

**Wisconsin Covering Kids Initiative  
Quarterly Status Report**

**Project Year Two  
Second Quarter**

State: <b>Wisconsin</b>		Year: <b>Two</b>	Quarter: <b>Second</b>	Project Component: <b>Statewide Project</b>
<b>Activity</b>		<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
<b>Goal</b>	Work towards solutions to eligibility and enrollment problems faced by families applying for Medicaid/BadgerCare throughout Wisconsin in collaboration with the State officials, county workers, eligible families, providers of health care, community workers, and other stakeholders.			
<b>Objective</b>	Coordinate activity of the Statewide Coalition as representatives work collaboratively to address systemic problems.	Education Director		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Hold Fall Coalition meeting with focus on project implementation &amp; evaluation</li>   <li>—Hold Spring Coalition meeting with emphasis on simplification &amp; coordination policy issues</li>   <li>—Hold Summer Coalition meeting with emphasis on outreach</li> <li>—Maintain participation and communication among workgroup members</li> <li>—Expand coalition representation as needed</li> </ul>		<ul style="list-style-type: none"> <li>October 2000</li>   <li>March 2001</li>   <li>June 2001</li> <li>Ongoing</li> <li>Ongoing</li> </ul>	<ul style="list-style-type: none"> <li>Coalition meeting held on November 7. Discussion focused on state progress in simplification initiatives and plans for testing new one-page form and mail-in application process. Progress reports on all pilot and statewide workplan elements also provided and discussed.</li> <li>Planning is underway for expanded Coalition meeting on March 21, including a morning educational session (open invitation) on simplification issues and our action agenda, with the regular Coalition meeting in the afternoon.</li> <li>In planning.</li> <li>Communication is maintained primarily through email and phone conferences rather than in-person meetings.</li> <li>Several new members were identified through Fall training events. They include representatives from public health, FQHCs, migrant service organizations, Head Start and child care agencies.</li> </ul>

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<ul style="list-style-type: none"> <li>—Monitor State progress in implementing enrollment process simplification measures</li> <li>—Prepare first year summary report and evaluation</li> </ul>			<p>Ongoing</p> <p>July 2001</p>	In progress through regular communications with state representatives and participation in several monitoring committees at both pilot and statewide levels.
<b>Goal</b>	Enhance the willingness and capacity of people in contact with uninsured children to inform and assist them in enrolling for free or low-cost health care coverage.			
<b>Objective</b>	Provide regular educational programs for a variety of audiences on eligibility and enrollment for Medicaid, BadgerCare and other health care coverage programs for uninsured children.	Education Director / Trainer		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Revise training curriculum and materials for overview training programs, and make arrangements for training sessions</li> <li>—Continue recruiting members for Covering Kids network and invite to training programs</li> <li>—Hold fall training programs in 5 locations</li> <li>—Hold spring training programs in 5 locations</li> </ul>		<p>October 2000</p> <p>Ongoing</p> <p>Fall 2000</p> <p>Spring 2001</p>	<p>Completed for Fall training series. Materials in development for new topic areas, including application process for children with disabilities, outreach and counseling skills Recruitment done through all training activities, exhibits, and community meetings. Training provided to 278 individuals in five cities across the state in October and November. Interactive case study approach was very well received, as were the new topic divisions by applicant groups, including noncitizens/migrants, pregnant women, families with insurance, families with unmet medical needs and debt, and blended families. New training materials and the “answers” to case studies were made available on website for those who could not attend.</p> <p>Special-request training event in planning for the Manitowoc County Health Department. In planning. Will collaborate with Automated Health Systems basic training series in Medicaid and BadgerCare to extend reach and impact of Covering Kids-sponsored training.</p>

