



Wisconsin State Project

[Wisconsin Covering Kids Initiative](#)

GRANT AMOUNT: \$741,570

START DATE: July 1, 1999

INTERVENTION: CBO Training
Schools
Providers
Faith

TARGET POPULATIONS: Immunization Registry

Grant Overview

Wisconsin's welfare reform measures had a dramatic effect on Medicaid caseloads, which experienced the sharpest percentage decrease in the nation (29% or 76,000 people) between 1995 and 1997. Barriers to enrolling these individuals and other uninsured families include complex eligibility rules, a burdensome application process, and local variations in policy interpretation and practices associated with the county-administered Medicaid system in Wisconsin. Covering Kids Wisconsin will therefore direct its efforts towards clarifying and simplifying eligibility rules and the application process, improving the culture at application sites to increase customer-service orientation, and increasing the capacity of community organizations to assist families with enrollment and monitor local enrollment practices.

The project will develop a broad statewide coalition to identify and assess enrollment problems, outreach gaps, training needs, and data resources, all of which will inform the Coalition's development of strategies for improving enrollment in health coverage programs. The Coalition's work will be supported by an associated effort to strengthen the grassroots network of service providers - County Economic Support office, public health agencies, tribal and community health clinics, schools and head start agencies, jobs programs, hospitals, and community organizations - who can help identify and assist families that need health coverage. The project will provide training on coverage options and the enrollment process (Health Coverage Workshops), offer network-building opportunities (regional Outreach Forums) to promote dialog between community representatives and enrollment workers, and provide application assistance tools to use with families (primarily the Family Health Care Access Kit).

LEAD ORGANIZATION: ABC for Health, Inc.
152 W. Johnson St.

Ste 206
Madison, WI 53703-2213

CONTACT: Robert Peterson
p (608) 261-6939 x201
f (608) 261-6938
bobbyp@safetyweb.org

STATE PILOT PROJECTS: [North-Central Wisconsin Pilot](#)

[Milwaukee County Pilot](#)



Wisconsin Pilot Project

North-Central Wisconsin Pilot

INTERVENTION: CBO Training
Providers
Schools

TARGET POPULATIONS: Asian American
Rural/Frontier
Immunization Registry

Pilot Overview

This pilot project, led by the Family Health Center of Marshfield, enhances statewide training and information dissemination outreach strategies by working with locally developed health benefits counseling networks. Network representatives include staff from school districts, economic support and public health agencies, health care providers and other outreach sites located in the pilot area. Other local activities include: utilizing the Pilot's provider appointment listings to identify uninsured and underinsured families with children and then linking them to local health benefits counselors who inform them of available health care coverage programs; coordinating with users of a regional immunization registry to outreach to families; and developing customized trainings based on pilot area needs. The Pilot also works closely with the statewide project by sharing enrollment barriers or systemic problems being experienced in the region.

LEAD ORGANIZATION: Family Health Center of Marshfield, Inc.
1000 N. Oak Ave.
Marshfield, WI 54449

CONTACT: Pat Beining
p (715) 389-4363
f (715) 389-4779
beiningp@mfldclin.edu



Wisconsin Pilot Project

Milwaukee County Pilot

INTERVENTION: CBO Training
Schools
Providers

TARGET POPULATIONS: African-American
Latino/Hispanic
Adolescents
Immunization Registry

Pilot Overview

The pilot project in Milwaukee is run by Community Advocates, whose mission is to assure coverage of all children into quality health care. To achieve this goal, Community Advocates has a staff trained in the knowledge of the health care system, the intricacies of federal, state and local rules concerning eligibility for all family members and the providers of health care to low-income families. Under the grant, Community Advocates offers a Med-line service, answering several hundreds of calls monthly on health care issues, providing either necessary information or handling full-fledged advocacy. The agency also provides training sessions, tailor-made for each audience, to assist community workers and/or families in understanding all factors in the health care system as it affects low-income families. In addition, Community Advocates staffs and has assisted in convening several health-related community-wide coalitions, including HealthWatch, the BadgerCare Coordination Network and its Enrollment Process Improvement Committee, and workgroups on alcohol and other drug abuse and mental health issues and on the General Assistance Medical Program (GAMP).

LEAD ORGANIZATION: Community Advocates
4906 W. Fond du Lac Ave.
Milwaukee, WI 53216

CONTACT: Kenneth A. Germanson
p (414) 449-4777 x124
f (414) 449-4775
comadvo@execpc.com