



Women's Health in Wisconsin

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Secretary

Wisconsin Department of
Health Services

Wisconsin Women's
Health Policy Summit:
Wednesday, May 12, 2010

Overview

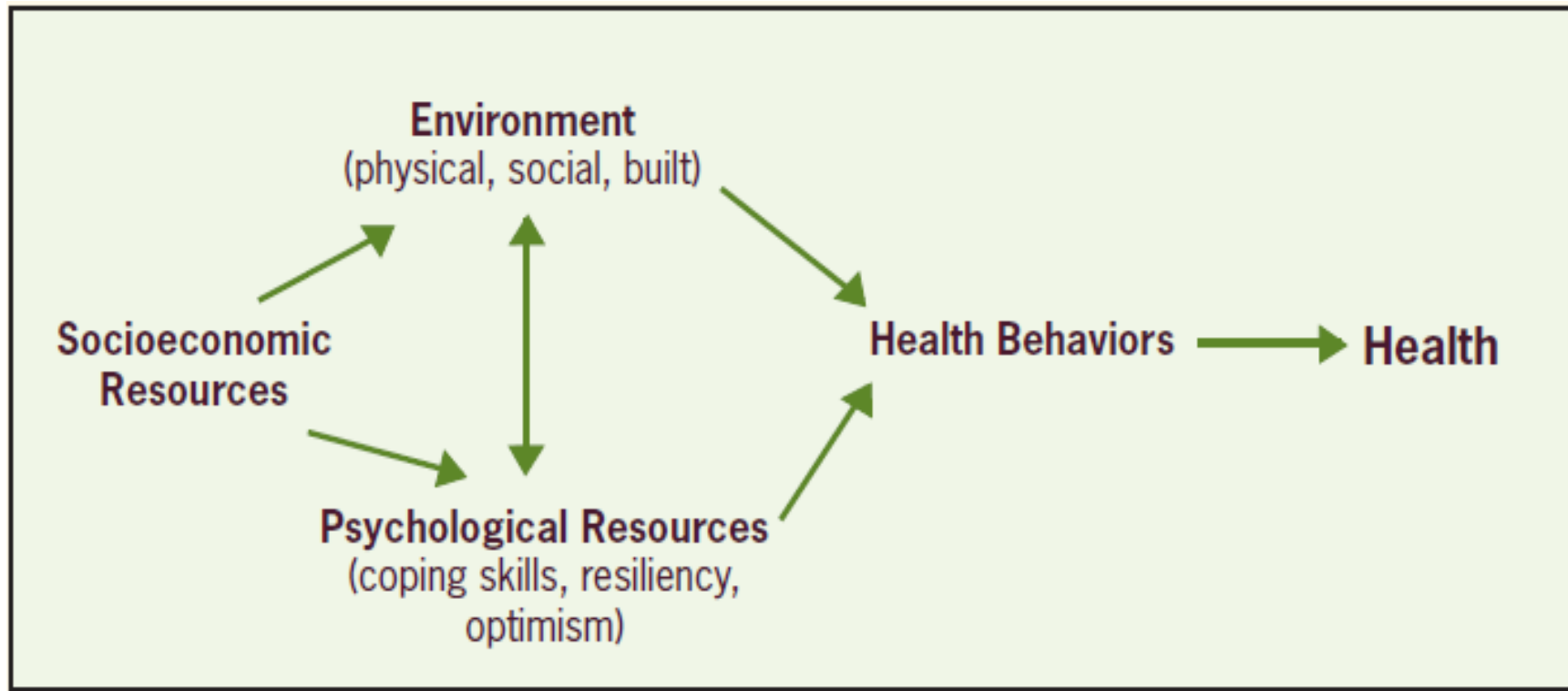
- Gender Inequities
- Tobacco Use
- Obesity
- Healthy Birth Outcomes
- HIV/AIDS and Sexually Transmitted Diseases

Gendered Health Disparities

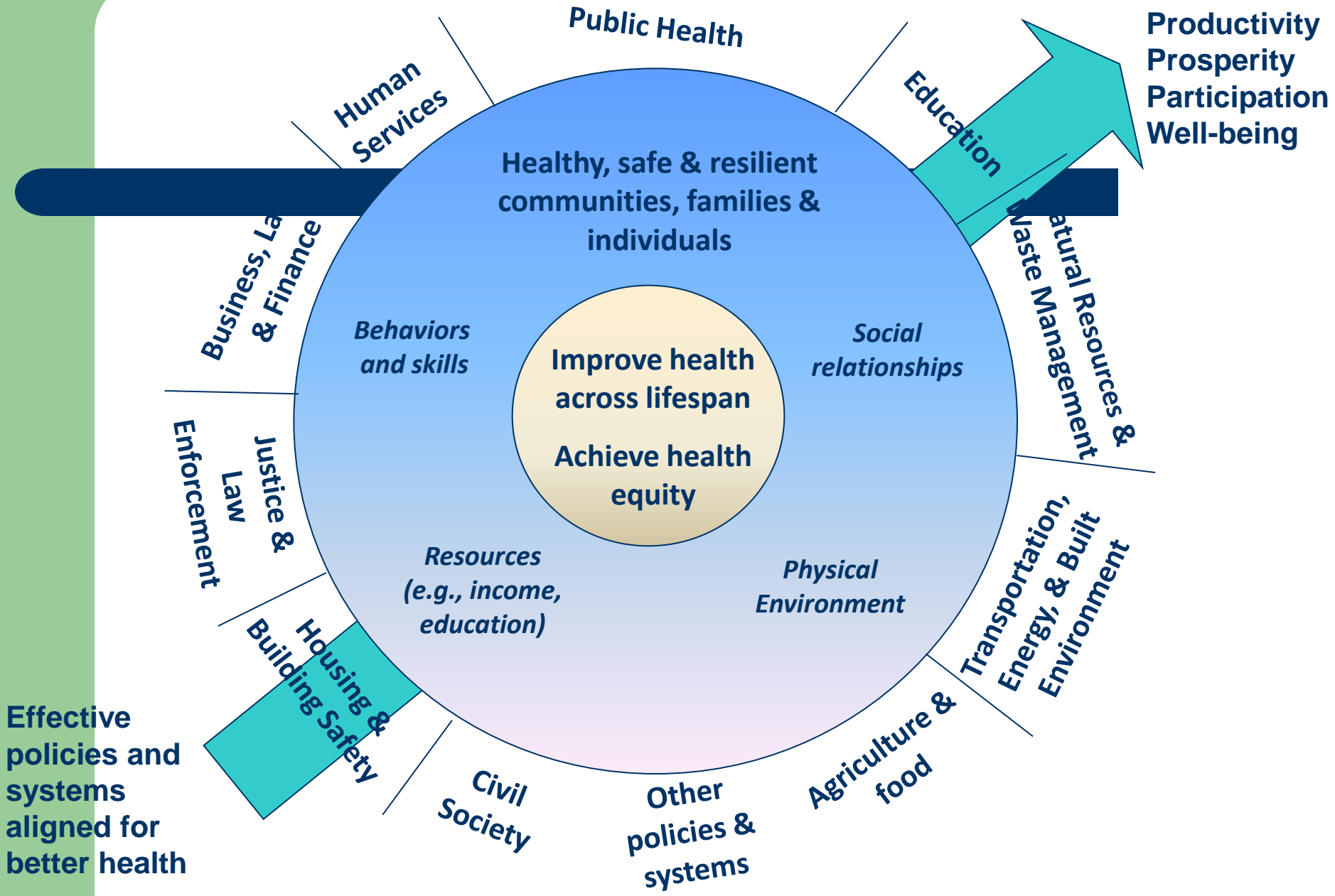
- Disparities – differences in health between groups of people

