

**Wisconsin Covering Kids Initiative  
Quarterly Status Report**

**Project Year Two  
Fourth Quarter**

State: <b>Wisconsin</b>		Year: <b>Two</b>	Quarter: <b>Fourth</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>	<p>—Hold Fall Coalition meeting with focus on project implementation &amp; evaluation</p> <p>—Hold Spring Coalition meeting with emphasis on simplification &amp; coordination policy issues</p> <p>—Hold Summer Coalition meeting with emphasis on outreach</p>		<p>October 2000</p> <p>March 2001</p> <p>June 2001</p>	<p>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.</p> <p>Coalition Meeting held on March 21 incorporated a public forum on BadgerCare's future and Covering Kids Wisconsin's action agenda, the Five Point Plan for Health Care Access. Presentations by legislators brought media attention and a crowd of nearly 100.</p> <p>The Annual Outreach Celebration was held on June 7 in conjunction with the summer Coalition meeting. This event is the culmination of regional outreach forums held in the spring, bringing together the ideas and issues raised at the regional level for a statewide audience including government agency policymakers. The featured event at the forum was a panel discussion on the issue of retention that generated a lively</p>

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<ul style="list-style-type: none"> <li>—Maintain participation and communication among workgroup members</li> <li>—Expand coalition representation as needed</li> <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>Ongoing</p> <p>Ongoing</p> <p>July 2001</p>	<p>discussion between panel members and the audience that carried over into the afternoon coalition meeting.</p> <p>Communication is maintained primarily through email and phone conferences rather than in-person meetings.</p> <p>New members were identified at Spring training events and forums.</p> <p>In progress through regular communications with state representatives and participation in several monitoring committees at both pilot and statewide levels.</p> <p>Completed.</p>	
<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> </ul>		<p>October 2000</p> <p>Ongoing</p> <p>Fall 2000</p>	<p>Completed for Fall training series. Existing materials updated for Spring workshops and new materials created for new sessions on the simplified application process, eligibility “stumpers” for experienced advocates, regulation updates across the spectrum of financing programs, and simplification issues.</p> <p>Recruitment done through training activities, exhibits, forums, and community meetings.</p> <p>Training provided to 278 individuals in five locations in October and November.</p> <p>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</p>

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<p>—Hold spring training programs in 5 locations</p>		Spring 2001	<p>families. New training materials and the “answers” to case studies were made available on website for those who could not attend.</p>
<p>—Hold annual Covering Kids network meeting with practical update sessions</p>		June 2001	<p>Workshops were held in 5 locations in early May and June reaching 241 individuals. This round of workshops retained the well-received format from last fall, featuring small group breakout sessions and interactive discussion of case studies. However, the curriculum was expanded to offer more learning tracks appropriate for beginners and advanced students. New topics included: the Covering Kids simplification agenda, “stumpers” (challenging case studies for advanced advocates), regulation updates, and the new mail-in application process.</p>
<p>—Solicit training and practice needs via email, newsletter, website, and feedback self-mailer response cards</p>		Ongoing	<p>Held on June 7 in conjunction with the Statewide Coalition meeting. See description under report for first objective.</p>
<p>—Conduct targeted outreach to primary stakeholders to encourage adoption of in-house outreach and enrollment services for children’s coverage programs</p>		Ongoing	<p>In progress. A follow-up survey sent to participants in the Spring 2000 and Fall 2001 training series was fielded in late June which queried respondents about training needs. This, along with the input we receive at meetings, trainings, and outreach forums, will help guide future training activities.</p>
<p>—Provide individualized in-depth training for primary stakeholders that are implementing health benefits counseling program</p>		Ongoing	<p>Discussions are ongoing with several groups but no events were held this quarter.</p>
			<p>A workshop focusing on health care coverage options and Medicaid/ BadgerCare eligibility issues for minors, 18 year olds, and pregnant minors was presented at St Vincent Hospital in Green Bay at the request of a teen parenting coalition. The event, held</p>