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<ul style="list-style-type: none"> <li>—Hold annual Covering Kids network meeting with practical update sessions</li> <li>—Solicit training and practice needs via email, newsletter, website, and feedback self-mailer response cards</li> <li>—Conduct targeted outreach to primary stakeholders to encourage adoption of in-house outreach and enrollment services for children’s coverage programs</li> <li>—Provide individualized in-depth training for primary stakeholders that are implementing health benefits counseling program</li> </ul>			<p>June 2001</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>In planning.</p> <p>In progress. The most successful venue for soliciting input has been in-person events such as meetings, trainings, and outreach forums.</p> <p>Discussions with Agnesian Health Care representatives in the Fox Valley have led to request for presentation to CEOs on developing in-house services.</p> <p>Staff trained a new counselor for the Lake Superior Community Health Center. Event was open to community agencies and about 20 attended. Staff also remain active participants and mentors for the Dane County Health Benefits Counseling Network. Covering Kids staff continue to work with Catholic Health Association hospitals on developing in-house programs.</p>
<b>Objective</b>	Provide up-to-date information on Covering Kids project activities, current eligibility and enrollment policies for Medicaid, BadgerCare and other insurance programs benefiting children, advocacy and outreach ideas to help enroll children in coverage programs, and updates on any changes in enrollment and eligibility policies.	Education Director / Webmaster		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Update and prepare consumer-oriented fact sheets on financing programs and eligibility / application tips</li> <li>—Produce and distribute monthly update newsletter (print, email &amp; web versions)</li> </ul>		<p>Ongoing</p> <p>Ongoing, monthly</p>	<p>Ongoing. Several new fact sheets prepared and existing ones updated. In-depth online training curriculum on eligibility and counseling skills is in development.</p> <p>The “weekly update” email newsletter circulation is up to 300 now. The newsletter provides updates on regulations, legislation, advocacy tips, policy and research studies, and information resources related to children’s health care access. The bimonthly print newsletter, <i>Kids Coverage Monitor</i>, was</p>

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<ul style="list-style-type: none"> <li>—Maintain and add to web content, monitor discussion groups and respond to inquiries concerning website content and use</li> <li>—Provide health benefits counseling technical assistance to Coalition Members and network members.</li> </ul>			Ongoing	issued in October and December, with a circulation of 750.
			Ongoing	Ongoing. Extensive work done to reorganize website file structure to make administration more efficient. Redesign will follow completion of this reorganization. Discussion groups had to be rebuilt after transfer to new Internet Service Provider.
				Ongoing. Several calls received from public and tribal health office staff, hospital social workers, and people who have attended Covering Kids training events.
<b>Objective</b>	Provide appropriate informational material to community resources that will aid them in assisting individuals with uninsured children.	Education Director		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Produce and distribute final version of Family Health Access Kits to a field-test group</li> <li>—Prepare media kit information components</li> <li>—Solicit comments on media kit from Statewide Coalition and others</li> <li>—Prepare draft brochures in English, Hmong &amp; Spanish on Covering Kids and accessing children’s health coverage programs</li> <li>—Solicit comments on brochures from Statewide Coalition and others</li> <li>—Plan contents &amp; script of promotional video on Health Benefits Counseling</li> <li>—Solicit comments on video plan from Statewide Coalition and others</li> <li>—Finalize all content, produce and distribute at trainings and outreach meetings</li> </ul>		December 2000  March 2001 March 2001  March 2001  March 2001 March 2001 March 2001  Ongoing	Substantial progress made by new staff with extensive comment from coalition members. Kit is ready for final design and production scheduled for January and February.  In development.
<b>Goal</b>	Maintain effectiveness and timeliness of project interventions, and evaluate implementation and impact of project.			
<b>Objective</b>	Manage staff and workloads to maintain progress on workplan activities, and ensure collection of	Education Director		

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	information necessary for evaluation of project implementation and impact.			
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Maintain communications among project staff and partners through regular meetings</li> <li>—Assure continued staffing for project</li> <li>—Collect encounter data for consultation and assistance services provided to clients and professional callers</li> <li>—Collect training pre- and post- surveys as dictated by the evaluator</li> <li>—Track attendance at all outreach and training events</li> <li>—Track website usage</li> <li>—Maintain file on shared experiences during trainings and regional workshops on outreach ideas and enrollment barriers.</li> </ul>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Regular monthly meeting schedule is being maintained, with periodic ad hoc meetings for events or products planning. Staffing for the project is stable. In progress. New recording form and reporting procedures in development.</p> <p>Survey is planned for Spring training series.</p> <p>In progress. Over 300 individuals trained this quarter.</p> <p>In progress. Website usage increased by 20-25% this quarter.</p> <p>In progress. Staff members identify and discuss enrollment barriers and systemic issues during weekly case meetings. Issues also identified and collected during project meetings, at trainings and forums.</p>
<b>Objective</b>	Develop and implement evaluation plan, and analyze data collected to assess project performance and impact.	Project Evaluator		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Develop interview instrument and supervise planning for key informant interviews</li> <li>—Conduct key informant interviews</li> <li>—Prepare pre- and post- training assessment surveys</li> <li>—Compile &amp; analyze encounter data from pilots and statewide project, and input provided through network on access barriers</li> </ul>		<p>Oct 2000</p> <p>Nov 2000</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Completed.</p> <p>Majority of interviews completed. Some interviews still need to be scheduled. Comprehensive interview notes prepared. In preparation for Spring training series.</p> <p>Data is being collected at all project sites. Data from the Milwaukee pilot has been shared with statewide project staff, but North-Central pilot data was delayed by IRB authorization process. Analysis by the evaluator has been delayed as a result.</p>