	Completed Suicides	Hospitalizations for self-injury	ED visits for self-injury	Poor Mental Health (%)
Female	157	3,610	2,845	38.3
Male	580	2,087	1,899	28.8

Many Factors Lead To Health

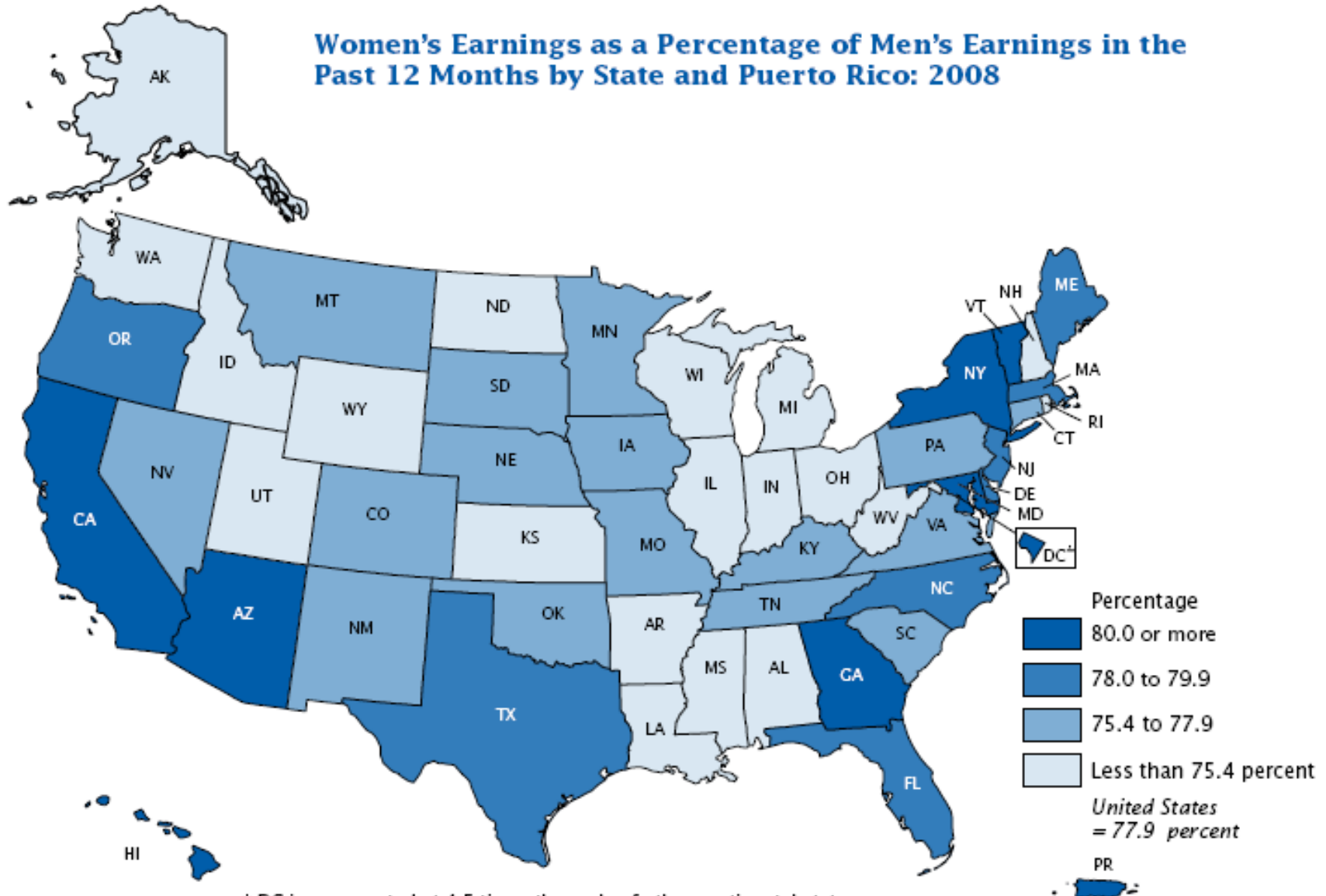


Healthiest Wisconsin 2020



Financial Inequity

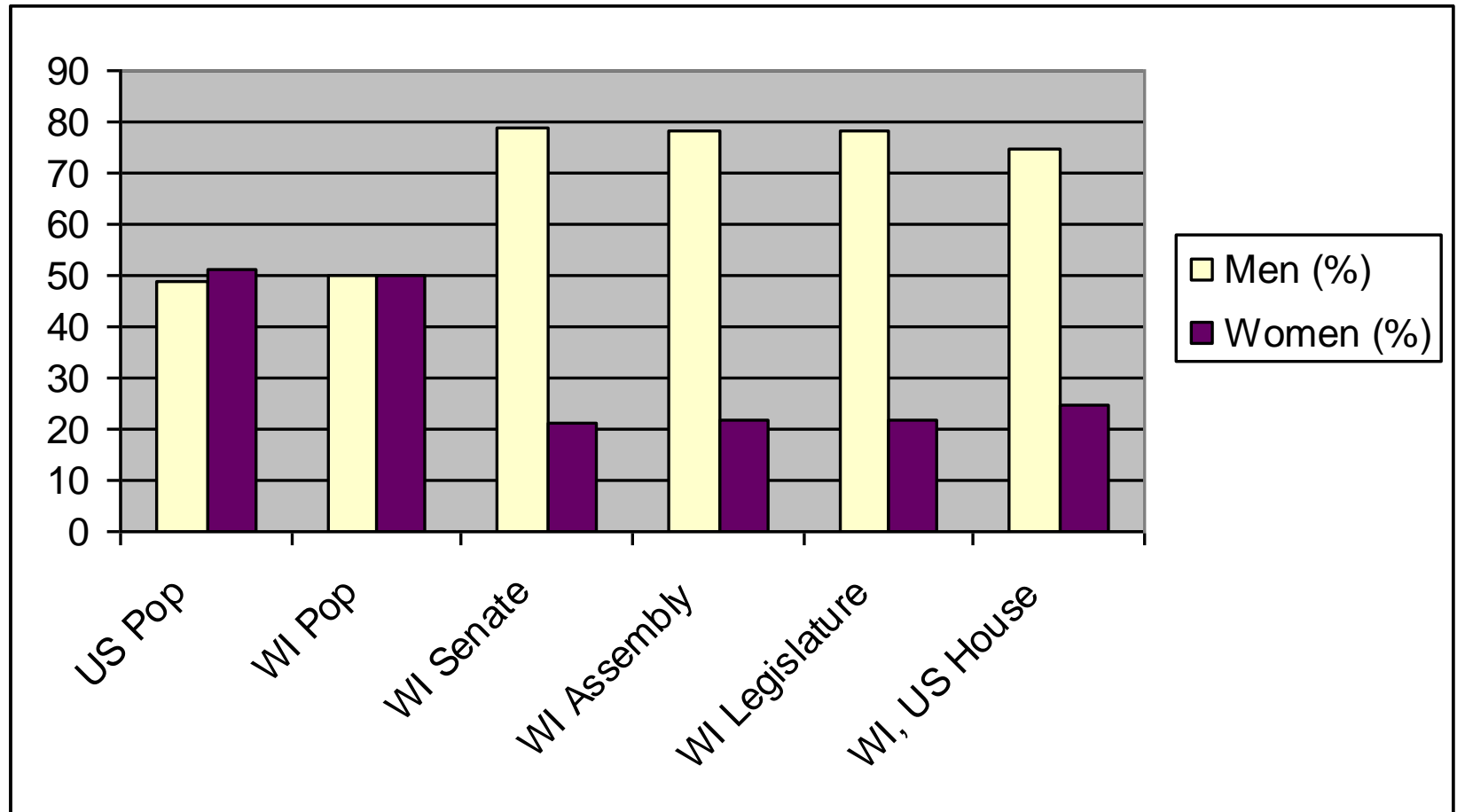
Women's Earnings as a Percentage of Men's Earnings in the Past 12 Months by State and Puerto Rico: 2008



⁺ DC is represented at 4.5 times the scale of other continental states.

Sources: U.S. Census Bureau, American Community Survey, 2008; and Puerto Rico Community Survey, 2008.

Health Equity: Political Participation?



