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To: Henry Blackburn
From: Maury Mittelmark
Subject: Comments on the "incorporation" retreat

I came away from today's meeting feeling that we used our time well. That such a large group was able to make so much progress on a complicated topic is remarkable, and probably only possible with a team that has been working together as long as we have! I'd like to summarize for you my thoughts on a number of the topics we discussed.

1. I see a lot of value in conducting additional cross-sectional surveys in 1993 and 1995. A cohort is helpful to better understand the process of individual change, but if we haven't compiled sufficient evidence on that by 1990, we never well. I can't think of sufficient justification for a cohort past 1990.
2. A unique aspect of MHHP is its focus on incorporation and the study of incorporation. Any intervention that would threaten a test of the hypothesis that MHHP can be incorporated into community structures should be discouraged. By this I mean investigator-initiated interventions. The continuing intervention that is stimulated by the community should be thought of as a natural consequence of MHHP and/or secular influence.
3. After listening to the conversation today, I am now convinced that activities related to intervention development and dissemination should probably be located at least partly in the school. The following is a perhaps to radical idea for how we might approach this:

A Center for Health Promotion unit could be formed under the joint sponsorship of the School of Public Health and the State Health Department. The director would be Jim Schaefer and co-directors would Don Bishop and John Finnegan. The Centers would be comprised of four units, AOSAP, the Kaiser Resource Center, a Health Extension Service, and a Health Education Resource Production Group. With an arrangement such as this, we would see the best combination of the resources and interests of the State

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Department of Health and the School of Public Health, and would provide a sufficiently diverse base for the health of the organization. This would take advantage of Jim Schaefer's strengths, draw Don Bishop into collaborative effort, and insure some degree of influence of our faculty through John Finnegan's presence. Jim Schaefer would, I believe, be pleased with such an arrangement -- he would after all, continue as head of AODAP and take on an even more visible role as director of the Centers for Health Promotion. The Centers would need a Board of Directors, of which you, Bob Kane, Russ (and perhaps others from MHHP) would be members, and this would help in going after the Kaiser program.

What do you think?

cc: Russell Luepker

MAURY