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<p>—Provide health benefits counseling technical assistance to Coalition Members and network members.</p>			Ongoing	grew during the quarter, reaching up to 8000 unique visitors per month this quarter. Ongoing. Calls are routinely received from public and tribal health office staff, hospital social workers, and people who have attended Covering Kids training events.
<p><b>Objective</b> Provide appropriate informational material to community resources that will aid them in assisting individuals with uninsured children.</p>		Education Director		
<p><b>Activities</b></p> <p>—Produce and distribute final version of Family Health Access Kits to a field-test group</p> <p>—Prepare media kit information components</p> <p>—Solicit comments on media kit from Statewide Coalition and others</p> <p>—Prepare draft brochures in English, Hmong &amp; Spanish on Covering Kids and accessing children’s health coverage programs</p>			<p>December 2000</p> <p>March 2001</p> <p>March 2001</p> <p>March 2001</p>	<p>Kit design was completed and content finalized for a field test with Medicaid/ BadgerCare applicant families planned for August. The production delay has been very beneficial, allowing us to redesign the kit to support use of Wisconsin’s new simplified application form and process being implemented on July 1, 2001.</p> <p>In development in modified form as an outreach kit for distributors of the Family Health Access Kit. Several planning sessions were held this quarter to develop the content and identify key teaching tasks learned from our participation in the pilot testing of the new simplified application form.</p> <p>The outreach kit was discussed at the June 7 coalition meeting.</p> <p>The Covering Kids brochure in English was revised this quarter. This brochure is intended for professionals and so translation was not considered necessary. The Statewide Project’s outreach to families is occurring primarily through the access kit, which is being translated into Spanish. The Statewide project has bilingual staff and has translated selected materials into Spanish. The state has consumer brochures on Medicaid/BadgerCare in several languages.</p>

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<ul style="list-style-type: none"> <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>		<p>March 2001</p> <p>March 2001</p> <p>March 2001</p> <p>Ongoing</p>	<p>Consumer-oriented materials have been extensively reviewed by members of the Statewide Coalition on several occasions. Project staff have reconsidered the utility of this video and are planning to remove it from the workplan.</p> <p>Covering Kids outreach materials are routinely distributed at meetings, workshops, and outreach events.</p>	
<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 information necessary for evaluation of project implementation and impact.	Education Director		
<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</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. Considerable work done this quarter to apply new coding and reporting system to existing data. Follow-up survey was fielded in late June for participants in the Spring 2000 and Fall 2001 training series. Analysis has not been completed yet. In progress. More than 500 individuals participated in CVK statewide project-sponsored events this quarter (including Outreach Forums). In progress. Website activity continues to grow, reaching 8,000 unique visitors in the last month of this quarter. In progress. Staff members identify and</p>

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	trainings and regional workshops on outreach ideas and enrollment barriers.			discuss enrollment barriers and systemic issues during weekly case meetings. Issues also identified and collected during project meetings, at trainings and forums.
<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>   <li>—Prepare quarterly reports on client access issues</li>   <li>—Obtain baseline and time-interval data from state administrative databases on Medicaid/BadgerCare enrollment, denials and closures</li> </ul>		<p>Oct 2000</p> <p>Nov 2000</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Completed.</p> <p>Completed. A report is in preparation. Post training assessment was fielded in June for participants in the Spring 2000 and Fall 2001 training series.</p> <p>Data is being collected at all project sites. Data from both pilot sites has been shared with statewide project staff and evaluation consultant.</p> <p>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.</p> <p>Despite several meetings with the state enrollment database system (CARES) managers and regular follow-up from the evaluator and project staff, the state has not yet supplied the data requested in December 1999. The state continues to express a commitment to providing data, but a heavy workload related to simplification initiatives appears to be getting in the way. We have met with other state agency staff to explore alternative sources of data, but none of these are as promising as the CARES data. The state's failure to produce the data has occasioned serious delays in the progress of the evaluation plan.</p>

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<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 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>	<p>—Hold monthly meetings of the Milwaukee Pilot Work Group (called the Enrollment Process Improvement Committee)</p> <p>—Expand workgroup representation as needed</p> <p>—Participate in monthly meetings of BadgerCare Coordinating Committee and HealthWatch</p>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Monthly meetings held this quarter focused on issues related to verification of eligibility and insurance status, concerns related to redesigned client notices, improving communication between county workers and advocates, outreach to homeless and homebound individuals, retention, and Food Stamps rule changes.</p> <p>New members are added continuously.</p> <p>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 BadgerCare enrollment growth and budget implications, Back-to-School outreach fair, and retention and redetermination issues. Through work with Public Policy Committee of BadgerCare Coordinating Committee, pilot staff has been directly involved with assuring proper funding for BadgerCare and that needed improvements are made in the eligibility process.</p> <p>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.</p>

