



One of the most pressing health needs in the United States today centers around behavioral health.

At the Advancing a Healthier Wisconsin Endowment (AHW), we know we can't improve the health of Wisconsin residents without addressing this critical issue. That is why AHW is uniting 10 communities from across the state in a coalition-led initiative to address behavioral and health needs through an eight-year, up to \$20 million commitment.

Leveraging the expertise and experience of community agencies and organizations along with the academic, research and medical knowledge of Medical College of Wisconsin faculty, together we can produce a positive and sustainable impact on the health of residents.

This funding strategy aligns with AHW requirements to provide funding that improves the health of Wisconsin communities through community health improvement initiatives, as well as the 2014-2018 AHW Five-Year Plan.



10 community coalitions formed across Wisconsin



8 year commitment to convene and connect



\$20 million investment

A uniquely structured investment to equip communities with skills and resources for sustainable impact:

PHASE 1

Funded learning & planning phase
July 1, 2016 - June 30, 2017

PHASE 2

Project implementation phase
July 1, 2017 - June 30, 2022

PHASE 3

Sustainable transformation phase
July 1, 2022 - June 30, 2024

Why Behavioral Health?

AHW's mission is to improve the health of Wisconsin residents, focusing on factors that drive health outcomes. Encompassing emotions, behaviors, and biology relating to a person's mental well-being, the ability to function in everyday life, and the concept of self, behavioral health affects an individual's physical well-being and health outcomes.

In Wisconsin, behavioral health conditions are negatively associated with chronic disease risks, functioning, and quality of life. Individuals with behavioral health challenges are more likely to die earlier and have more co-occurring health conditions compared to the general population.



1 in 4 adults and as many as 1 in 5 children experience a mental health disorder in a given year



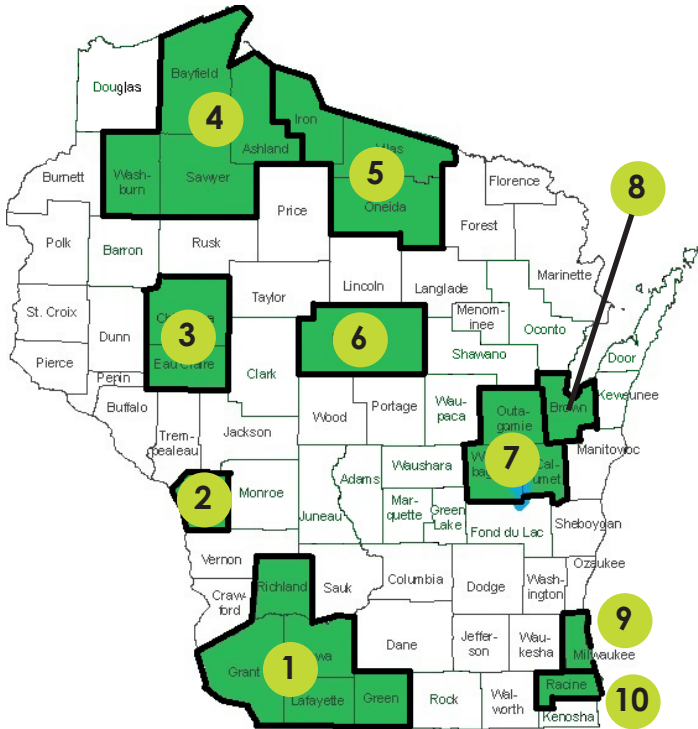
Individuals with a mental illness have higher incidence of high blood pressure, smoking, heart disease, diabetes, obesity, and asthma compared to the general population



ADVANCING A HEALTHIER WISCONSIN ENDOWMENT

For more information, visit www.mcw.edu/AHW or contact Tim Meister at tmeister@mcw.edu

Connecting 10 Communities Across Wisconsin to Advance Behavioral Health Outcomes



1 Advancing Access to Improved Mental Health in Rural Southwestern Wisconsin

Indicator: Reduce by 10% the number of people experiencing 14+ days of poor mental health
Geographic Focus: Grant, Green, Iowa, Lafayette and Richland Counties
Budget: \$1,000,000

2 Better Together

Indicator: Reduce the percentage of youth at risk of depression from 31% to 23% (a decrease of 26%, or 800 less students)
Focus: La Crosse County
Budget: \$1,000,000

3 Mental Health Matters: Promoting Resilience for Chippewa Valley Youth

Indicator: Decrease by 15% the number of youth at risk of depression (from 28% to 24%)
Focus: Chippewa and Eau Claire Counties
Budget: \$1,000,000

4 Resilience Alignment Beekeepers

Indicator: Reduce the number of crisis calls about behavioral health in each county from current averages by 30% by 2022.
Focus: Ashland, Bayfield, Sawyer and Washburn Counties
Budget: \$1,000,000

5 Healthier Community Action Team Behavioral Health Project

Indicator: Decrease excessive drinking (binge female; binge male) by 10% among adults, age 18-44
Focus: Vilas County (Lac du Flambeau Indian Reservation)
Budget: \$1,000,000

6 Building a Behavioral Health System to Reduce Reported Depression Among 6th-12th Graders

Indicator: Reduce reported depression in 6th-12th grade students in Marathon County by 5%
Focus: Marathon County
Budget: \$999,139

7 Healthy Teen Minds

Indicator: Reduce by 20% the number of students in grades 7-12 who are at risk for or who are experiencing depression (from 24.6% to 19.7%)
Focus: Calumet, Outagamie, and Winnebago Counties
Budget: \$1,000,000

8 Creating Mental Wellness through Systems Change

Indicator: Reduce the incidence of per capita Poor Mental Health Days from 40.8 to 37.8 by 2022
Focus: Brown County
Budget: \$999,960

9 Milwaukee Coalition for Children's Mental Health

Indicator: Reduce the Office Discipline Referral rate in Milwaukee Public Schools for children in Pre-K through 6th grade by 25%
Focus: Milwaukee County
Budget: \$999,839

10 Improving Children's Mental Health through School and Community Partnerships

Indicator: Increase the social emotional development of 3rd-5th grade elementary school students in Racine Unified School District
Focus: Racine County
Budget: \$995,646

* Medical College of Wisconsin Partner Team

Indicator: Forge broader systems-level change to reduce fragmentation and result in durable, integrated, and sustained improvement in the state's behavioral health
Geographic Focus: Statewide
Budget: \$2,742,820