

**University of Wisconsin—Madison
Prevention Research Center**
Annual Report: September 2019 – August 2020



Prevention Research Center
UNIVERSITY OF WISCONSIN-MADISON



LETTER FROM THE DIRECTOR

In spite of a worldwide pandemic, the **UW–Madison Prevention Research Center** had a successful first year. We launched the Center late 2019 with a kick-off event attended by 70 university and community partners. Not long after that, we moved all activities off campus. More challenging has been the enormous upheaval to families and children in our communities, especially those most vulnerable. The health inequities long existing in the US have been amplified by the enormous shocks to our health care and educational systems as well as our economy.

The events have influenced both how we do our work as well as the focus of our work. The nine community organizations that are part of our Community Advisory Board (CAB) have shared their experiences with us, as highlighted in our summer newsletters. Six of our CAB partners worked with us on a new project we call **Building a Public Health Reserve with Community Health Workers**, described on page six in more detail. This project brings us together to address the challenges young families face during the COVID-19 pandemic and will provide a new model of engagement for public health with early childhood home visitors, doulas, and others.

The Core Research Project **Addressing Postpartum Depression in Wisconsin Home Visiting Programs** is more important than ever given the extraordinary pressures placed on new mothers during this time. Drs. Clark and Mahoney successfully conducted a Delphi Process to inform creation of a more streamlined intervention and are working with community partners to test the potential to move the intervention to a remote platform.

This year we also launched our Small Grant Program that awarded funding to four outstanding early-stage investigators doing truly exciting and important research across campus. We look forward to continuing this program to expand prevention research on campus and strengthen community-engaged research. As we move forward, the UWPRC is examining our role in advancing racial equity and combatting racism. We recognize our unique position with our partners as an opportunity to strengthen community participation in campus research and to equitably use data to describe populations.

Stay well and stay safe.



Deborah Ehrental, MD, MPH
Center Director



Kate Gillespie, RN, DNP
Deputy Director

The University of Wisconsin–Madison Prevention Research Center is a collaborative effort with the School of Medicine and Public Health (SMPH), School of Nursing (SON), School of Human Ecology (SoHE), and the Institute for Research on Poverty (IRP).



School of Medicine and Public Health
School of Nursing
School of Human Ecology
Institute for Research on Poverty

Our mission is to **improve the health of low-income women, infants and families** by conducting high-quality, applied health-promotion and disease-prevention research with a focus on achieving health equity.

Our vision is a center that engages UW–Madison researchers, community members, and translational partners to **expand prevention research and its translation** to improve the health of low-income women, infants, and children. We support community engagement, research, and training to expand applied prevention research in three thematic research areas:

Quality improvement strategies to reduce maternal morbidity and infant mortality

Community-based programs engaging mothers, fathers, and families to support child health and development

Economic interventions to improve maternal and child health among low-income women and families

WHAT IS A PREVENTION RESEARCH CENTER?



UW–Madison was awarded one of 26 center grants by the U.S. Centers for Disease Control and Prevention (CDC). Prevention Research Centers (PRC) are a network of university-based research centers that serve a vital role in the public health system. PRCs identify public health problems, and develop, test, and evaluate public health interventions that can be applied widely, particularly in underserved communities. **The UWPRC is the only CDC-funded center focused on maternal and child health.**

The UWPRC has developed a five-year Applied Prevention Research and Translation Agenda to guide research priorities and activities. The agenda will focus on:

- Health of low-income women, infants, and children
- Building on the strengths of research expertise and activities at UW–Madison, as well as long-standing collaborations with state and local public health departments, state government and service agencies, and communities
- Health disparities and inequities
- Prioritizing prevention research that has potential regional and statewide reach