Tobacco



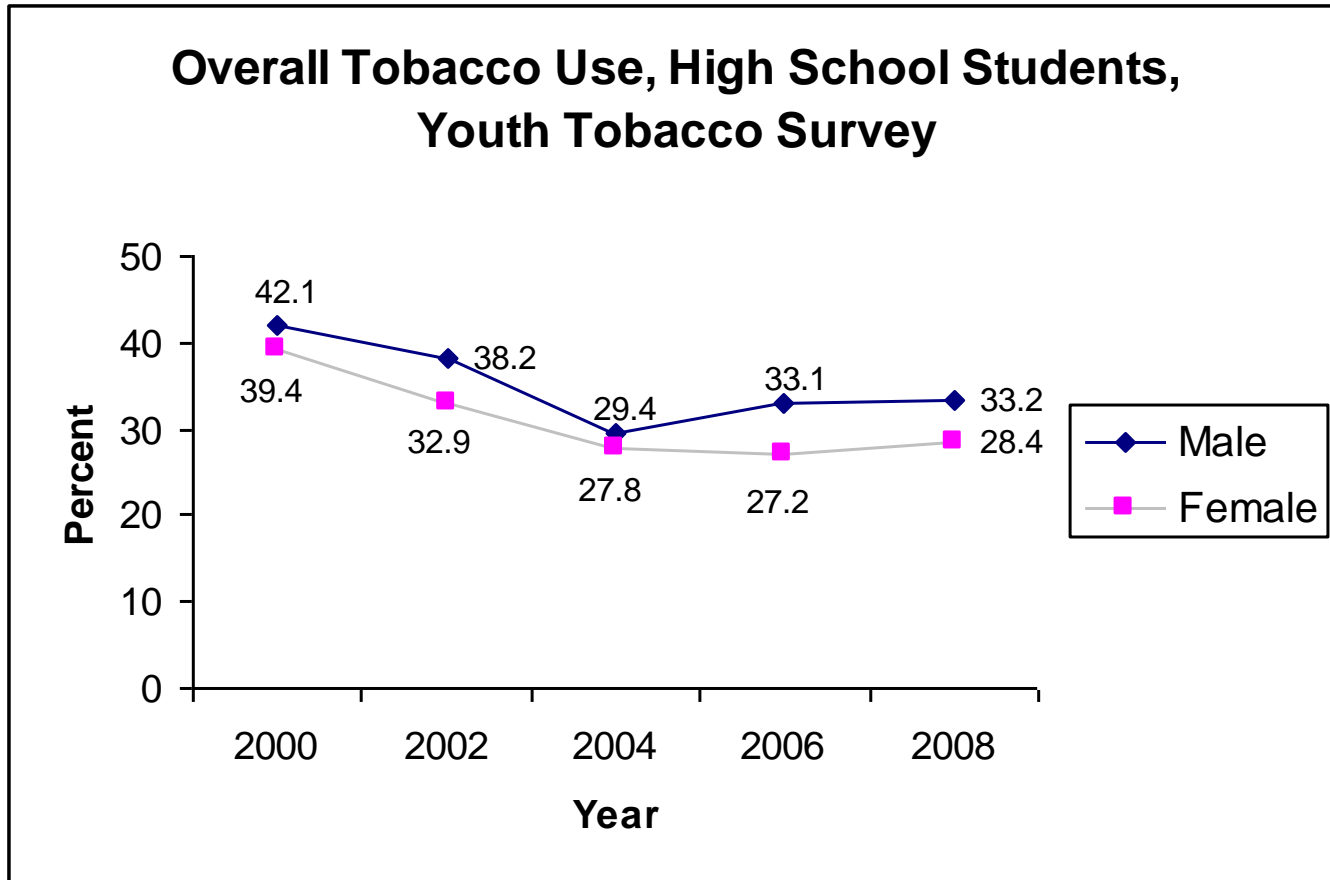
Tobacco Successes in WI

- Wisconsin's Statewide Smoke-Free Air Law goes into effect on July 5, 2010
- Wisconsin now has the 6th highest tobacco tax in the nation (\$2.52/pack)



Go to WIBetterSmokeFree.com for more on Smoke-Free implementation

Teen Girls are Still Using Tobacco



Helping Pregnant Smokers Quit

- Wisconsin ranks 18th worst in the nation in rates of smoking during pregnancy at 14%
- Since its statewide expansion in 2001, the First Breath program has served 9,467 Wisconsin women and helped 5,000 quit smoking.



