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**Consortium from page 1**

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**Healthy Choices: sharing strategies for good health**

by Carolyn Kott Washburne

Healthy Choices, one of The Milwaukee Idea’s “First Ideas,” takes advantage of the collective expertise of the community and the university to address health concerns related to substance use and abuse.

"Healthy Choices is a vital component of the Milwaukee Idea," said Stephen Percy, the Chancellor’s Special Deputy for the Milwaukee Idea. "This initiative, which builds upon strong scholarship and applied learning at UWM’s Center for Addiction and Behavioral Health Research (CABHR), connects UWM to the greater Milwaukee community in the fundamentally important area of substance use and abuse."

The initiative will offer educational programs for students and the community on such topics as the negative consequences of binge drinking, the use/abuse of substances to cope with the stresses of everyday life and strategies for making healthy choices.

**Consortium for Economic Opportunity to be force for prosperity**

by Beth Stafford

The Consortium for Economic Opportunity (CEO) links UWM resources with community partners to extend the benefits of economic growth to all of metropolitan Milwaukee. Consortium activities will be targeted to communities that have not fully shared in the general prosperity of the past decade, especially the low-income, predominantly minority neighborhoods of Milwaukee’s inner city.

The Consortium was launched at Milwaukee’s Ameritech King Center, 2745 N. Martin Luther King Drive. Speakers at the breakfast session included UWM Chancellor Nancy L. Zimpher, Wisconsin Department of Commerce Secretary Brenda Blanchard, and U.S. Small Business Administration Regional Administrator Barbara Notestein.

According to Marc Levine, consortium director, "The consortium intends to be a very active and vital player on the economic development scene. It will provide technical assistance, research, educa-

...
Chancellor presents budget request to regents

With a 25% budget increase over the next five years, UWM expects to make major contributions to the quality of life in metropolitan Milwaukee, the region and the state. That was the message Chancellor Nancy Zimpher delivered to the University of Wisconsin System Board of Regents at their June meeting held at UWM.

"We believe we can make a difference in the statistics that characterize our health and welfare," she said.

The budget initiative grows from the vision of The Milwaukee Idea, which calls for UWM to become an institution wholly engaged with its community while continuing to build on the quality of its teaching, research and service.

The regents are considering UWM’s request for inclusion in the UW System budget that will be forwarded to the governor. That request has already garnered a good deal of support from area legislators, business leaders and several members of the board of regents.

Goals set for the budget initiative include:

- Increasing the number of students who study at UWM from 23,000 to 30,000.
- Expanding pre-college programs that serve Milwaukee Public School students from 2,000 to 10,000.
- Increasing the number of minority students at UWM to 30% of the student body.
- Doubling the number of undergraduate teaching degrees granted, with a focus on preparing teachers for success in urban school districts.
- Doubling the number of UW System students with study abroad experience.

Lessons learned from The Milwaukee Idea

How are initiatives like The Milwaukee Idea reshaping and reinvigorating the urban university? What will it mean for those who work at the university and for those with whom they work? How can the university best collaborate with the community for the benefit of all?

These and many other issues were examined at a conference held in June called ‘Dynamics of Change: The Milwaukee Idea and the New Urban University.’ The conference drew over 300 faculty, students, alumni, community leaders, government officials and members of the UW System Board of Regents for a day of discussion and reflection.

UWM’s Chancellor Nancy Zimpher opened the conference with a look at “lessons learned” since the inception of The Milwaukee Idea two years ago. The Milwaukee Idea, she said, was in part, UWM’s response to a dialogue taking place on the national level challenging urban universities to think boldly and play a leadership role in societal development. For UWM, she asserted, it was also an idea whose time had come.

Here are some of the early lessons learned from The Milwaukee Idea as recounted by Chancellor Zimpher:

- You’ve got to have an idea: “Ideas extend our thinking and keep us on track.”
- You’ve got to have the right process: “We’ve worked really hard on participation and had more people around the table at any given time than anyone would imagine.”
- You need flexibility.
- You need to be comfortable with experimentation: “This is an experiment. Lots of experiments fail, but only through the experimental process can you move forward.
- Ideas are meaningless without action: “Our goal is to act,” she said, “and to have an impact.”

Cultures and Communities conference set

The Milwaukee Idea’s Cultures and Communities (CC) initiative will hold a conference on August 29th from 8:30 to 4 p.m. at UWM’s Curtin Hall, 3243 N. Downer Ave. “Learning for the New Century: A Workshop on Teaching and Learning” will promote understanding of the initiative by the campus and the community.

Among the conference topics will be current CC projects, the curricular and teaching implications of CC courses and strategies for engaging community partners. Speakers include Mel King, Professor Emeritus, Department of Urban Studies and Planning, Massachusetts Institute of Technology, and Deborah Blanks, Director, Social Development Commission, Milwaukee. Admission is free and open to the public. Lunch is included. For more information or to register contact Sandra Jones, sejones@uwm.edu; 414-229-2298.
Healthy Choices reflects the Center’s long-standing commitment to linking research with practice needs. “The Healthy Choices funding will help us provide follow-up consultation that will allow the integration of research into everyday practice,” said Ron Cisler, associate director of CABHR.

For example, Healthy Choices will share with health care providers the results of research on how to best help people with substance abuse problems and aid in transferring that research into new practices and programs. Healthy Choices will also serve as an information clearinghouse with a directory of health care providers, a Web site on substance abuse and resources on screening and referral. Finally, Healthy Choices will conduct research in concert with community-based organizations on such pressing issues as HIV prevention among at-risk groups and the treatment of alcoholism.

In order to carry out Healthy Choices, CABHR is hiring staff and adding two new divisions, in addition to its Research Division: Training and Education, and Technology Transfer. Carol Haertlein, associate professor of occupational therapy in the UWM School of Allied Health Professions, has been named co-director for training and education. She will coordinate two initiatives: a core survey on student drinking at UWM and a harm reduction pilot program at Marquette University. The latter will be done in conjunction with CA BHR Executive Committee member Stephen Saunders, assistant professor of psychology at Marquette.

“There is a lot of research out there, but there hasn’t been a lot of systematic study about what is really effective,” Haertlein said. “An important function of a university – in addition to helping its students make good decisions in life – is to help practitioners be clear about what they’re doing.”

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- You’ve got to have the right process: “We’ve worked really hard on participation and had more people around the table at any given time than anyone would imagine.”
- You need a perspective on partnership: “We are not an institution seeking to do something, in search of partners who will let us do it,” she noted. “We are an institution seeking important partners and together deciding what is the important work.
- You need to be flexible.”
- You must maintain long-term momentum.
- You need to be comfortable with experimentation: “This is an experiment. Lots of experiments fail, but only through the experimental process can you move forward.
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More first ideas launched!

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Questions, concerns and comments to 414-229-6913 or mke-idea@uwm.edu
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