



covering kids & families

Wisconsin

Issue III
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Save the Date: October 20! CKF statewide meeting, Appleton

The Future of Medicaid panel discussion

- Diane Welsh, Exec. Asst. to Secretary Helene Nelson
- Representative from the State Assembly (invited)
- Representative from the State Senate (invited)

BadgerCare Income/Insurance Verification

Update on Blue Cross/Blue Shield Funds

Small group workshops on:

- Overcoming language barriers
- Forming a local coalition
- Funding Medicaid in an era of budget crisis

Find more information at www.ckfwi.org



Lt. Gov. Barbara Lawton introduces a panel on health insurance reform during Cover the Uninsured Week

Health insurance reform hot topic at CKF/CKSN joint gathering

This year's Cover the Uninsured Week gave CKF-WI the opportunity to enhance the way we work with other, related groups and the opportunity to engage our membership on broader health insurance issues. We partnered with Covering Kids with Special Health Care Needs to co-host a joint statewide meeting, doubling our normal attendance.

We also took some time between discussions about

our on-going to work to hear several ideas for broader health insurance reform.

WEA Trust, ABC for Health, AFL-CIO, Medical Society of WI, and Rep. Mark Miller each presented their reform plans. The discussion energized our membership and attracted the attention of Madison media and several state legislators.

[Materials from the debate and the best practices](#) we highlighted at the May meeting are all on the CKF-WI website.

Governor Doyle Makes Child Health a Priority with KidsFirst

To bring down the number of uninsured children (estimated at 53,000), Governor Jim Doyle has proposed a number of initiatives through his *Healthy Kids* plan.

Among the initiatives proposed by Doyle is working through a public-private partnership to offer grants to agencies (such as CKF-WI members) to boost Medicaid coverage by identifying and enrolling low-income families.

The initiative began this summer with the state and Wellpoint Foundation teaming up to make \$75,000 available to community organizations in Beloit.

Additional grants will be awarded in Milwaukee later this fall (CKF-WI partners Community Advocates and the Milwaukee Health Department are submitting a proposal).

Doyle proposes to have additional grants directed at improving enrollment specifically within Hispanic and Hmong communities.

The *Healthy Kids* proposal increasing access to preventive dental measures, adds dental hygienists as Medicaid providers, expands reimbursements through Medicaid to finance additional oral health services, and provides funds to technical colleges to provide dental care to low-income and uninsured kids.

Doyle's initiative also provides \$500,000 for the school breakfast program to cover start up costs and another \$500,000 to increase per meal subsidies for schools participating in the program.

Doyle's final *Healthy Kids* proposal is related to a CKF-WI Policy Primer: prenatal care for immigrant women. As documented in our Primer, Wisconsin's Hispanic and Hmong women are less likely to receive prenatal care in the first trimester than white women.

Doyle proposes to extend prenatal coverage through Medicaid to undocumented immigrants.

Please also see the article on page 2 about the 2005-2007 DHFS budget request.

How to reach CKF-WI:
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For more information:

- ◆ Governor Doyle's *Kids First* and *Healthy Kids* Initiatives
- ◆ CKF-WI Policy Primer #4 - *Immigrant Access to Prenatal Care*

Back to School Campaign builds partnerships, reaches communities across Wisconsin

Coalition partners based in 40 counties led CKF-WI's back to school media campaign in their area, providing a local touch to the statewide effort. Organizations who helped out include county-based UW-Extension offices (24 of them!), seven different health departments, the Northern CSHCN center representing four counties, the Marshfield Clinic, High Expectations and others.

Our state staff produced news releases with local enrollment and contact information for the remaining 32 counties, giving us statewide, localized coverage.

Another huge success of the back to school campaign was with the distribution of our flyers and bookmarks, which urged parents to call a toll free number to explore BadgerCare as an option. To date we have sent out 12,295 flyers across the state and 24,845 bookmarks (including the 10,000 in LaCrosse alone).

See the [News Room](#) on our web site for some of our media coverage.

CKF-WI partners prepare for wave of Hmong refugees in Wisconsin

Wisconsin has the third largest Hmong population in the United States, with roughly 47,000 Hmong residents and the growth in this segment of our population is taking a dramatic upswing this summer. The State Division of Public Health estimates that between 2,500 and 3,700 Hmong refugees from Thailand will come to Wisconsin as part of the U.S. State Department's newest resettlement efforts.

CKF-WI member organizations are working closely with current residents and state and local agencies to ensure that these new residents have access to quality health services.

TB, diabetes, cancer, malnutrition,

We partnered with local Salvation Army Corps and others to include the materials with school supply campaigns, through open houses, clinics and other school-focused events.

We also made the materials available in communities throughout Wisconsin at health fairs and health-related booths at county fairs, with extra attention paid to high profile locations such as Madison's Fiesta Hispana and Milwaukee's Fiesta Mexicana. Special thanks to the enrollment specialists with Automated Health Systems, who delivered nearly 7,000 flyers and bookmarks over the summer.

Although the back to school campaign has largely wrapped up for this school year, our hope is that the strong contacts we have secured through the campaign will build into on-going, year-round efforts to ensure those who are eligible for BadgerCare and Medicaid know about the programs and get enrolled.

mental health, poor prenatal care, and infant illness are among the more significant health issues for the upcoming wave of refugees. While refugees are eligible for W-2, WIA, and other support services, Federal, state, and local agencies will face challenges to coordinate services, provide health access and overcome cultural barriers.

The Department of Workforce Development's resettlement plan focuses on enhancing employment, language, medical, and reunification services. Health screening and health care responses remains a central concern, which we will monitor closely.



'05-'07 DHFS Budget Update

By Jon Peacock

DHFS's budget request contains a number of health care initiatives that are part of the Governor's Kids First agenda. Here's a partial list:

- ◆ Prenatal care for immigrant women – DHFS proposes expanding BadgerCare to cover prenatal care for two groups of pregnant women – nonqualified immigrants and incarcerated women; estimated savings of \$715,000 GPR because the added GPR costs for BadgerCare are more than offset by the GPR savings for MA.
- ◆ Expanding access to dental services – DHFS requests \$211,000 GPR and \$1.93 million FED to expand dental services at two technical colleges, enabling them to increase services to low-income children by operating their clinics year-round.
- ◆ Seal-a-Smile expansion - double the current grant program, providing dental sealants to low-income children.

The DHFS budget also makes an effort to hold down MA-related spending by including a number of cost-containment measures, including:

- ◆ Changing the MA "grace month" policy – This would terminate eligibility at the end of the 12-month benefit period, rather providing an additional "grace month." It is expected to save \$2.8 million GPR and \$4.1 million FED.
- ◆ Medicaid fraud prevention – DHFS would contract on a contingency basis with a vendor to enhance the department's current fraud activities, which is projected to save close to \$2.8 million GPR and \$4.2 million FED.

Excerpted from Jon Peacock's Health Care Coverage, an on-line newsletter from WCCF.