Teen Girls Are a Target for Tobacco

- Promotional giveaways for Camel No. 9's included berry-flavored lip balm, cell phone jewelry, purses and wristbands.
- Product ads ran in *Vogue*, *Cosmopolitan* and *Glamour*
- 22% of girls listed Camel as their favorite cigarette ad in a recent study published in *Pediatrics*



Obesity

- **what works...**

healthy eating • physical activity • healthy weight

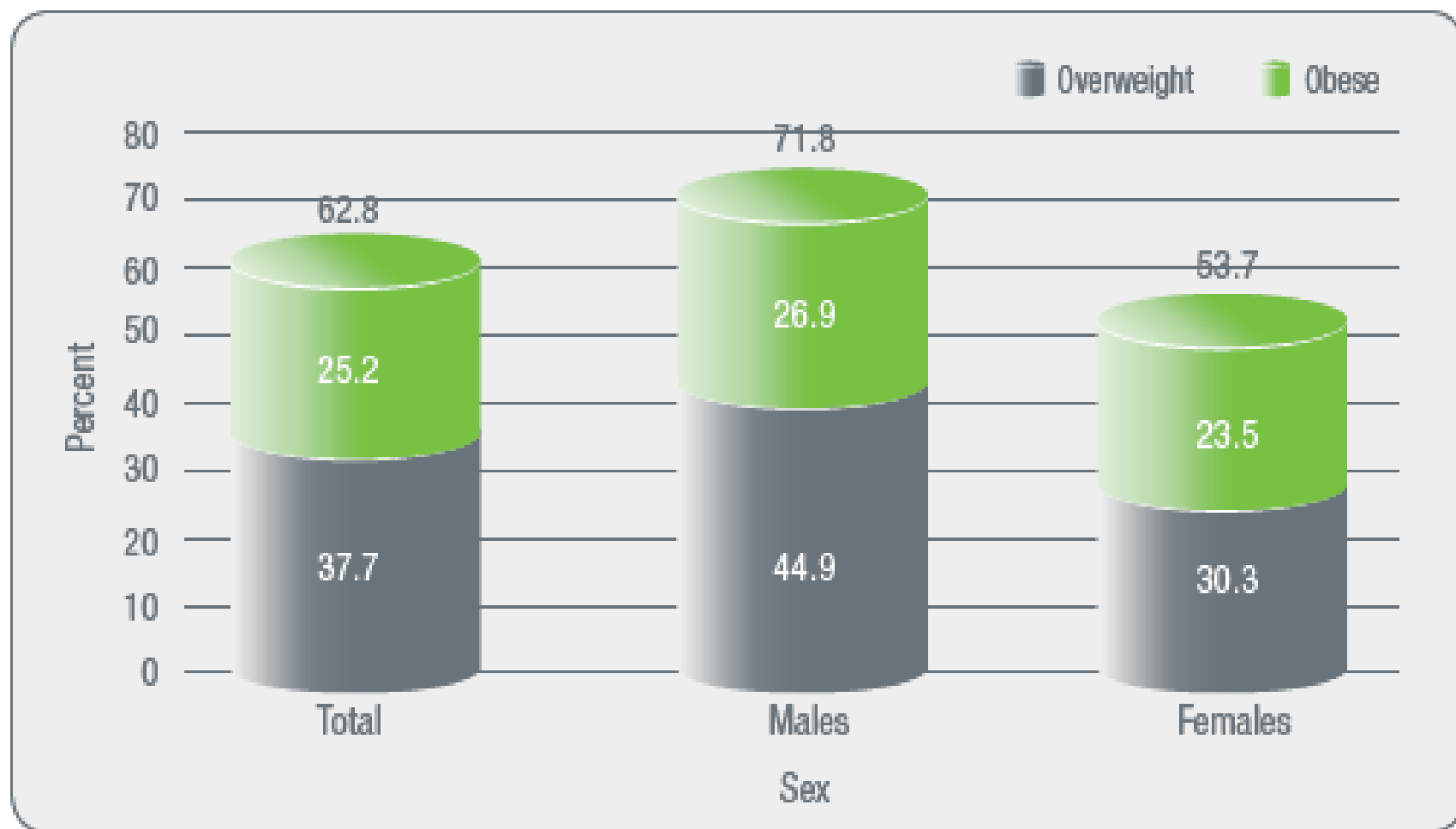


Minority Girls More Likely to be Obese

Among Wisconsin high school students, more boys (29.3%) than girls (19.1%) are overweight or obese