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—Prepare quarterly reports on client access issues			Ongoing	Data sharing issues have prevented regular preparation of statistical reports by the evaluator. However, pilot and statewide staff report regularly at coalition meetings on issues identified through casework.
—Obtain baseline and time-interval data from state administrative databases on Medicaid/BadgerCare enrollment, denials and closures			Ongoing	Two in-depth meetings held with the state database administrator to delineate in detail our data request. Despite these meetings and regular follow-up from the evaluator and project staff, the state has not yet supplied the data requested in December 1999. This appears to be a workload issue rather than reluctance to provide the data, so we remain hopeful that data will be provided. However, the state's failure to produce the data has occasioned serious delays in the progress of the evaluation plan.

State: <b>Wisconsin</b>		Year: <b>Two</b>	Quarter: <b>Second</b>	Project Component: <b>Milwaukee Pilot</b>
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<b>Goal</b>	Work towards solutions to eligibility and enrollment problems faced by families applying for Medicaid/ BadgerCare in Milwaukee County in collaboration with County, State, eligible families, providers of health care and community workers.			
<b>Objective</b>	Coordinate activity of Milwaukee Pilot Work Group and other policy groups as they continue to work on developing a collaborative agenda to address systemic problems.	Pilot Director		
<b>Activities</b>	—Hold monthly meetings of the Milwaukee Pilot Work Group (called the Enrollment Process Improvement Committee)		Ongoing	Monthly meetings held this quarter focused on redetermination issues (with subgroup formed to monitor), problem with computerized eligibility system's pending of applications due to assets verification protocol, the pilot of mail-in forms, and DHS complaint/compliment forms.

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<ul style="list-style-type: none"> <li>—Expand workgroup representation as needed</li> <li>—Participate in monthly meetings of BadgerCare Coordinating Committee and HealthWatch</li>   <li>—Report workgroup activities and results at each Statewide Coalition meeting.</li> </ul>		<p>Ongoing</p> <p>Ongoing</p> <p>Oct 2000</p> <p>Mar, Jun 2001</p>	<p>New members are added continuously. Staff members meet monthly with subcommittees of the BadgerCare Coordinating Committee that focus on public policy, outreach and process improvement. Discussions this quarter focused on strategies to ensure proper funding levels for BadgerCare, which is experiencing shortfalls due to higher than projected enrollments. Staff also coordinates HealthWatch, a major collaboration in Milwaukee County for advocates, public health officials, providers and others in dealing with issues of access and quality care for low-income families. Monthly meetings attract 45 on average. (See comments at end of report.) Report given at November 7 statewide coalition meeting.</p>	
<b>Goal</b>	Encourage applications by educating community workers and individuals with easy-to-understand information that can be spread by word-of-mouth to members of low-income communities.			
<b>Objective</b>	Train community workers so that they can assist families in accessing enrollment into health care.	Educator / Trainer		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Market training programs among organizations and coalition groups that hold educational meetings or are open to educational programs.</li>   <li>—Provide training sessions to at least 5 sites per quarter.</li> </ul>		<p>Ongoing</p> <p>Ongoing, quarterly</p>	<p>Flyers are produced and distributed, and announcements of training made at HealthWatch meetings, at trainings given by the Medicaid Enrollment Contractor, to community organizations, etc. 5 training sessions were held this quarter with a total of 109 participants, including a session for teen moms, a session for parents in multilingual school with an emphasis on health access issues for immigrants and undocumented persons (40 attending), and a session for community outreach workers with a utility company. Pilot staff also took part in two health fairs associated with parent-teacher conferences at local schools!</p>