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	—Report workgroup activities and results at each Statewide Coalition meeting.		Oct 2000 Mar, Jun 2001	Monthly meetings attract 45 on average. Activities discussed at June 7 statewide coalition meeting.
<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>	<p>—Market training programs among organizations and coalition groups that hold educational meetings or are open to educational programs.</p> <p>—Provide training sessions to at least 5 sites per quarter.</p> <p>—Solicit input on outreach ideas &amp; enrollment barriers and report back to Pilot Workgroup &amp; Statewide Coalition.</p> <p>—Collect quantitative data and participant feedback for project evaluation purposes.</p> <p>—Develop Spanish language training and promotional materials.</p>		<p>Ongoing</p> <p>Ongoing, quarterly</p> <p>Ongoing</p> <p>Ongoing</p> <p>Winter 2001</p>	<p>Flyers are produced and distributed, and announcements of training made at HealthWatch meetings, at trainings given by Automated Health Systems (the Medicaid enrollment contractor), to community organizations, etc. More consumer audiences were reached this quarter through a new collaboration developed with Milwaukee Public Schools Community Learning Centers (CLCs).</p> <p>8 training sessions were held this quarter with a total of 118 participants. Events were held in schools, at a faith community center, a the Milwaukee Center for Independence, among others.</p> <p>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>	<p>—Market availability of Medical Assistance Phone Line (Med-Line) using media contacts, flyers, brochures, and public speaking opportunities.</p> <p>—Provide information and assistance to callers,</p>		<p>Ongoing</p> <p>Ongoing</p>	<p>Flyers distributed at relevant meetings in community (including Automated Health Systems trainings), alerted hospitals, others.</p> <p>The unit received 369 calls during the</p>

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<p>following up on voicemail messages within 1 working day.</p> <p>—Obtain contact information from contacts and follow-up 2-4 weeks later to check whether coverage was accessed.</p> <p>—Report back to Pilot Workgroup &amp; Statewide Coalition on reported enrollment barriers.</p> <p>—Collect quantitative data and participant feedback for project evaluation purposes.</p>			<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>quarter, one-third of which required advocacy assistance. 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 in place ensure constant staffing of Med-Line. Established new outstationed application site at the Community Advocates office staffed by a county Economic Support Worker. This has increased the coordination between county workers and advocacy staff. In progress.</p> <p>Input on barriers provided at June 7 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, both online and printed, on health care coverage and access topics.	Information Specialist		
<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>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. Information center development has not progressed since the last report. 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>	<p>—Evaluate and adjust coalition membership.</p> <p>—Hold meetings of local county coalitions.</p> <p>—Report workgroup activities and results at each</p>		<p>Ongoing</p> <p>Ongoing</p> <p>Oct 2000</p>	<p>In progress. Six new coalition members added this quarter from county Economic Support offices, CAP agencies, public health and other community agencies. The North Wood County Coalition held a meeting on 5/3/01. Much of the discussion was around the March 21<sup>st</sup> Statewide Coalition meeting and forum. The feeling from those who had attended was that the political climate surrounding BadgerCare was positive, but there are concerns regarding budgeting and crowd out of private insurance. The Statewide Coalition’s “Five Point Plan” was discussed, and again, response was quite positive. The primary goal of the meeting was to establish a planning committee to work on a Wood County Resource and Referral training and that was accomplished. The same general topics were discussed at the South Wood County Coalition (also on 5/3/01) and the Clark County Coalition (5/22/01), with a similarly positive response. The Rusk County Coalition met on 6/28/01 to begin planning for a county resource and referral training to be held in early October. Brief updates provided at March statewide</p>

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Statewide Coalition meeting.			Mar, Jun 2001	coalition meeting. Major concerns include the protection of the application filing date which has been complicated by the new simplified application process, retention and redetermination problems, and confusing language on the new form regarding past medical bills.
<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	<p>This quarter, the pilot expanded its media strategy to include use of public service announcements on radio, and television stations, as well as community calendars in local newspapers and on web sites.</p> <p>On April 5-6, 2001, the pilot cosponsored the Marathon County Resource and Referral Training entitled the ABC's of Children's Healthcare Programs. This collaborative training brought together representatives from 28 different service related agencies. The total attendance was 62. The training was very successful and future training will be conducted based upon survey results. A planning meeting for part two of the training was held on 5/24/01.</p> <p>On 5/15/01, Automated Health Systems provided their Wisconsin Medicaid and BadgerCare Overview for Outreach training to Marshfield staff in Wisconsin Rapids (9 attended) at the pilot's invitation. Participant comments were very positive.</p> <p>On June 7-8, Wood County Department of Economic Support sponsored a customer service/sensitivity training in Wisconsin</p>