- BUT...More African American high school girls (24.4%) are overweight or obese than white high school girls (17.8%)
- AND...fewer girls (29.7%) meet recommended levels of physical activity than boys (43.2%)

Figure 7. Prevalence of Overweight, Obesity, and Total Overweight for Wisconsin Adults by Sex, 2004-2006.



Data source: 2004-2006 Behavioral Risk Factor Surveillance System, Bureau of Health Information and Policy, Division of Public Health, Wisconsin Department of Health Services.

Benefits of Breastfeeding



- Breastfed babies have reduced risk of obesity, infectious diseases, diabetes, childhood cancers, and asthma
- Women who breastfeed have lower risk of breast and ovarian cancer
- Low breastfeeding rates cost the US \$13 billion/year, and excess infant sickness and death (*Pediatrics*, 4/5/10)
- The Right to Breastfeed Law (signed March 2010) allows women to breastfeed in any public space, a major step for women's health equity

Other Strategies to Fight Obesity

- Farm to School
- Walk to School/Bike to Work Initiatives
- Menu Labeling
- Workplace Wellness

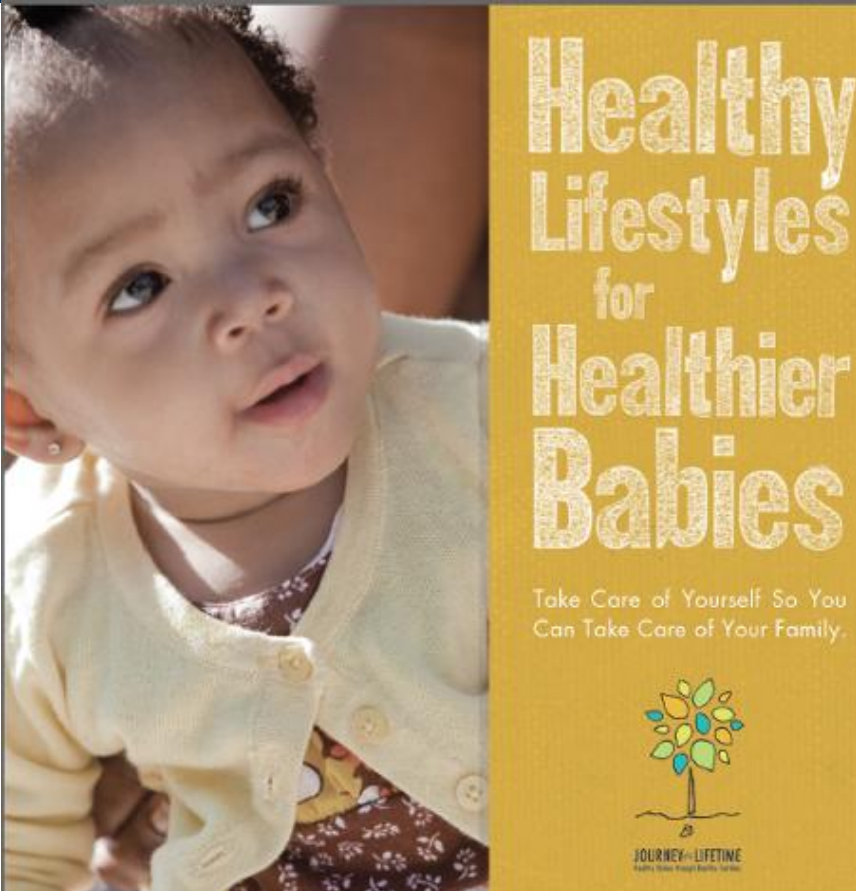
Healthy Birth Outcomes



African American infants in Wisconsin

- The infant mortality rate for African American infants in Wisconsin is approximately three times higher than a white baby.
 - Wisconsin often ranks among the last of all states for African American infant mortality
- The leading causes of African American infant death
 - Preterm birth
 - low birth weight
 - Sudden Infant Death Syndrome (SIDS) and co-sleeping
- More than 90% of African American infant deaths in Wisconsin occur in Southeastern and Southern parts of the state
 - Milwaukee, Racine, Kenosha, and Beloit
 - Impacting African American adult and teen women