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<ul style="list-style-type: none"> <li>—Solicit input on outreach ideas &amp; enrollment barriers and report back to Pilot Workgroup &amp; Statewide Coalition.</li> <li>—Collect quantitative data and participant feedback for project evaluation purposes.</li> <li>—Develop Spanish language training and promotional materials.</li> </ul>			<p>Ongoing</p> <p>Ongoing</p> <p>Winter 2001</p>	<p>attendance was over 200. Issues and case histories reported at trainings and other venues are incorporated into local and statewide coalition discussions.</p> <p>Evaluations collected at trainings showed good response.</p> <p>In progress. Newly-hired spanish-speaking staff person is translating materials.</p>
<b>Goal</b>	Provide easily accessible information upon request about health coverage resources and application procedures and locations.			
<b>Objective</b>	Train community workers so that they can assist families in accessing enrollment into health care.	Information Specialist		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Market availability of Medical Assistance Phone Line (Med-Line) using media contacts, flyers, brochures, and public speaking opportunities.</li> <li>—Provide information and assistance to callers, following up on voicemail messages within 1 working day.</li> <li>—Obtain contact information from contacts and follow-up 2-4 weeks later to check whether coverage was accessed.</li> <li>—Report back to Pilot Workgroup &amp; Statewide Coalition on reported enrollment barriers.</li> <li>—Collect quantitative data and participant feedback for project evaluation purposes.</li> </ul>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Flyers distributed at relevant meetings in community, alerted hospitals, others.</p> <p>The unit received 336 calls during the quarter, two-thirds of which required advocacy assistance. New spanish speaking person was hired this quarter. Staff members are trained to receive calls, provide answers to questions, and to refer those needing advocacy to other staff. Staff meets twice each month to do case review and brief trainings. Protocols developed on Med-Line staffing to ensure constant staffing of phone line.</p> <p>In progress.</p> <p>Report provided at November coalition meeting.</p> <p>Data is being collected on calls, issues, and problems to share with policymakers. The data is being transmitted to the Statewide Project Coordinator.</p>
<b>Objective</b>	Continue to develop the Community Education and Information Center to house information resources,	Information Specialist		

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	both online and printed, on health care coverage and access topics.			
<b>Activities</b>	<p>—Market availability of Information Center using media contacts, flyers, brochures, and public speaking opportunities.</p> <p>—Assist individuals using the Information Center.</p> <p>—Collect quantitative data and user feedback for project evaluation purposes.</p>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>The Health Care Resource Guide detailing Milwaukee health care resources for low-income families was updated and finalized for printing this quarter. A variety of other information resources previously developed have been updated as needed. Community members and advocates are made aware of these resources at trainings, community meetings, and through other direct contacts. Although these and other reference materials are being gathered in a central location in the Community Advocates office, there does not appear to be much demand for an Information Center from the general public Done primarily in the field, rather than at the Community Advocates office.</p>

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<b>Goal</b>	Work towards solutions to eligibility and enrollment problems faced by families applying for Medicaid/BadgerCare in North Central Pilot region in collaboration with County, State, eligible families, providers of health care and community workers.			
<b>Objective</b>	Coordinate activity of local county coalitions as they work to address systemic problems.	Pilot Director, Health Benefits Coordinator		
<b>Activities</b>	—Evaluate and adjust coalition membership.		Ongoing	In progress. Three new coalition members added this quarter, including representatives from school, child care and community development agencies.

