



REACH BC+

Retention and Enrollment to Achieve Children's Health and Build Capacity

What:

REACH BC+ is a project of Covering Kids & Families-Wisconsin (CKF) which works with schools to be a vital link between Wisconsin residents and enrollment in BadgerCare+, Wisconsin's public health insurance program.

The project works at three levels to enhance the capacity of schools to assist families in need of health insurance:

- 1) Increase knowledge about BadgerCare+ eligibility and enrollment
- 2) Spur action to proactively promote BadgerCare+, identify uninsured students, and encourage application
- 3) Effect systems change so knowledge and activities can be sustained

Strategies in each school district are localized to the needs, capacity and interests of the community. They are designed to be flexible given the ever-changing landscape of health coverage options available to Wisconsin residents, and to be sustainable beyond the initial implementation in each part of the state.

Who:

CKF is a statewide coalition dedicated to reducing health disparities and improving overall health in Wisconsin by cultivating a network of informed individuals and organizations and thereby enhancing capacity to maximize participation in public health insurance programs.

This project in particular seeks to deepen our relationship with school districts in Wisconsin. Schools are a natural partner in improving the health of students, as well as being respected by families. Many school staff are in contact with uninsured children and have had conversations with families or made referrals in the past. This kind of trust is irreplaceable and deserves to be utilized to help families receive better health care services. The REACH BC+ project has been introduced to Milwaukee Public Schools (MPS) and Cooperative Educational Service Agency (CESA) 1, 3 and 8.

Why:

The need for this school-based outreach project continues as the Department of Health Services (DHS) report for 2009 identified 86,000 Wisconsin children as uninsured during all or part of the year. Health coverage can improve access to care and preventive health services and reduce the likelihood of detrimental health conditions down the road.

Even with promotional campaigns and internet resources, we know that reaching families who need information to help them make the transition to public health insurance often means more hands-on, direct contact from knowledgeable, trusted sources.

Covering Kids & Families-Wisconsin has developed materials and assembled BadgerCare+ resources in one place – the BadgerCare+ (online) Toolbox – www.ckfwi.org/toolbox.html.

REACH BC+ has been made possible through the generous support of the Wisconsin Partnership Program at the University of Wisconsin School of Medicine and Public Health, the Helen Bader Foundation, the Ira and Ineva Reilly Baldwin Foundation and federal matching funds secured through the Wisconsin Department of Health Services.