Journey of a Lifetime Campaign



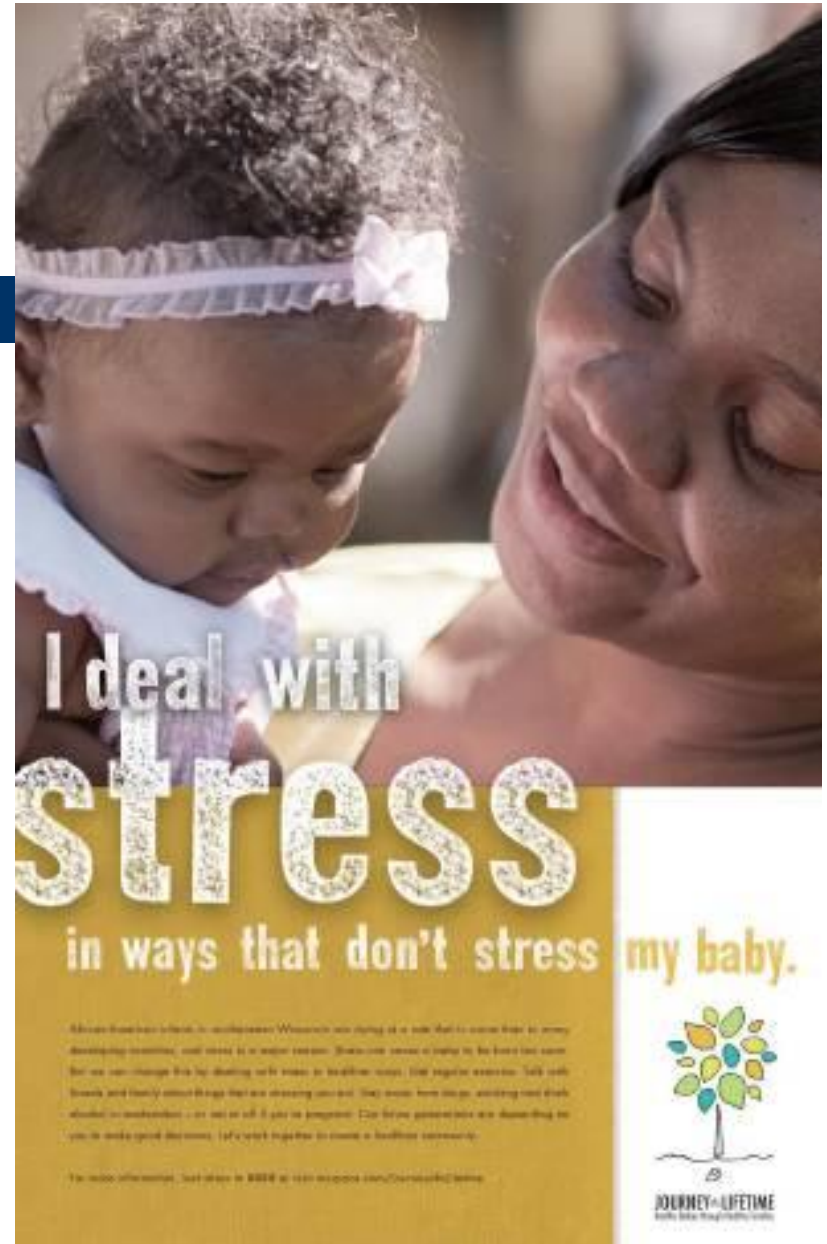
Journey of a Lifetime: Campaign Goal

- Campaign Goal: Reduce the gap in birth outcomes for the African American community
- Wisconsin is one of 13 states funded by HRSA's First Time Motherhood/ New Parents Initiative
- Initiated campaign in Milwaukee and Racine with a focus on the role of family and community in supporting healthy births



Journey of a Lifetime: Campaign Development

- Life course perspective: a framework for reducing racial and ethnic disparities in birth outcomes
- Belief in the importance of helping a woman to reduce stress before, during, and after pregnancy
- Grew with community input
 - Focus groups among mothers and grandmothers to inform the campaign
- Key Messages : ABCs for Healthy Families
 - Get healthy, stay healthy, and learn new ways to deal with stress



Journey of a Lifetime: Innovation and Lessons Learned

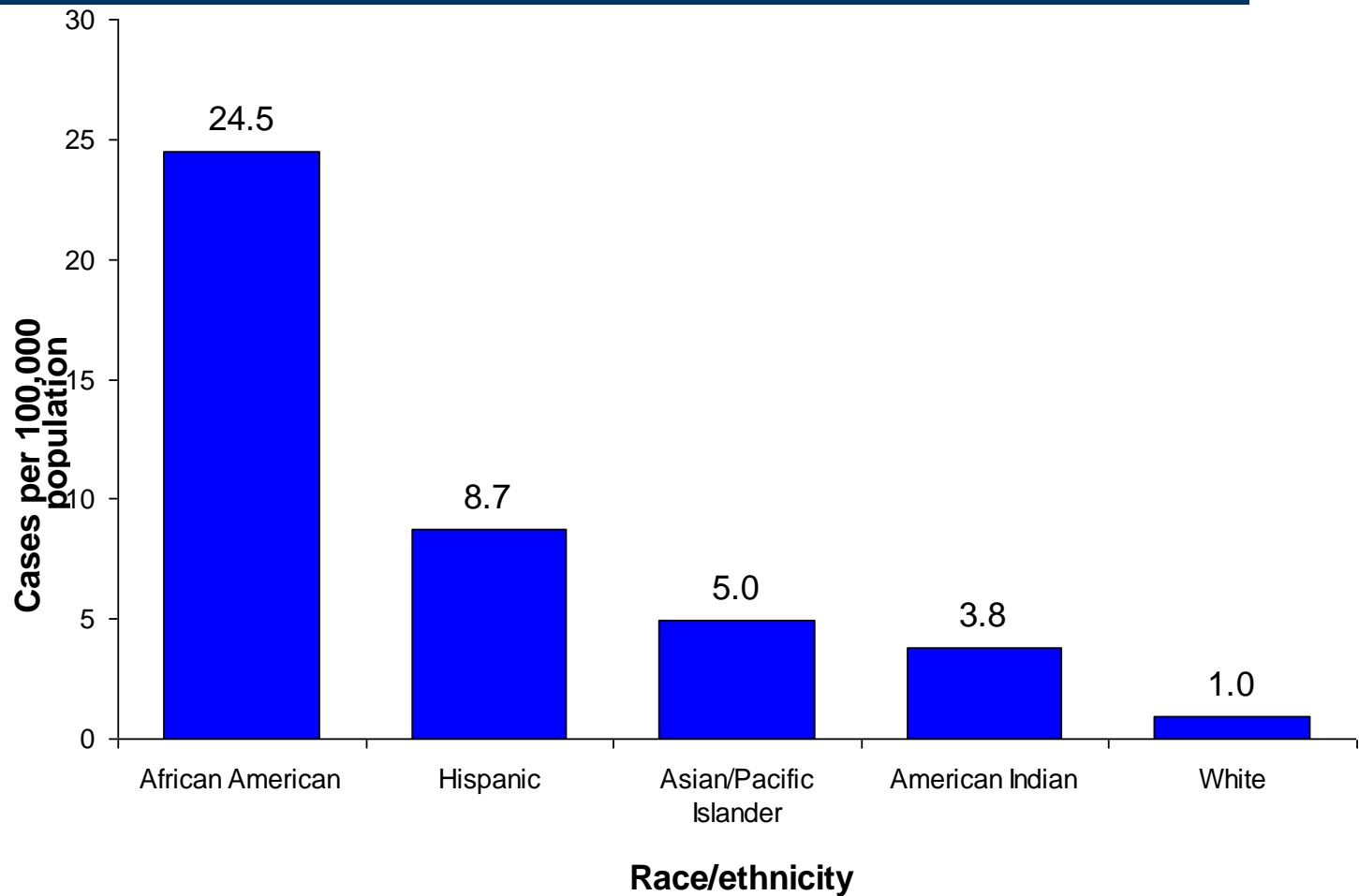
- A broader approach to problem solving: Life Course Perspective
 - Consideration of the social and economic determinants of health
- Support groups for mothers and fathers
 - Resources and tools to promote healthier living and strategies for seeking help
- Honoring the voices of women in the community
 - Community-driven messaging through support and focus groups among mothers and grandmothers
- Outreach through social media
 - Texting
 - Fliers and Brochures (table present at summit)
- SE RFP