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—Hold meetings of local county coalitions.		Ongoing	The South Wood County Coalition met on 10/18/00. Main topics of discussion were strategies to expand further into the community and better utilize the schools for outreach. Also created a method for schools and other coalition agencies to make referrals to the county via email. North Wood County held a meeting on 12/6/00. Updates were given on the simplification efforts currently underway at the state level, the November statewide coalition meeting, ongoing efforts with the schools, and plans to unite North & South Wood Counties as one coalition.	
—Report workgroup activities and results at each Statewide Coalition meeting.		Oct 2000 Mar, Jun 2001	Pilot report provided at November statewide coalition meeting.	
<b>Goal</b>	Continually educate Marshfield Clinic System Patient Assistance Center staff and community resources on Medicaid, BadgerCare and other various health care coverage programs for uninsured children.			
<b>Objective</b>	Provide multiple training sessions per year per county	Health Benefits Coordinator		
<b>Activities</b>	—Schedule, market, and implement training sessions in communities located within the targeted counties.		Ongoing	Planning meetings held 10/17/00, 11/21/00, and 12/14/00 for collaborative effort between pilot project, Rural Health Initiative of Marathon County, and Envision Marathon County. Tentative training format and agenda established. Introductory training scheduled for April 2001 with follow-up advanced training planned for May. Aadvanced training will be designed based upon survey results obtained at first training. Pilot staff attended Clark County Interagency Coordinating Council meeting on 11/2/00 and provided introduction to Covering Kids, BadgerCare & Healthy Start. Attendance was 17 people representing 17 different agencies or programs. Several

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	—Collect quantitative data and participant feedback for project evaluation purposes.		Ongoing	participants expressed interest in placing information in their newsletters. Pilot staff attended parent/teacher conferences at Lake Holcombe School and Auburndale Schools on 11/2/00. Provided Covering Kids orientation on 12/4/00 at Rusk County Families and Communities Together meeting. Following that meeting, a training was planned for January 18th with the regional Head Start Parent Advocates. Pilot staff continue to work with state DHFS representative to implement customer service/sensitivity training for county eligibility workers in summer of 2001. Data are being collected.
<b>Objective</b>	Attend regional workshops sponsored by ABC for Health and statewide coalition	Health Benefits Coordinator		
<b>Activities</b>	—Promote regional workshops to local community resources.  —Exchange outreach experiences with attendees to build off each other's experiences and improve collaboration among participants.		Ongoing  Ongoing	Pilot staff participated in Fall training session held in Eau Claire and promoted the training through regional clinic system. All health benefits counselors from Marshfield Clinic were required to attend either the Wausau or Eau Claire training. Pilot staff participation in trainings, coalition meetings and project-related conference calls provide an opportunity for exchange of information and ideas.
<b>Objective</b>	Provide appropriate informational material to community resources that will aid them in assisting individuals with uninsured children.	Health Benefits Coordinator		
<b>Activities</b>	—Present and distribute during the local training sessions the Family Kits developed by ABC for Health. —Distribute educational material to community resources as developed by ABC for Health and		Winter 2000, and ongoing  Ongoing	Kits are in development.  Developed information releases for various agency or school newsletters. Continue to

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<p>any additional materials that are adapted to the local areas by the pilot site staff.</p> <p>—Develop and distribute material that is localized to the area community resources as needed.</p>			Ongoing	<p>target the schools in the four county pilot areas and are up to a 62% participation rate for sending out mail-back flyers. Targeted outreach to more rural areas in progress through pilot efforts with Marathon County Health Initiative.</p> <p>Information is distributed via newsletters and schools.</p>
<b>Goal</b>	Expand outreach activities related to case finding of the harder to reach uninsured children in rural areas.			
<b>Objective</b>	Incorporate new outreach activities into RECIN's intervention component.	Health Benefits Coordinator		
<b>Activities</b>	—Coordinate with public and private agencies using RECIN to incorporate health insurance coverage outreach activities.		Ongoing	All counties in the pilot region are either including contact information in their reminder letters for those without insurance, or are calling them directly (Rusk County does not send letters but they do make phone contact).
<b>Objective</b>	Utilize other existing Marshfield Clinic system program populations to identify individuals for outreach activities.	Outreach Assistant		
<b>Activities</b>	—Coordinate and enrich outreach activities appropriate for Healthy Birth Program, Marshfield Children's, and Family Health Center on an ongoing basis.		Ongoing	<p>Outreach Assistant screened 44 clients this quarter as a direct result of outreach mailings. Of the 44, all received information &amp; referral, 22 were referred to either their social service agency or the nearest outstation, 17 families applied for a total of 41 individuals, to date 33 have been covered with 7 pending. 1 failed to complete the application process as of this date.</p> <p>358 Marshfield Clinic OB patients were screened this quarter. Of these, 191 were adequately insured, 38 were uninsured, 93 were underinsured, and 37 were already on Medicaid. Follow-up was done to all but the fully insured to provide guidance on applying for Medicaid or notifying Medicaid regarding</p>