CENTER ACTIVITIES

COMMUNITY ADVISORY BOARD

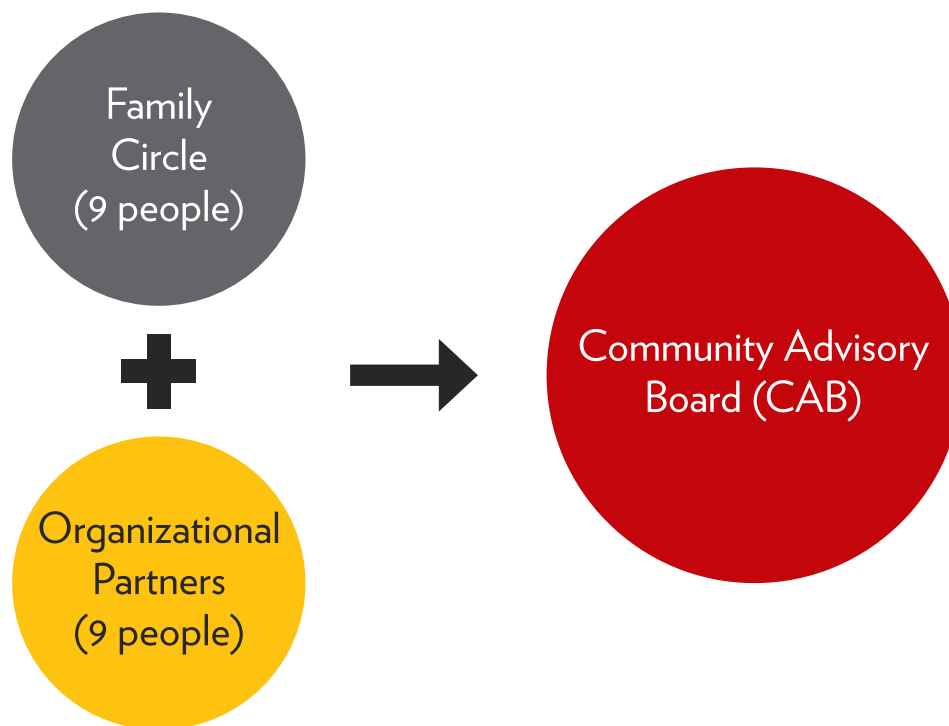
A central tenet of PRCs is meaningfully engaging communities in identifying research questions, conducting research, interpreting results, and disseminating findings.

The Community Advisory Board (CAB) is rooted in the principles of centering lived experience and knowledge, strengthening the capacity of community partners to inform research, and supporting successful partnerships between communities and researchers.

For our CAB, we aim to have equal representation from community members with lived experience (**Family Circle**) as well as individuals representing organizations (**Organizational Partners**) that provide

advocacy and services related to the center's mission of improving the health of low-income women, infants and families.

We have recruited nine organizational partners and engaged them in reviewing the goals of the center, the plan for establishing a research agenda and small grants program, as well as in developing a plan for recruiting Family Circle members. We began the recruitment for nine Family Circle members in February 2021.



TRANSLATIONAL PARTNERS PANEL

The UWPRC Translational Partners Panel (TPP) will provide key guidance to ensure that the center's work is applicable and adoptable.

The TPP is composed of organizational partners who advise the UWPRC regarding translation of interventions into everyday practice. The TPP convened in August 2020 to provide key guidance on the Core Research Project (pg. 6) with dissemination and implementation in mind.

TPP MEMBERSHIP - MARCH 2020

- Child Abuse and Prevention Board
- Head Start Association WI
- Lifecourse Initiative for Healthy Families
- Public Health Madison & Dane County
- United Way of Wisconsin
- Wisconsin Association of Local Health Departments and Boards
- Wisconsin Department of Employee Trust Funds
- Wisconsin Medicaid
- Wisconsin Primary Health Care Association

SUPPORTING APPLICATIONS FOR EXTERNAL FUNDING

The center has provided support for applications by UW and community partners through sharing resources, providing letters of support, and leading and working collaboratively in funding applications.

ENGAGING INVESTIGATORS ACROSS CAMPUS

During the past year, we have convened and solicited input from the UWPRC Core and Affiliate Faculty in supporting and expanding research focused on our target population.

1. We shared an NIH Request for input on a proposed research initiative to Decrease Maternal Mortality. We convened over a dozen faculty members and submitted valuable input to the NIH.
2. Several faculty prepared questions focused on the impact of COVID-19 on pregnant women and families with young children that were included in the "Survey of the Health of Wisconsin (SHOW) Survey of COVID-19 Impacts on State Health and Well-Being."

BY THE NUMBERS

6

Core Faculty

64

Affiliated Faculty

7

UW-Madison Schools
& Colleges

NEW FUNDING FOR PREVENTION RESEARCH

CDC funding for “CDC Special Interest Projects”

To build and support expertise in prevention research, we worked with the SMPH Grants Office to develop a process for responding to the Special Interest Project grants and submitted two proposals led by UW-Madison in 2020.

UWPRC Small Grants Program

We launched the UWPRC Small Grants Program in July 2020. This grant opportunity engaged faculty and fellows from across campus in a competitive process designed to foster prevention research skills and expand campus research in the center’s focus area. Twelve proposals were received and four were awarded. Core Faculty and community partners participated in the review process and the Steering Committee approved the final selection. Read more about the UWPRC’s research in the Research and Products section (pg. 7).

COMMUNICATIONS

The UWPRC communications plan includes engaging with our academic and community partners through our website, social media accounts, and newsletter. The UWPRC website, launched in December 2019, serves as a resource to our current affiliates and as an entry point to people we are not yet engaged with. We use the monthly newsletter to provide updates to our partners and other audiences. We use the UWPRC Twitter account to connect with campus, community, state, and national partners.