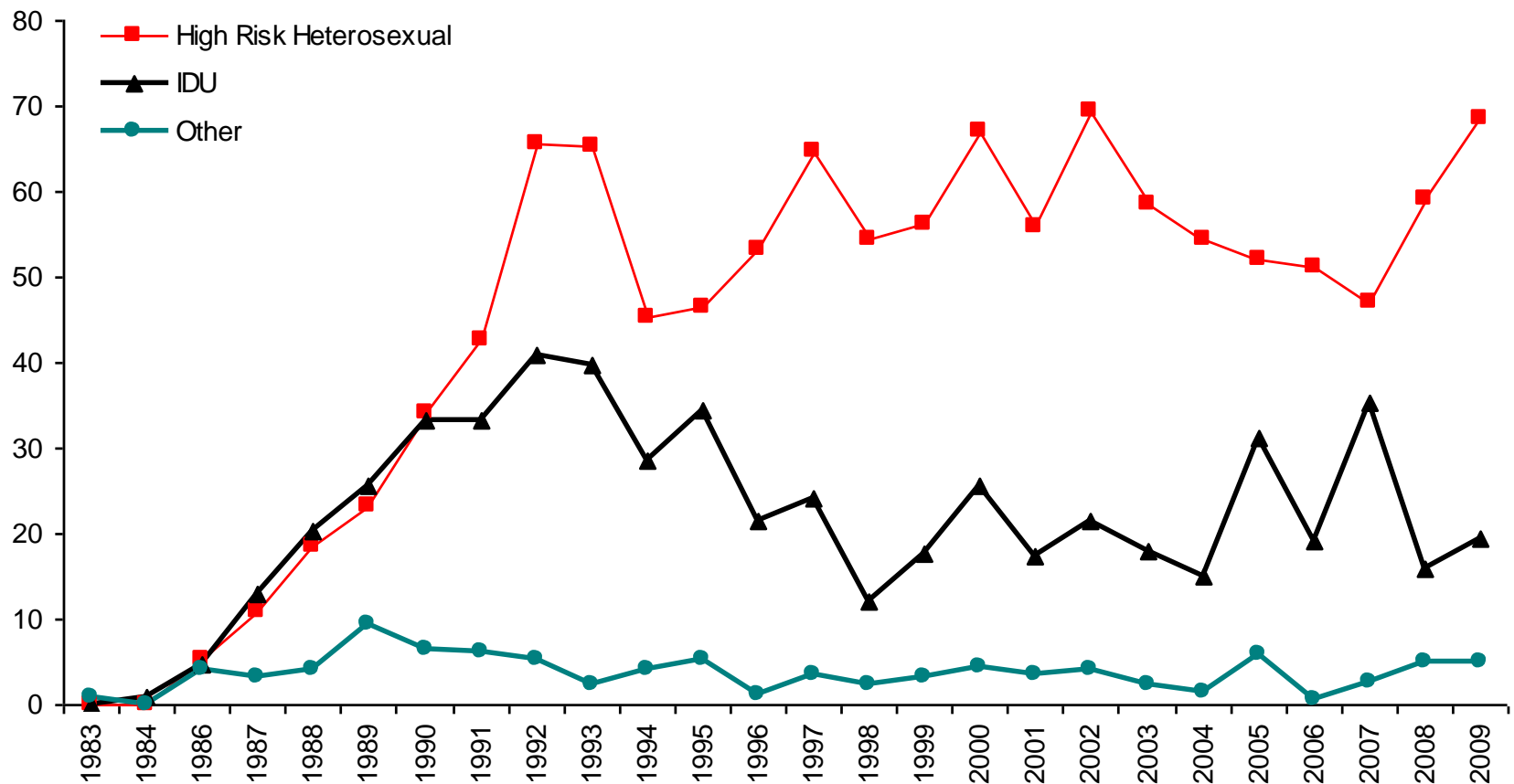
HIV/AIDS and STDs



Average HIV infection rate per 100,000 population, females by race/ethnicity, Wisconsin, 2005-2009