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				<p>their pregnancy. To date, 48 have received coverage, 15 are pending, 36 were not interested, 14 were over income, 1 refused to apply due to child support referral, and 17 did not respond to our attempts to contact them.</p> <p>Outstationing activities continue to increase for the pilot project. During this quarter, 190 applications were taken, 460 individuals applied, to date 308 have received coverage, 152 are still pending.</p> <p>In conjunction with outstationing, staff maintains an ongoing survey of customer satisfaction that continues to show that roughly 37% of respondents are not aware of Healthy Start and BadgerCare. Staff is also following-up on recertifications for applications taken through the outstation.</p>
<b>Objective</b>	Identify pregnant women earlier in their pregnancy and strive to aid them in securing health coverage (Medicaid) earlier in their pregnancy.	Outreach Assistant		
<b>Activities</b>	<p>—Network through the training sessions and the regional workshops to build upon collaborative working relationships with community resources (i.e., WIC, Family Planning) that pregnant women tend to use earlier in their pregnancy.</p> <p>—Market the availability of project staff to existing Marshfield clinic staff and community resources of this service for pregnant women.</p>		Ongoing	<p>Staff is contacting pregnant women prior to their first appointment and in many cases getting them enrolled prior to or on their first appointment date. This should result in earlier enrollment and prevention of complicated pregnancies due to delayed care.</p> <p>In progress.</p>
<b>Objective</b>	Extend one-on-one outreach activities to inform individuals on Medicaid, BadgerCare, and other health care coverage programs for uninsured children.	Outreach Assistant		
<b>Activities</b>	—Market the availability of project staff to existing Marshfield clinic staff and community resources of		Ongoing	In progress.

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<p>this service.</p> <ul style="list-style-type: none"> <li>—Track the number of encounters and other appropriate information.</li> </ul>				In progress.
<b>Goal</b>	Monitor project’s effectiveness with targeted outreach activities.			
<b>Objective</b>	Implement evaluation components as developed with the project evaluator.	Health Benefits Coordinator		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Collect data on the number of individuals reached by the various outreach activities.</li> <li>—Collect training satisfaction surveys after each session.</li> <li>—Collect information on the degree of incorporation by attendees of information gained during training session.</li> <li>—Maintain file on shared experiences during trainings and regional workshops on outreach ideas and enrollment barriers.</li> </ul>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>In progress.</p> <p>In progress.</p> <p>Plans for follow-up surveying of training participants are being developed.</p> <p>In progress.</p>
<b>Objective</b>	Review and analyze data collected in order to refine outreach activities.	Health Benefits Coordinator		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Integrate both qualitative and quantitative data collected in the analysis process.</li> <li>—Report on findings to pilot site representatives, ABC for Health, and statewide coalition.</li> <li>—Revise outreach activities as necessary.</li> </ul>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>In progress. Tools are developed and will be reviewed by the project evaluation at a meeting scheduled in October.</p> <p>Report provided at November coalition meeting.</p> <p>In progress.</p>

State: <b>Wisconsin</b>		Year: <b>Two</b>	Quarter: <b>Second</b>	Project Component: <b>Children’s Health Alliance of Wisconsin Outreach Project</b>
<b>Activity</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>	
<b>Goal</b>	Promote and strengthen outreach efforts and coordination among outreach activities across the State of Wisconsin to ensure that all eligible children are enrolled in health coverage plans.			
<b>Objective</b>	Coordinate regional outreach forums for addressing outreach issues, developing new and/or building on strategies identified during Year 1, and establishing plans for collaborative efforts between agencies.	Project Manager – Health Coverage		
<b>Activities</b>	<p>—Plan agenda, materials, location, and schedule for outreach forums in five regions of the state and in Milwaukee, soliciting input from Statewide Coalition members.</p> <p>—Supplement diverse mailing list developed in Year 1 for forum invitations and market forums through mailings, brochures, media, and other outlets; increase representation of schools, faith communities and business.</p>		<p>Winter 2001</p> <p>Winter 2001, and ongoing</p>	<p>Primary focus this quarter has been on completing the planning process for the spring 2001 forums. The project will again collaborate with the Wisconsin Division of Health Care Financing, Bureau of Managed Care Programs; additional staff support has been secured from EDS, the state Medicaid claims processor. All preparations have been made in acquiring staff assistance in executing the forums. The 2001 meeting schedule is confirmed and promotion of forums is underway. Forum invitation content and brochure design is being developed. The outreach workgroup of the Statewide Coalition had a fruitful discussion at the November 2000 meeting. The discussion focused on meeting content/goal for spring 2001 forums. Forum objectives were decided and are now incorporated in content planning. The workgroup serves as an excellent resource for planning activities and outreach initiatives. Their future involvement will be to review meeting materials and provide feedback.</p> <p>Marketing last year was successful in bringing many first-time participants to the Managed Care Forums. This year, additional mailing lists are being solicited by Statewide Project staff, which is managing the mailing list for the project.</p>

