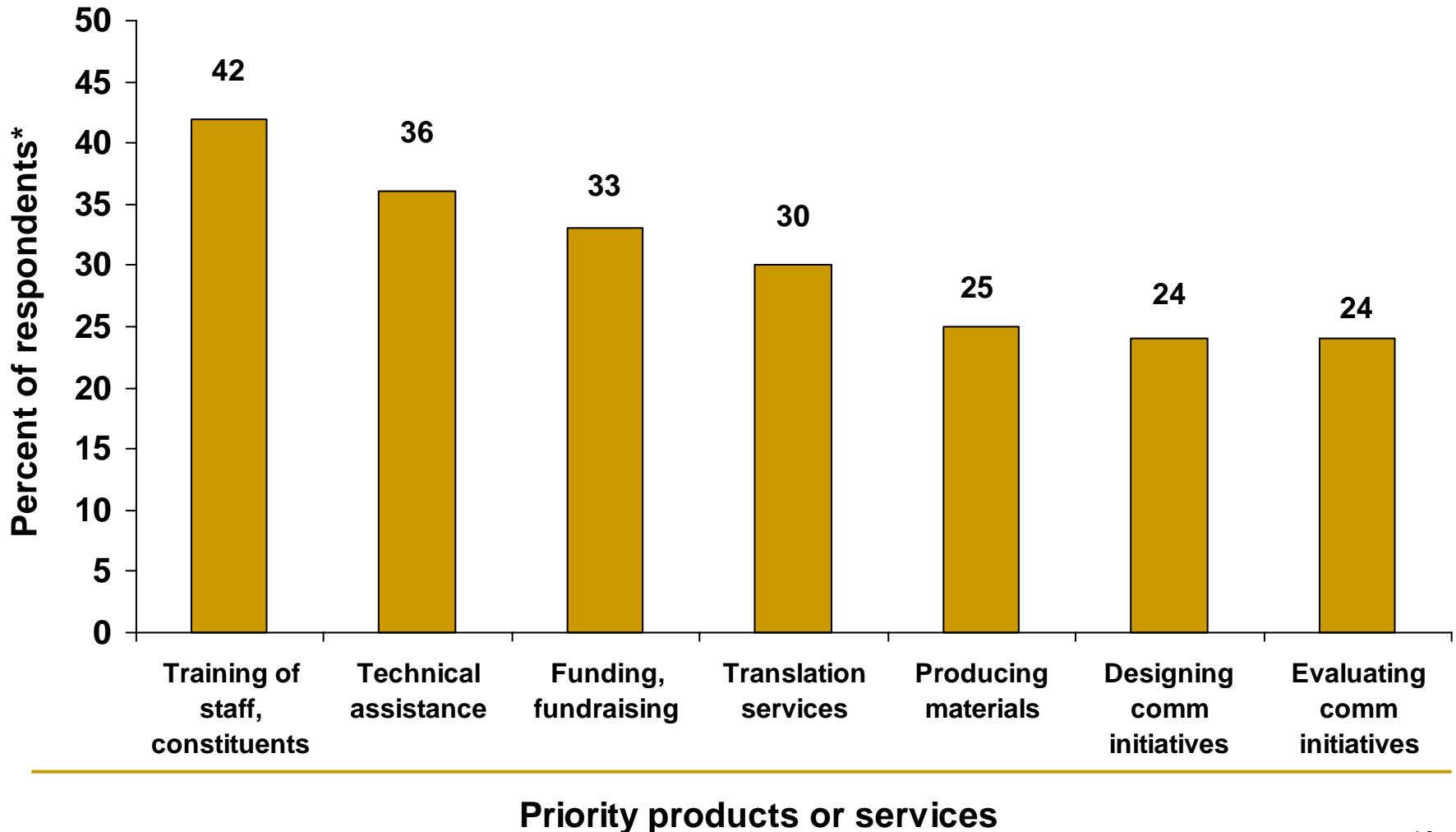


Priority populations

# Priority populations for health marketing and communication skill & tool development



# Products or services of greatest interest to respondents



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# Stakeholder Planning Group

- Planning group members come from backgrounds in:
  - Literacy
  - Academia
  - Medicine/nursing
  - Clinics/hospitals
  - Media
  - Marketing
  - Libraries
  - Minority health
  - Governmental public health (CDC, State, Local)
  - Managed care
  - Employers

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# Stakeholder Planning Group

