Balancing Academic and Outreach Pursuits: An Example from One Ongoing Partnership

Roberta Riportella, Ph.D.
University of Wisconsin-Madison and UW Extension

Allison Espeseth, M.S.
Covering Kids and Families

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Presentation overview

- Who we are: Covering Kids & Families
- Project description
- Partners in the project
- Project implementation as a story of partnerships
- Partnership balancing acts
- Conclusions
Covering Kids & Families (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.
Covering Kids & Families Annual Conference
Registration is Now Open!

Covering the uninsured
Obamacare
Affordable Care Act
Covering Kids and Families
Direct Certification ACA
Exchanges
BadgerCare+

…it's the law.

The conference will be at the UW Arboretum on October 3, 2012. The registration fee is $25 and it can be paid in advance or at the door.

Checks can be made payable to the University of Wisconsin-Madison with CKF Conference in the note line. Please send checks to: Nancy Nicholas Hall, 1300 Linden Drive, Room 1130, Madison, WI, 53706.
Who we are

- Funders
- Coalition Partners
- State Agencies
- Universities
- Extension

Covering Kids & Families-Wisconsin
The project

Does your family need health insurance?

BadgerCare+ health insurance is available to:
- pregnant, under age 19, or parents/caregivers of those under age 19.

BadgerCare+ helps kids and families stay healthy. BadgerCare Plus is an affordable health insurance program for your family is eligible for

Is health insurance on your school supply list?

BadgerCare Plus helps kids and families stay healthy.

For more information:
- Wisconsin Home Energy Assistance
- FoodShare (Food Stamps)
- Wisconsin Works (W-2)
- Wisconsin Shares (Childcare)

For more information:
- Contact the Dane County Human Services office at 608-247-7400.
Fostering Partnerships

The Pull of Outreach and Evaluation

OUTREACH (active)

EVALUATION (reflective)
“The (Department of Public Instruction) has encouraged schools to make the connection between the free and reduced price meals application and potential eligibility to the state Medicaid and BadgerCare programs. We are excited that CKF-WI has recognized the leadership role it can play to help make this option a reality for schools and to substantially impact upon the health and success of so many of our students.”

-- Elizabeth Burmaster, Wisconsin State Superintendent 2007
“We’re firm believers that if we can keep the kids healthy, they’re going to have a better chance at learning and being successful in school.”

-- Reed Welsh, Abbotsford School District Administrator

“Schools have changed in the last 20 years. We’re not just an academic institution. We need to play a role as a provider of resources.”

-- Mike Endreas, Spencer School District Administrator

“There’s no reason for kids to be without health insurance. If you’re healthy, if you’re getting proper treatment, you learn better.”

-- Stephen Schiell, District Administrator Amery School District
Data Sharing

- USDA guidelines allow:
  - Sharing of information between FRPL and MA
    - To promote better health among low-income students
    - Families can request information NOT be shared

- WI DPI has created template forms:
  - To inform parents about information sharing
  - To assist schools and counties in sharing information

- Available on WI DPI web site:
  dpi.wi.gov/fns/nslp1.html
Success Achieving End Goal

Enrollment in BC+ went up in all districts

 CKF/IRP data match, 2010
"Before we were involved in the project...we were fragmented about how we were going to help {uninsured} families. Now we feel we have some strategies."

-- Health coordinator
CHILD district

"Just knowing about it and being able to say, ‘Oh, you don’t have insurance? You can go talk to our school social worker, I know she knows about it [BadgerCare Plus].’ Something as simple as that was really effective."

-- School Social Worker,
CHILD District
Are you interested in increasing your knowledge and skills on the application process for BadgerCare Plus?

Staff Value More Knowledge

WI DPI Survey, Spring 2009. 99% question response rate.
BADGER CARE+
Overview

Affordable, comprehensive health care coverage for Wisconsin’s families
Covering Kids & Families-Wisconsin
Health Insurance Survey

Helping schools help families get health insurance.

Covering Kids & Families-Wisconsin
University of Wisconsin-Madison
UW-Extension
1305 Linden Drive, Third Floor
Madison, WI 53706
608-261-1455
www_ckfwi.org
Health Insurance and the Role of Schools
Highlights from a survey of parents in CESAs 1 and 8, Fall 2011

In November 2011, Covering Kids & Families (CKF) conducted a survey of parents/guardians whose children attend public school within Cooperative Educational Service Agencies (CESAs) 1 and 8. CESA 1 is comprised of 45 public school districts in southeast Wisconsin with district enrollment ranging from 53 to 80,934. CESA 8 is in northeast Wisconsin with 27 public school districts ranging in enrollment from 147 to 2,171. More than 5,300 parents/guardians received a survey on their knowledge of and attitudes towards Wisconsin’s public health insurance program, BadgerCare++. More than 10% (549) responded, providing insight on their school district’s role in helping families access health insurance. Surveys were received from a diverse group of respondents in terms of their communities’ location, population, ethnicity and economy.

Covering Kids & Families would like to especially thank the following districts for making this survey possible: Beecher-Dunbar-Pembine, Brown Deer, Clintonville, Crivitz, Elmbrook, Germantown, Glendale-River Hills, Kenosha, Kettle Moraine, Lena, Muskego-Norway, Oconto Falls, Racine Unified, Tigerton, Wausaukee, and Wittenberg.

From this parent survey, we have learned that:

- Families in these two regions have expressed concern about having health insurance, with over 70% saying they are “somewhat worried” or “extremely worried”
- Over 80% of the families said they have heard about Wisconsin’s BadgerCare++ health insurance program
- More than 60% believe schools should have a role in letting families know about public health insurance programs like BadgerCare++, yet only 6% have heard about BadgerCare+ through their child’s school
- One in four families in CESA 1 and two in five families in CESA 8 have applied for BadgerCare+ in the past five years; 19% in CESA 1 and 33% in CESA 8 are currently getting their health coverage through BadgerCare+
- 4% of CESA 1 school district families and 7% of CESA 8 families indicated they have an uninsured child in the household
Assessment

• Could not have entered into project were not for existing supporting partnerships

• Outreach, evaluation, and partnership building can all occur at the same time – but with adequate time

• Have seen gains in BadgerCare+ enrollment but emphasis on developing capacity and relationships aims at sustainability for long term

• We can not offer funds to schools so we must ensure that what we can offer in resources and training and our own time is valued and worth the ask of their own time and commitment to outreach and evaluation
BadgerCare+ Toolbox

The Toolbox helps schools and community organizations connect uninsured families to BadgerCare+, Wisconsin’s public health insurance program. Explore the tools by clicking the drawer titles below.
Covering Kids & Families-Wisconsin
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Madison, WI 53706

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www.ckfwi.org