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	—Collect quantitative data and participant feedback for project evaluation purposes.		Ongoing	Rapids. Pat Beining and Terri Rapp, Economic Support Manager, worked on providing this training locally when the state customer service/sensitivity training was tabled. Terri invited Chad Ritchey, Consultant for the Kaiser Group Inc., to be the presenter. The audience included staff from the Department of Economic Support and staff from Marshfield Clinic’s Patient Assistance Center. Evaluations were excellent. The planning committee for the Wood County Resource & Referral training held its first meeting on 6/20/01. The training is planned for October 25 in Marshfield and October 26 in Wisconsin Rapids. The agenda will be geared to services available throughout Wood County as well as those specific to the North and South portions of the county. 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 the Northern Region Outreach Forum on 6/27/01 and have continuously promoted upcoming Covering Kids Statewide Project events. 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		Winter 2000,	Kits for statewide use will not be available

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<p>sessions the Family Kits developed by ABC for Health.</p> <ul style="list-style-type: none"> <li>—Distribute educational material to community resources as developed by ABC for Health and any additional materials that are adapted to the local areas by the pilot site staff.</li> <li>—Develop and distribute material that is localized to the area community resources as needed.</li> </ul>			<p>and ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>until the fall.</p> <p>Work with and through the schools continues. The pilot continues to target rural areas through efforts with Marathon County Rural 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 participating.
<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>The Outreach Assistant screened 11 clients this quarter as a direct result of outreach mailings. Of the 11 information &amp; referral was provided to all of them, 7 were referred to either their social service agency or the nearest outstation, 6 families applied for a total of 13 individuals, to date 8 have been covered with 4 pending. 1 was over income. Of those not referred, 3 already had insurance and 1 had no dependents to qualify.</p> <p>304 Marshfield Clinic OB patients were screened. It was found that 142 were adequately insured, 31 were uninsured, 95 were underinsured, and 26 were already on the program. To date, 38 have received coverage, 20 are pending, 35 were not interested, 14 were over income (this is generally something they decide despite our</p>

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				<p>encouraging them to apply), 4 refused to apply due to child support referral, and 25 did not respond to our attempts to contact them.</p> <p>Outstationing activities remained very active this quarter: 198 applications were taken, 466 individuals applied, to date 200 have received coverage, 206 are still pending. Follow-up on recertifications for applications taken through the outstation show that, through December 2000, 60% have retained coverage, 19% have obtained insurance through an employer, 5% were now over income, 4% no longer have dependents, 6% could not be reached, and 6% indicated "other" reasons for losing coverage.</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</p>		Ongoing	<p>Pat Beining and Linda McNamara spoke at the Community Partners in Prenatal Care Outreach meeting on May 17, 2001. Services provided through Marshfield Clinic's Patient Assistance Center were explained. The importance of early prenatal care and the outreach efforts that we have been conducting with the Marshfield Clinic pregnant woman population was discussed. The overall goal of the early intervention is to help assure good pregnancy outcomes, to make women aware of the programs that are available to assist them so that they do not delay care because of expense, to help increase awareness of the education provided by the HMO, along with increasing the number of months enrolled in the HMO. In progress.</p>

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	Marshfield clinic staff and community resources of this service for pregnant women.			
<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>	<p>—Market the availability of project staff to existing Marshfield clinic staff and community resources of this service.</p> <p>—Track the number of encounters and other appropriate information.</p>		Ongoing	Pat Beining spoke at a HealthWatch meeting in Chippewa Falls on May 8th to inform them of Marshfield Clinic Outstationing and Covering Kids activities and successes. She also presented information on the simplified application. 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>	<p>—Collect data on the number of individuals reached by the various outreach activities.</p> <p>—Collect training satisfaction surveys after each session.</p> <p>—Collect information on the degree of incorporation by attendees of information gained during training session.</p> <p>—Maintain file on shared experiences during trainings and regional workshops on outreach ideas and enrollment barriers.</p>		<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>	<p>—Integrate both qualitative and quantitative data collected in the analysis process.</p> <p>—Report on findings to pilot site representatives, ABC for Health, and statewide coalition.</p> <p>—Revise outreach activities as necessary.</p>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>In progress.</p> <p>Input provided at June coalition meeting.</p> <p>In progress.</p>

