



Covering Kids & Families

Wisconsin

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Cover the Uninsured Week

During National Cover the Uninsured Week (April 27-May 3), Wisconsin families were able to sign up for BadgerCare Plus at enrollment events that were held around the state. BadgerCare Plus, which was rolled out on February 1, is Governor Doyle's program that provides access to quality, affordable health insurance for working families.

In preparation for Cover the Uninsured Week, more than 20 community organizations trained staff on how to provide application assistance to families in need of health insurance coverage.

During the week, BadgerCare Plus enrollment fairs were held in seven areas of the state, including Madison, Wausau, Green Bay, Milwaukee, Eau Claire, and at Ministry Health Care Hospitals in Central and Northeastern Wisconsin. More than 90 applications were submitted during the enrollment fairs and even more people received information about the program and made appointments to sign up at a later date.

The success of Cover the Uninsured Week continues the momentum of the BadgerCare Plus program. The state had initially hoped to enroll 26,000 individuals by June 30, 2009. On February 1, 42,000 people were automatically enrolled into the program. Since then even more families have

enrolled. In total, nearly 72,000 individuals have signed up, 45,000 of which are children.

Even though the program has gotten off to a strong start, there are still children and families that are eligible for the program and have not yet signed up. We need community partners to help find these families and help them sign up for BadgerCare Plus. For more information on becoming a community partner see page 3.

The success of Cover the Uninsured Week continues the momentum of the BadgerCare Plus program.

All Wisconsin children and more pregnant women, parents and caretaker relatives are now able to sign up for BadgerCare Plus. Low-income families will be able to enroll their children into BadgerCare Plus at no charge, while higher earning families will be able to buy into the program at a reasonable cost based upon income. Families can go to badgercareplus.org for more information or to apply for BadgerCare Plus. People looking for more information about the program can also call 1.800.362.3002.

Tools You Can Use



CKF is developing a range of tools that will be available online to help you implement a program like the CHILD Project with your school district or quickly access relevant statistics and resources for your local area. As a reminder, the CHILD Project seeks to increase health insurance coverage among Wisconsin's children by better connecting the outreach, application, and enrollment processes for schools' free and reduced price meals with the state's BadgerCare Plus health insurance program.

The toolbox is being built from CKF's CHILD Project work as well as other CKF efforts and the intention is for school districts and community-based organizations to be able to implement outreach strategies on their own. We hope coalition members, school districts, and community-based organizations statewide will find the materials useful for more effectively reaching out to and enrolling uninsured children and families in BadgerCare Plus.

These resources will be available in the coming months on a new "Tools You Can Use" page at www.ckfwi.org. The toolbox will continue to grow as CKF's CHILD Project affords new lessons about what outreach strategies work best. Feel free to send us suggestions for tools you can use (info@ckfwi.org).

DHFS Responds to Feedback with Policy Change

Before the inception of BadgerCare Plus, some children around the state with serious chronic illnesses had been stabilized on prescription medications that are not available through the Benchmark Plan. The Department of Health & Family Services (DHFS) took action by transferring 23 children (to date) from the Benchmark Plan to the Standard Plan so that these children can access the medications they need. This was only for children who (1) were on the Standard Plan prior to February 1 and transitioned to the Benchmark Plan or (2) were on the Health Insurance Risk-Sharing Plan (HIRSP) and transitioned to Benchmark Plan on February 1 or on April 1. DHFS will continue to evaluate situations on a case-by-case basis. To view the Operation Memo on Children Grandfathered into the BadgerCare Plus Standard Plan visit <http://dhfs.wisconsin.gov/em/ops-memos/2008>.

If you encounter a child that might need this attention, please contact:

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Co-Chair Corner | National CKF

By Andy Heidt & Kathy Kaelin, CKF co-chairs



We are in this together! CKF-WI remains part of a National CKF Network (NCKF), which has received a new stream of funds from the Robert Wood Johnson Foundation to create a sustainable network. NCKF aims to be “a recognized and effective national voice for improved and increased access to high quality health and healthcare for all.”