State: <b>Wisconsin</b>		Year: <b>Two</b>	Quarter: <b>Second</b>	Project Component: <b>Children’s Health Alliance of Wisconsin Outreach Project</b>
<b>Activity</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>	
<ul style="list-style-type: none"> <li>—Hold outreach forums.</li> <li>—Collect qualitative data and participant feedback for evaluation purposes.</li> <li>—Prepare roster of attendees and report or minutes of outreach forum proceedings, and distribute to attendees and Statewide Coalition members.</li> <li>—Report outreach forum proceedings and results at Summer Statewide Coalition meeting.</li> </ul>		<p>Spring 2001 Spring 2001</p> <p>Spring 2001</p> <p>June 2001</p>		
<b>Objective</b>	Coordinate annual statewide outreach meeting for celebrating best practices in outreach and coordinating statewide outreach efforts.	Project Manager – Health Coverage		
<b>Activities</b>	<ul style="list-style-type: none"> <li>—Plan agenda, materials, location, and schedule for annual outreach conference, soliciting input from Statewide Coalition members.</li> <li>—Arrange for guest and keynote speakers.</li> <li>—Create invitation list and market meeting through mailings, brochures, media, and other outlets.</li> <li>—Hold annual outreach conference in conjunction with Summer Statewide Coalition meeting.</li> <li>—Collect qualitative data and participant feedback for evaluation purposes.</li> <li>—Prepare roster of attendees and report of conference proceedings, and distribute to attendees and Statewide Coalition members.</li> </ul>		<p>March 2001</p> <p>March 2001 April 2001</p> <p>June 2001</p> <p>June 2001</p> <p>Summer 2001</p>	Currently working to confirm meeting date and secure appropriate location.

## **Major Accomplishments**

### **Statewide Project.**

The revised training approach tested in the Fall training series was very successful, drawing a wide range of new audience members while providing practical, hands-on training through case studies. Over 150 different agencies attended the Fall training series, including county extension agents, school nurses, migrant service organizations, day care agencies, and many others. Nearly two-thirds of Wisconsin's 72 counties were represented. Substantial progress continues to be made in attracting new partners for outreach and direct assistance services to potential enrollees in Medicaid and BadgerCare. As a result of contacts with the Wisconsin Catholic Health Association, we will be providing an introductory presentation to Agnesian Healthcare in January 2001. Agnesian comprises two hospitals and a major clinic serving the populous Fox Valley region in Wisconsin, which has among the lower enrollment rates in the state.

### **Marshfield Pilot.**

School districts continue to be very cooperative and enthusiastic about supporting Covering Kids outreach efforts, with the participation rate now up to 62%. These efforts through the schools have been far-reaching and very promising as an outreach tool. The collaboration with the Rural Health Initiative and Envision Marathon County has been very fruitful, with the development of both an introductory and advanced training planned for April and May.

### **Milwaukee Pilot.**

The continued ability to bring all of the key actors in providing access for low-income families (particularly in the Medicaid and BadgerCare eligibility process) together to resolve problems has been a major accomplishment. Significant improvements have been made in a number of eligibility issues. There have also been meetings with the union representing Milwaukee County eligibility workers to improve rapport between advocates and DHS workers.

## **Problems Encountered**

None this quarter.

## **Revisions to the Workplan**

None this quarter

Respectfully submitted by

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Alice Porter  
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ABC for Health, Inc.