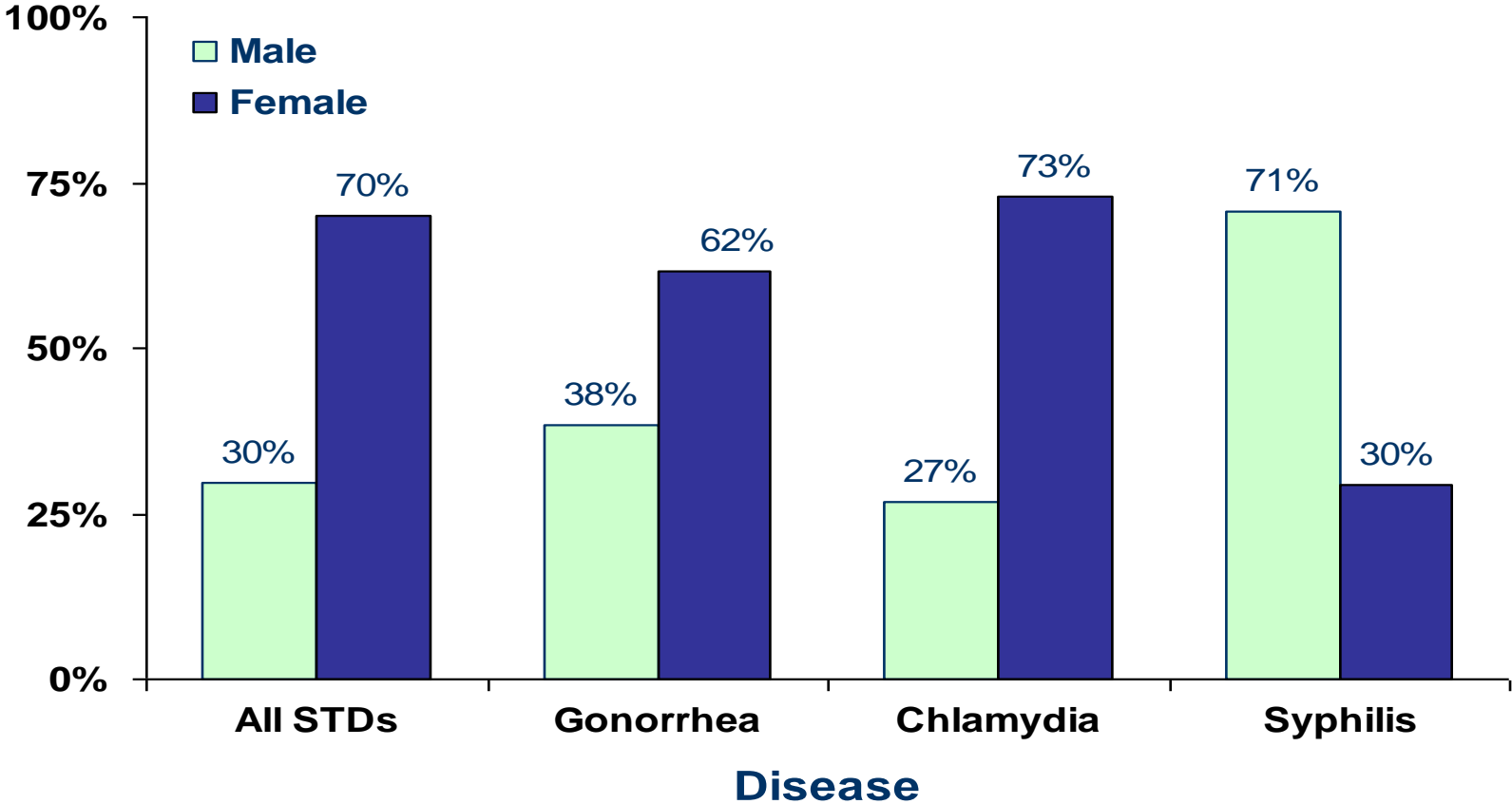


Reported cases of HIV infection, females by risk category*, Wisconsin 1983-2009



* Risk was imputed for those cases with unknown risk exposure.

Male-female distribution of reported STD cases, by disease, Wisconsin, 2008



HIV Opt-out legislation

- Signed into law April 21, 2010
- Changes the requirement from written to verbal informed consent for HIV testing
- Institutes a consent process that requires patients to be notified that they will be tested for HIV unless they decline



HIV Medical Home

- Signed into law May 5, 2010
- Assures access to urgently needed medical care for more than 7,000 HIV patients in WI
- Assures life saving access to medical care with no new GPR funding

Expedited Partner Therapy Legislation

- Explicitly allows expedited partner therapy (EPT) as an alternative treatment option for partners of a patient diagnosed with STDs without a medical evaluation of the partner
- Allows the patient to deliver oral medication or prescriptions to their sexual partner

The Healthy Youth Act

- Signed into law February 24, 2010
- Ensures the most current standards of sex education are being taught in Wisconsin
- Ensures that Wisconsin public schools that opt to teach sex education do so in a medically accurate and age-appropriate way, including information about both abstinence and contraception to prevent pregnancies and STDs
- Requires a school board choosing *not* to provide sex education notify parents that their student will not receive any instruction in preventing unintended pregnancies and STDs
- Directs the state to apply for any federal teen pregnancy prevention funds available to the states

National Health Care Reform



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- Moving forward with implementation
- Planning for temporary high risk pool and online health insurance exchange
- Tracking or implementing 400 separate items
- Maximize funding and flexibility for Wisconsin



Immediate Benefits

- Small businesses that choose to offer coverage will begin to receive tax credits of up to 35 percent of premiums to help make employee coverage more affordable.
- Adults who are uninsured because of pre-existing conditions will have access to affordable health insurance through a temporary high-risk pool.
- \$250 rebate to Medicare beneficiaries in the Part D donut hole. Plus a 50 percent discount on prescription drugs in the donut hole beginning in 2011.
- Free preventive care: no co-payments and no deductibles for preventive services for private plans in 2010 and Medicare in 2011.
- Temporary re-insurance program to help offset the costs of expensive premiums for employers and retirees age 55-64

Benefits in 2014

- Coverage for at least 125,000 uninsured Wisconsin citizens
- Lower cost premiums for small businesses and individuals through the online health care exchange
- Relief for state taxpayers through increased federal Medicaid funding
- Childless Adults transition to full BadgerCare +



Health Care Reform and Women's Health

- **Ends Insurance Company Discrimination** – Right now a healthy 22-year old woman can pay premiums 150% higher than a man
- **Free Preventative Care** – Starting this year all private plans will offer free preventative care and wellness visits with no co-pays or deductibles
- **Comprehensive Coverage in all Exchange Plans** – Beginning in 2014 all plans offered in the health care exchange must offer comprehensive benefits, including maternity care



Thank You