CKF-WI staff recently attended the network’s Inaugural Annual Meeting in Washington, DC to help determine NCKF’s goals for 2008. The Network agreed to a three-part platform for insuring America’s 9 million uninsured children, including:

1. Expansion of statewide health care for children, including reauthorization of SCHIP
2. Greater flexibility from the U.S. Centers for Medicare & Medicaid Services in its administration of Medicaid and SCHIP
3. Simplification of the application process for SCHIP and Medicaid coverage

CKF staff are active in NCKF’s Education Committee, which is planning regional convenings to bring members together to facilitate training, communication and leadership development at the regional level. There will be Midwest Regional Convening in Indianapolis on July 23-24, look for conference details in the coming weeks.

We hope the national network and regional convenings will be an opportunity to introduce to a larger audience CKF’s efforts to coordinate outreach and enrollment for schools’ free and reduced price meals with BadgerCare Plus. CKF’s Connecting Health Insurance to Lunch Data (CHILD) Project is entering its second of three years and will be expanded to additional school districts.

Another way CHILD is expanding is through a subcontract with the South Madison Health & Family Center (Harambee Center) to conduct the CHILD Project in Dane County. Harambee Center staff have begun working with the Madison Metropolitan School District to implement the CHILD Project.

CKF Member Profile | Managed Health Services

MANAGED HEALTH SERVICES, (MHS) was founded by Betty Brinn in Milwaukee over 23 years ago. Betty's mission was to provide excellent health care to low-income women and children. Through the years, Managed Health Services has expanded on this mission and now provides HMO services for entire families through the BadgerCare Plus program, and for people with disabilities through the Supplemental Security Income (SSI) program.

MHS has a combined membership of more than 126,000 members in 28 counties throughout Wisconsin. MHS has 125 employees who are experienced in health care and understand the communities served. MHS hires people who have displayed commitment and caring about people and quality health care. The company includes bilingual customer service staff, nurses, social workers, behavioral health specialists, outreach workers, care coordinators, and advocates that all have several doctors at their disposal. MHS is committed to expanding the level of preventive services for the residents of Wisconsin and is always interested in outreach or educational events being held in their service areas. For a map of MHS service areas visit: www.ckfwi.org/documents/MHSServiceAreas.ppt. If you have any questions, visit www.mhswi.com or contact Katrina Jenkins at 1.800.547.1647, ext 23267.

Staff Introduction: Meet Kari Mattson



Kari Mattson joined Community Advocates of Milwaukee in June of 2007 after spending a year interning there. She has her bachelor's degree in social work from UW-Milwaukee and has begun working on her master's degree. Kari

began working with CKF in April 2008 as the lead staff for the CHILD Project in the Milwaukee Public Schools. Prior to the CHILD position, she spent time at Community Advocates as a case manager assisting consumers through the application process for SSI/SSDI. Kari brings her knowledge in navigating complicated systems to try and bring about desired and productive results for families in need of health care coverage.

HMO Enrollment Specialists

For information regarding HMO enrollment for BadgerCare Plus and SSI, get in touch with an enrollment specialist from Automated Health System, Inc. An enrollment specialist provides education about HMO choices, answers questions, and advocates on the customer's behalf (for example: sorts out HMO billing issues, assists with appropriate referrals and provides face-to-face support). The enrollment specialist is the first point of access with regard to HMO enrollment questions and concerns. Enrollment specialists are also available for HMO enrollment presentations and can provide assistance at BadgerCare Plus enrollment events throughout the state. If you would like an enrollment specialist to get in touch with you, please call LeAnn McMahon, Territory Manager at: 715.829.4588.

BadgerCare Plus Community Partner Program Grows

There are 258 sites registered as community access points, which means there are at least 258 places across Wisconsin where families can go for assistance when applying for health and nutrition benefits. As of March 31st, 744 people have applied for full benefits at a community access point, and of special note, 423 pregnant women and 94 children have signed up for temporary benefits through Express Enrollment. To learn more about becoming a community partner and helping people apply for BadgerCare Plus, visit badgercareplus.org and click on the "Be a community partner" link. With your help, we are on our way to ensuring that thousands more Wisconsin residents can get the affordable, comprehensive health insurance they need.