- Identified:
  - Vision
  - Mission
  - Geographic scope
  - Product lines
  - Structure
  
- Produced
  - Business plan

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# Wisconsin Center for Health Marketing & Communication

## Vision:

- Advancing better health for all

## Mission:

- To advance health by promoting, demonstrating, teaching and evaluating best practices in health marketing and communication

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# Center Philosophy

- 1) better health prime goal
- 2) conserve resources by maximizing cost-effectiveness
- 3) end systematic disparities in health.
- 4) equal and universal access to health information and other requirements for health
- 5) respect and accommodate the power of individual choice



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# Center Philosophy

- 6) increase the production and dissemination of health marketing knowledge
- 7) increase health-marketing capacity of the public health system
- 8) collaborate with all genuinely seeking better health outcomes
- 9) compete with those marketing unhealthy choices, and help redirect their efforts toward healthy alternatives

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# Center Operating Principles

- 1) utilize the best evidence from both public health science and marketing practice
  - 2) projects improve the public's health, eliminate health disparities, increase the capacity of the public health system
  - 3) productive partnerships and alliances
  - 4) achieving measurable objectives defined with our customers and partners
  - 5) culturally competent, linguistically appropriate, sensitive to health literacy
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# Center Operating Principles

- 6) workplace fostering diversity, caring, compassion, collaboration, achieving the objectives of customers and partners
  - 7) innovate, evaluate our results, and disseminate lessons learned
  - 8) continuously improve service quality and outcomes
  - 9) train public health and marketing professionals
  - 10) collaborate with and build capacity in other health and marketing organizations
  - 11) seek common ground with non-traditional partners in the pursuit of better health outcomes
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# Center – Geographic Scope

- Wisconsin focused, national opportunities

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# Center of Health Marketing Product Lines

- **Direct Service**

- Addressing a PH problem/issue that involve situational analysis, planning, implementation and monitoring and evaluation

- **Capacity Building**

- Working with clients to train or provide technical assistance on an existing project/product
- Training the public health workforce, employers, private sector business, schools on social marketing, effective health communication

- **Evaluation and Research**

- Evaluating existing efforts and exploring new best practices in Public Health marketing science

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# WI Center Health Marketing Structure

## Organizational model

- ❑ Non-profit Public / Private with Board of Directors, bylaws
- ❑ CEO, Sr. Marketing Advisor, Chief Medical Officer, Staffing (Marketing & Public Health Expertise)
- ❑ May contract out for some services, particularly initially
- ❑ Preference for entrepreneurial board (small, agile) with good input from diverse stakeholders
- ❑ Give consideration to growing inside an incubator
  - UW Extension (hosts non-profits)
  - Public Television, Radio, Instructional Innovation / Internet
  - Outreach Infrastructures Covering Entire State

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# Center – Business Plan

- draft of business plan circulating
- Business plan outlines purpose, background, business lines/products, competition, staffing, and a proposed 3-year budget

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# Center – Interim Staffing

- Chief Executive Officer:

Lawrence Hanrahan, Wisconsin Division of  
Public Health

- Chief Medical Officer:

Seth Foldy, MD

- Senior Marketing Advisor:

Michael Rothschild, PhD

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# Center – Interim Board of Directors

- Evelyn Cruz, Minority Health, Wisconsin Division of Public Health
  - Keith Haugrud, SAS Institute
  - Dan Keeney, Glaxo-Smith-Kline
  - Byron Knight, WI Public Television / Radio
  - Mary Jo Knoblock, Marshfield Clinic
  - Jacqueline Moore, Creative Marketing Resources
  - Lawrence Hanrahan, Wisconsin Division of Public Health
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# Next Steps - Implementation

- 1) Non-profit Status / Bylaws
- 2) Organize & Develop Board of Directors
- 3) Final business plan
- 4) Incubation Site / MOU
- 5) Develop Center Website
- 6) Marketing Use Cases – Asthma & Diabetes
- 7) Center's Data Platform Requirements & Pilot
- 8) Value Proposition / Investor Relations
- 9) Educate WI Public Health Workforce – Marketing Importance

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# Acknowledgements

- Special thanks to the Planning Committee who committed numerous hours of time and energy
- Core Team:
  - Seth Foldy, MD (MCW)
  - Gretchen Samson (WPHA, Polk Co HD)
  - Eric Ostermann (WPHA)
  - Sarah Beversdorf (MCW)

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