State: <b>Wisconsin</b>		Year: <b>Two</b>	Quarter: <b>Fourth</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>	<ul style="list-style-type: none"> <li>—Plan agenda, materials, location, and schedule for outreach forums in five regions of the state and in Milwaukee, soliciting input from Statewide Coalition members.</li> <li>—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.</li> <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> </ul>		<p>Winter 2001</p> <p>Winter 2001, and ongoing</p> <p>Spring 2001</p> <p>Spring 2001</p> <p>Spring 2001</p>	<p>Completed.</p> <p>Completed. Forums succeeded in attracting many first-time participants.</p> <p>Completed facilitation of the remaining regional outreach forums.                      April 4 – Green Bay, WI (northeastern region) – 57 attendees                      April 19 - Milwaukee, WI - 80 attendees                      May 16 – Eau Claire, WI (western region) – 45 attendees                      May 23 - Madison, WI (southern region) – 55 attendees                      Enthusiastic individuals actively participated in the regional forums. The event has received positive feedback both through attendee evaluations and the ‘message’ that is spreading statewide. Workgroup discussions have been lively and participants have left motivated.</p> <p>In progress.</p> <p>In progress.</p>

State: <b>Wisconsin</b>		Year: <b>Two</b>	Quarter: <b>Fourth</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>	
—Report outreach forum proceedings and results at Summer Statewide Coalition meeting.		June 2001	A report was given at the June 7 meeting and a report of results was included in the participant folders.	
<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>				
—Plan agenda, materials, location, and schedule for annual outreach conference, soliciting input from Statewide Coalition members.		March 2001	Completed.	
—Arrange for guest and keynote speakers.		March 2001	Completed.	
—Create invitation list and market meeting through mailings, brochures, media, and other outlets.		April 2001	Completed.	
—Hold annual outreach conference in conjunction with Summer Statewide Coalition meeting.		June 2001	Conducted annual meeting on June 7th in Madison, WI. The morning session was dedicated to reviewing all of the regional forum activities and then we had a panel discussion regarding the issue of retention. There were four panelists, all of which provided a different perspective on the issue (government, advocacy, health care delivery system and consumer issues.) The “outreach celebration” concluded with an enlightening presentation regarding the impact that outreach efforts have in Wisconsin’s health coverage programs.	
—Collect qualitative data and participant feedback for evaluation purposes.		June 2001	According to question/answer period and evaluation results, the panel discussion was well-received and appreciated by participants.	
—Prepare roster of attendees and report of conference proceedings, and distribute to attendees and Statewide Coalition members.		Summer 2001	Completed. Materials were mailed to attendees and Coalition members who could not attend subsequent to the meeting.	

## Major Accomplishments

### Statewide Project.

The Statewide Project has been very fortunate to be able to participate in the piloting of a new simplified Medicaid/BadgerCare application process in Dane County. This new process, implemented statewide on July 1, uses a one-page mail-in application form with reduced verification requirements. Having hands-on experience helping families with the new process in advance of statewide implementation has had several benefits for the Covering Kids project. It has substantially affected (and improved) the content of the Family Health Care Access Kit; provided the focus for the Fall 2001 training workshop (and bus tour); generated a major expansion of our client contact and services in the Latino community; and strengthened our working collaborations with a broad local coalition including the Dane County Department of Human Services (DCDHS), the Dane County Connections network (an outstationing and outreach project of DCDHS), Madison Metropolitan School District, and all the major Dane County health care providers.

### Marshfield Pilot.

The pilot turned a disappointment into a triumph when it decided to go ahead and put on a local customer service/sensitivity training when it became apparent that the hoped-for statewide training wasn't going to happen. Pilot staff member Pat Beining and Covering Kids coalition member Terri Rapp, Wood County's Economic Support Manager, worked together to set up the training—providing a living example of the kind of partnership that Covering Kids is promoting between county workers and professionals in the community. Chad Ritchey, the Kaiser Group consultant hired to conduct the training, commented afterwards that he was energized by the level of participation and impressed by the united effort being put forth by advocates in the Wood County area.

### Milwaukee Pilot.

Community Advocates, through its Covering Kids grant support of its Med-line service, has been able to identify issues facing Milwaukee's low-income families; through the various coalitions (HealthWatch, EPIC, etc), such issues have been resolved, including improved communications with Milwaukee County ESS workers and supervisors, quicker identification of problem cases, greater coordination between Milwaukee County and the CARES system, etc. In addition, the staff has worked to improve enrollment through education and training and in support work for the "Back-to-School 2001 Health Fair."

## Problems Encountered

The continued lack of progress in obtaining state application data from the CARES system is a major problem for the evaluation component of the project. Pilot projects report continued access issues for prescription drugs, particularly with pharmacies facing eligibility verification problems. The Milwaukee pilot reports growing problems in reaching County workers, as caseloads begin to increase.

## Revisions to the Workplan

We would like to eliminate the video from the Statewide Project's outreach plan, as it no longer appears to serve a useful function.

Respectfully submitted by

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Alice Porter  
Education Director and Covering Kids Project Coordinator  
ABC for Health, Inc.