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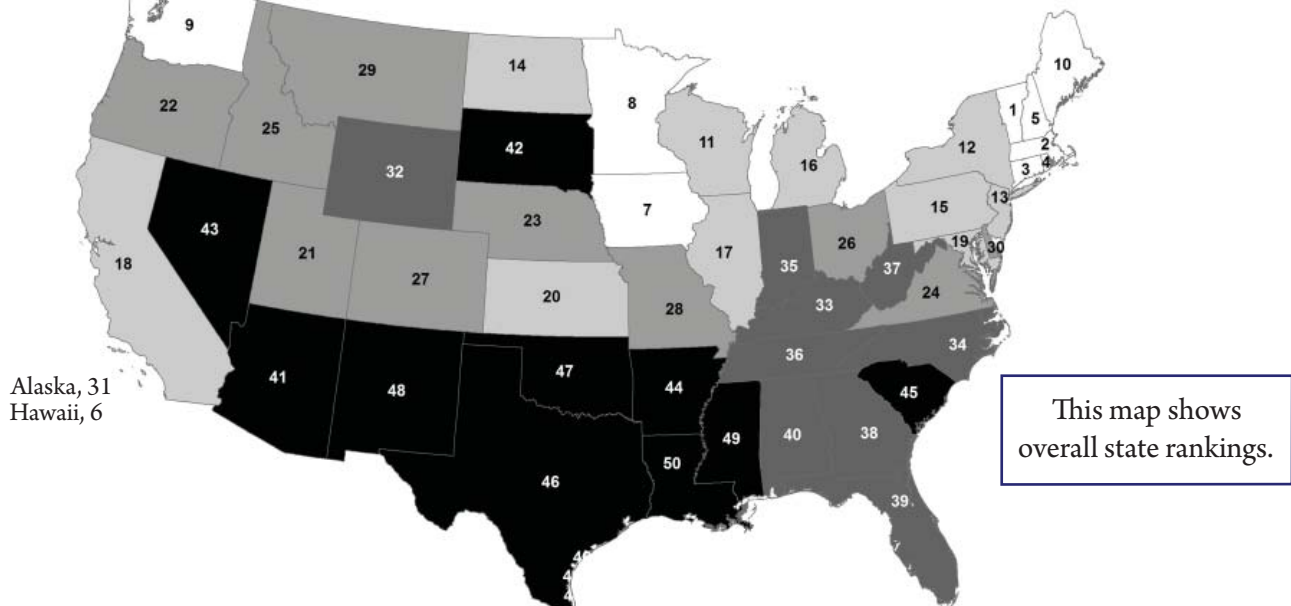
Children's Well-Being Tied to the State They Live In

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Every Child Matters Education Fund's (ECMEF) report, *Geography Matters: Child Well-Being in the States*, shows wide gaps in key indicators of child well-being from state to state (key indicators are listed under Where Wisconsin Ranks). Across our county, where a child is born and raised can make a shockingly large difference to their chances of getting and staying healthy and then surviving to adulthood. The ECMEF report concludes: "There exists a huge gap among states on a wide variety of child well-being indicators. The state they live in should not adversely influence the life and death of children—but it does. Such inequalities affect all Americans, rich and poor alike, and weaken both our economy and our democracy." To view the full report visit: www.everychildmatters.org.

Where Wisconsin Ranks

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|---|--|
| #3 Uninsured children | #16 Births to women receiving late or no prenatal care |
| #9 Deaths per 100,000 children aged 1-14 | #16 Children living in poverty |
| #10 Births to teen mothers (15-19) per 1,000 teen girls | #17 Deaths of infants per 1,000 birth |
| #12 Child abuse fatalities per 100,000 children | #22 Per capita child welfare expenditures |
| #13 Deaths per 100,000 teens aged 15-19 | #25 Juvenile incarceration rate (per 100,000) |



This map shows overall state rankings.

The 10 top states: Vermont, Massachusetts, Connecticut, Rhode Island, New Hampshire, Hawaii, Iowa, Minnesota, Washington, and Maine
 The 10 bottom states: Louisiana, Mississippi, New Mexico, Oklahoma, Texas, South Carolina, Arkansas, Nevada, South Dakota, and Arizona