In response to the pandemic, we conducted interviews with our community partners about how they adapted to continue services to women, infants, and families. The interviews were shared in our newsletters and posted on our website. One of the interviews forged a new partnership between a UW researcher and the African American Breastfeeding Network.



@UWMadisonPRC

12.3k
Impressions

117 Followers

47
Link Clicks

22
Retweets

73
Favorites



UWPRC Newsletters

12.3k
Impressions

212 Subscribers

25
emails sent

28.9%
Average
Open Rate

7.5%
Average
Click Rate

CURRENT ACTIVE RESEARCH



Core Research Project: Addressing Postpartum Depression in Wisconsin Home Visiting Programs

A central component of the UWPRC is the Core Research Project, led by Drs. Roseanne Clark and Jane Mahoney with funding from the CDC center grant. The project is testing a two-generational, parent-infant relationship focused, community approach to reduce the risks associated with maternal depression. Researchers will work with community and translational partners to culturally adapt the Mother-Infant Therapy Group (an effective intervention that improves maternal depression symptoms and supports mother-infant interactions) for implementation in Home Visiting programs in urban, rural and Tribal communities across Wisconsin.

Building a Public Health Reserve with Community Health Workers

UWPRC leadership (Ehrenthal and Gillespie), working in collaboration with CAB members and faculty, were awarded funding from the Institute for Clinical and Translational Research to design and pilot test a sophisticated, culturally appropriate strategy to support the rapid scale-up of COVID-19 testing, contact tracing, and vaccination. We are accomplishing this with the **already-existing infrastructure of community-based programs** that support families with young children who face higher rates of poverty. Additional support for this project is also provided by UWPRC infrastructure.



PRESENTATIONS AND MANUSCRIPTS

17

Academic Presentations

4

Community Presentations

4

Peer-Reviewed Publications

UWPRC SMALL GRANTS PROJECT

In 2020, the UWPRC awarded four small grants designed to foster prevention research skills and expand campus research in the center's focus area. Learn more about the grants awarded:

<https://prc.wisc.edu/research/uwprc-small-grants/>



Assessing the Feasibility of Utilizing a Game-Based Participatory Approach to Co-Create Personalized Family Opioid Medication Safety Plans

Olufunmilola Abraham, PhD, MS, BPharm
UW–Madison School of Pharmacy
Social and Administrative Sciences Division



In partnership with the
Wisconsin Association
for Perinatal Care

Pilot Testing an Evidence-Based, Family-Centered Intervention for Opioid Exposed Newborns in Wisconsin Rural and Community Hospitals

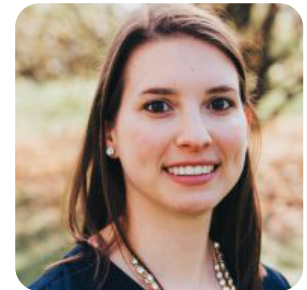
Ann Allen, MD
UW SMPH
Department of Pediatrics



The Effects of State Pregnancy Accommodation Laws on Maternal and Infant Health

Jessica Pac, PhD, M.Phil,
MPA
UW–Madison
School of Social Work

Alejandra Ros Pilarz, PhD, MA
UW–Madison
School of Social Work



Understanding Structural Barriers to Contraceptive Autonomy Among Low-Income Black African Women in the Global South: An Exploratory Study

Leigh Senderowicz, ScD, MPH
UW SMPH
Department of Obstetrics and Gynecology

WHAT'S NEXT FOR THE UWPRC

Several faculty members have been invited for visits, including two from outside UW–Madison. Invited faculty members present their research at the Population Health Sciences Monday Seminar, and have separate meetings with faculty and with graduate students.

Faculty Visits for Year Two



Melody Goodman, PhD

Associate Dean for Research;
Associate Professor of Biostatistics
New York University School of Global Public Health



Katherine Magnuson, PhD

Professor; Director of the Institute for Research on Poverty
UW Sandra Rosenbaum School of Social Work



Whitney Robinson, PhD

Associate Professor of Epidemiology
University of North Carolina Gillings
School of Global Public Health



Christine Durance, PhD

Associate Professor of Public Affairs
UW Robert M. La Follette School of Public Affairs

Our first **Annual Meeting** is planned for November 2021. This will be a place for our community and academic partners to engage with the center and each other.

FUNDING

The University of Wisconsin-Madison Prevention Research Center is a member of the Prevention Research Centers (PRC) Program. It is supported by the Centers for Disease Control and Prevention cooperative agreement number 1U48DP006383. Additional funding is provided by the UW School of Medicine and Public Health, the UW–Madison Office of the Vice Chancellor for Research and Graduate Education, and the UW–Madison Institute for Clinical and Translational Research.