

**Profile of**  
**Lezli A. Redmond**  
**Director of Statewide Intervention Programs, Center for Tobacco Research and Intervention,**  
**University of Wisconsin (UW) Medical School**  
**2009 Regents Academic Staff Excellence Award Recipient**

**Background and Experience (Selected)**

- Joined the UW-Madison School of Medicine and Public Health in 1994.
- Bachelor's from UW-Madison and Master of Public Health from Hunter College, New York, NY.
- Directed the Women's Health Initiative (WHI), UW Medical School, from 1994-2000.
- Presented with WHI Achievement Awards from national office for outstanding contributions (1996, 1998) and WHI Achievement Award for Outstanding Performance in Recruitment (1997).
- Named Director of Statewide Intervention Programs of the Center for Tobacco Research and Intervention at the UW Medical School in 2000.
- Created and launched evidence-based Cessation Outreach Program including clinician, health systems and insurer interventions, Wisconsin Adult Tobacco Survey, and the Wisconsin Tobacco Quit Line; Wisconsin's Cessation Outreach Program has been recognized as a national model.
- Hired and trained seven regional outreach specialists, established five off-site headquarters at regional public health offices, hired and supervised professional and support staff.
- Increased program funding from \$1 million per year in 2000 to over \$5 million per year in 2009.
- Diversified program funding, including securing Baldwin Foundation grant "Healthy Air for Kids" and facilitated many additional grants and contracts from state, federal, and private sources.
- Selected as Wisconsin Women's Health Champion (2009); nominated for UW Academic Staff Regents Award for Excellence (2003, 2009); received Wisconsin Tobacco Control Leaders Award (2002).
- Negotiated contracts, developed and evaluated work plans, wrote reports, managed budgets, served as contract manager and liaison with funding sources, state agencies, administrators and decision-makers.
- Built numerous private and public cost-sharing relationships with HMOs, insurers, health systems and employers (e.g. Aurora Health Care, Wisconsin Hospital Association, and Wisconsin Primary Health Care Association).
- Decreased barriers to patients obtaining cessation treatment, including significantly increasing insurance coverage for cessation benefits from 2002 to 2006 at Wisconsin's major health plans.
- Initiated Disparities Outreach Program with supplemental funding obtained from the federal Centers for Disease Control; participated to reduce tobacco-related disparities by increasing treatment access.
- Worked closely with national and local scientists, tobacco-control leaders, policy experts, evaluation professionals and others to ensure that all efforts are science-based, outcomes-oriented and evaluated.

**Professional Development**

- Wisconsin Cancer Council Member (2004-present)
- Board of Directors of Smoke-Free Wisconsin (2000-present)
- Secretary Nelson's Tobacco Advisory Work Group Chair (Addressing Tobacco in Young Adults) (2005-2006)
- Statewide Tobacco Related Disparities Work Group (2003-2004)

- Treating Tobacco Addiction Statewide Work Group (expert role, 2003-2005)
- Board of Directors of Autism Society of Greater Madison (2004-2005)
- Aurora Health Care's Quality Improvement Initiative on Tobacco Committee (expert member, 2003-present)
- Co-founded Multi-State Collaborative on Health Systems Change; participate on work groups (2007-present)
- North American Quit Line Consortium Planning Work Group (2002-2004)
- Comprehensive Statewide Tobacco Cessation Project, CDC Office on Smoking and Health (2004)
- Sustaining State Programs Partners Project, CDC Office on Smoking and Health (2004-present)

**In Lezli Redmond's own words:**

- "I came to the University with a public health and clinical background and great curiosity about human research, especially related to health behaviors...I found the University to be an atmosphere that values life-long learning, service and collaborative work that changes the world for the better. I knew this was where I wanted to be."
- "In 1995, I began a new position as project director of the landmark Women's Health Initiative (WHI) UW-Madison site. In that role, I served as clinic manager, research manager and recruitment director for the largest, clinical trial and observational study ever conducted by the NIH. WHI has had a tremendous impact on the way medicine is practiced in Wisconsin and in the nation. We have gained critical insights about women's health and I am glad to have been part of this historic project.

"My current position as assistant director of UW-CTRI and manager of the state's cessation programs has been equally rewarding. Here I can use the best of my experience and skills to deliver services that help tens of thousands of Wisconsin residents. I have the privilege of leading a committed, passionate and successful team across Wisconsin dedicated to saving lives potentially lost and compromised due to tobacco use. Through our work with clinicians, health systems and other organizations (public and private), we are transforming the way tobacco is treated in Wisconsin, and contributing to a significant reduction in adult smoking. The Wisconsin Tobacco Quit Line, that I oversee, has directly provided evidence-based tobacco cessation services to more than 120,000 Wisconsin residents. At UW-CTRI, we are bringing together the worlds of public health, clinical medicine and academic medicine to bridge the gap between research and practice."

- "The advancement and dissemination of knowledge and 'best practices' are part of the mission of the University and embodies the Wisconsin Idea. I am proud to be part of that vision. In addition to the 'hands on' work that we accomplish across the state, we also serve millions through our website and publications. One key to our success is that we not only 'disseminate' but learn from partners and encourage the communities where we work to make this endeavor their own. Through forging partnerships we discover creativity, innovation, unexpected resources and strengths and the power of collaboration to create change."

**In the words of her colleagues:**

- “I recognize Lezli as a visionary health leader and a true advocate for the people of Wisconsin. Lezli has committed herself to educating, training and engaging a variety of key organizations and individuals in our state in building productive partnerships and collaborative efforts around evidence-based interventions. I am proud to call her my colleague, friend, and ally in our efforts to improve the lives of Wisconsin families.

“The Wisconsin Women’s Health Foundation (WWHF) was established eleven years ago. Our statewide organization is dedicated solely to improving the health and lives of women and their families, through education, outreach programs, development of resource materials, and research. It is through collaborative efforts and working in partnership that we are able to make a significant impact across the state.

“Over the years, the WWHF has had the privilege of partnering with Lezli Redmond as she worked in two different roles, as Project Director with the Women’s Health Initiative and as Director of the Statewide Intervention Programs at UW-CTRI. Because of our shared commitment, we built a complimentary relationship with each other in both roles. It is a great example of how individuals dedicated to a mission can figure out a way in whatever capacity they are working to reach a common goal.

“Lezli and UW-CTRI are the leaders in our state in tobacco research and intervention and it is a pleasure to work with them. I believe together we are comprehensively addressing tobacco issues, specifically smoking cessation through education, outreach, training, and policy.

“I am honored to have the opportunity to work with Lezli. She is a dedicated and talented professional who demonstrates remarkable effectiveness and efficiency. She has reached out across the state and has brought the resources of the University to all corners of Wisconsin.”

Sue Ann Thompson, Founder & President  
Wisconsin Women’s Health Foundation