



Why Does Global Health Matter to Wisconsin?

Probably for more reasons than you think. Even though the term “global health” refers to diseases and health issues that disproportionately affect developing countries, global health matters to Wisconsin. It matters to Wisconsin’s economy and to Wisconsinites’ health.

Wisconsin has global ties . . .

- . . . through trade and commerce.

In 2007, Wisconsin exported \$19.2 billion worth of goods to 209 foreign destinations. Some of Wisconsin’s trade partners include developing countries in Asia, Africa, and South America.

- . . . through foreign investment.

Wisconsin benefits from foreign investments and the creation of “in-sourced” jobs – employment by companies that are based outside the United States. About 85,300 Wisconsinites work for foreign-owned companies, which invest in Wisconsin’s economy as they expand their operations in the Badger State.

- . . . through travel and tourism.

Every year, nearly 85,800 passengers depart from cities all over the world destined for Milwaukee’s General Mitchell International Airport. Among the arrivals are international tourists and business people who spend millions of dollars a year in Wisconsin, generating wages and jobs that contribute significantly to the state’s economy.

- . . . through its colleges and universities.

In the 2006-2007 academic year, 7,400 foreign students studied at Wisconsin universities. International students and their families contributed more than \$164 million to the state’s economy.



Global Ties Benefit Wisconsin

Wisconsin's global ties benefit the state's economy, providing billions of dollars in revenue and thousands of jobs. For example, one in six manufacturing workers in Wisconsin depends on international exports for his or her job.

These Ties Can Be Jeopardized by Global Health Crises

Wisconsin's global ties link the state's economic health to the health and economic growth of other countries and regions. When health care crises in other countries threaten economic and political stability, they can end up affecting Wisconsin as well.

What's the Link between Health and Wealth?

Epidemics and other health crises affect the ability of entire communities to work and limit the potential for economies to develop. The following examples illustrate the link between global health and economic development:

- Malaria costs Africa \$12 billion in lost economic output every year. It is estimated that without malaria, the economic output of some African countries, some of which are important trade partners for Wisconsin businesses, would be 30 percent greater than it is today. Wisconsin exported \$429 million worth of goods to Africa in 2007.
- UNAIDS estimates that the HIV rate in China is rising by 20-30 percent every year. China is a valuable trading partner for Wisconsin, purchasing more than \$1.2 billion worth of Wisconsin exports in 2007 alone.

Research to Improve Global Health Benefits Wisconsin

The National Institutes of Health (NIH) is a world leader in biomedical research that improves health in the United States and around the world. Most of the research that is funded by NIH is conducted on university campuses across the country. NIH awards many grants to Wisconsin universities and institutions, which in turn bring money and jobs to the state. In 2007, Wisconsin received approximately \$396 million in research grants and contracts from NIH. Some of these grants fund research that will improve global health. For example, the University of Wisconsin-Madison's new Institute for Clinical and Translational Research received a \$41 million grant to advance biomedical and health sciences discoveries. Grants like these bring jobs and higher wages to Wisconsin at the same time that they help make progress in global health.

Global Health, Miller Brewing, and Wisconsin

Today, many American companies are investing in global health. The Miller Brewing Company, headquartered in Milwaukee, WI, has production operations in nine African countries where HIV/AIDS rates are over 5 percent. Under the Miller Brewing HIV/AIDS initiative, the company provides a two-pronged approach to battling the disease. Miller Brewing provides testing and health care for its employees and their families. The company also provides educational and outreach programs to raise awareness of HIV/AIDS. Miller Brewing acknowledges that HIV/AIDS is “an operational as well as social issue and we cannot rely on a healthy workforce for the future unless we proactively engage with this difficult challenge.”



Conclusion

The National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) are taking the lead in the research and development of drugs and vaccines aimed at improving global health and lessening the impact of deadly diseases such as HIV/AIDS, TB, and malaria.

To find out how we can accelerate the search for better medical technologies, please visit www.familiesusa.org/global-health.

Sources available upon request from Families USA.



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