

2021 ANNUAL REPORT



ABOUT THE WELL BADGER RESOURCE CENTER

The Well Badger Resource Center is a health information and referral program operated by the Wisconsin Women's Health Foundation.

The Well Badger Resource Center connects people in Wisconsin with the health and social services they need and deserve. This is accomplished in two ways:

- **One-on-one information and referral (I&R) services from Certified Resource Specialists (Monday through Friday from 7:00 am to 6:00 pm)**
- **Online, searchable directory of nearly 5,000 verified health and social services**

Our areas of focus are: child health, financial assistance, health care coverage and services, mental health and substance use, nutrition, and pregnancy and parenting.

Contact us:

CALL: 1 (800) 642-7837

INTERPRETIVE SERVICES AVAILABLE

TEXT: (608) 360-9328

EMAIL: HELP@WELLBADGER.ORG

To learn more, visit:

WWW.WELLBADGER.ORG

WELL BADGER TEAM

The Well Badger team is made up of **Certified Resource Specialists** who work directly with individuals and families, and **Resource Management Specialists** who research, verify, and share information for thousands of Wisconsin health care services and resources.

"She took the time to truly listen to what questions I was asking and found all the information and numbers for me that I was going to need"

-Well Badger Participant

Well Badger is funded in part by the Wisconsin Department of Health Services. Well Badger also receives funding from the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of a 5-year cooperative agreement. The contents of this report are those of the WWHF and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government.

**YOU HAVE QUESTIONS.
WE FIND ANSWERS.**



NEW TOOL LAUNCHED

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NEW CHILDREN'S MENTAL & BEHAVIORAL HEALTH RESOURCE NAVIGATOR TOOL

In addition to maintaining regular operating hours and services, the Well Badger Resource Center **launched a free, online, anonymous tool to help families and professionals navigate children's mental and behavioral health resources.**

The tool was **launched in July 2021** and was **utilized 676 times** in 2021.

53%

of users were a parent/caregiver

60%

of users sought evaluation services

81%

of users sought treatment services

Utilizing the new tool is simple and easy-to-use. Users complete a confidential questionnaire that outputs an individualized, customized resource guide.

Individuals can access the tool at:

www.cmbh-navigator.org

ONLINE DIRECTORY



The Well Badger online directory (www.wellbadger.org) is an easy tool for individuals to search from more than 5,000 verified health resources.

2021 Directory Utilization:

- 23,733 users
- 30,713 sessions
- 85,512 page views

VERIFY OR SUBMIT YOUR AGENCY INFORMATION FOR INCLUSION IN THE WELL BADGER DIRECTORY:

Visit our **Professionals Page:**
ConnectWithWB.org

Step 1: Fill out questionnaire

Children's Mental & Behavioral Health Wizard

Questionnaire

Which statement best describes you?
--None--

How old is your child?
--None--

Which county does your child live in?
--None--

Which school district does your child reside in? (Note: If your child attends a private school, please select the district the child resides in)
Many school-based services are available to **all children living in the district** - even if they don't attend public school because they are too young, attend private school, or are homeschooled. Click here if you are not sure what district your child resides in.
--None--

Does your child have a primary care doctor (like a pediatrician or a family doctor)?
--None--

Which type of health insurance does your child have? (Select all that apply from the box on the left, use the arrow key to move them to the box on the right)
Not sure which type of insurance you have? Select "don't know"

Available: Private, Commercial, Employee-Sponsored, Marketplace

Chosen:

Step 2: Review customized guide

Children's Mental & Behavioral Health Wizard

Thank you for completing the questionnaire. Below is a customized Resource Guide based on your answers. The Guide includes suggested next steps and information to help connect the child with mental health resources.



Need help? Didn't find what you were looking for? Well Badger Specialists are here for you! We will listen to your situation and help you come up with a plan. You can contact us via phone, text, email, or live chat. Click [here](#) to connect with a Well Badger Specialist.



SERVICE REACH



11,795 Total Referrals Made

See **REFERRALS BY TYPE** (Pages 4-6).

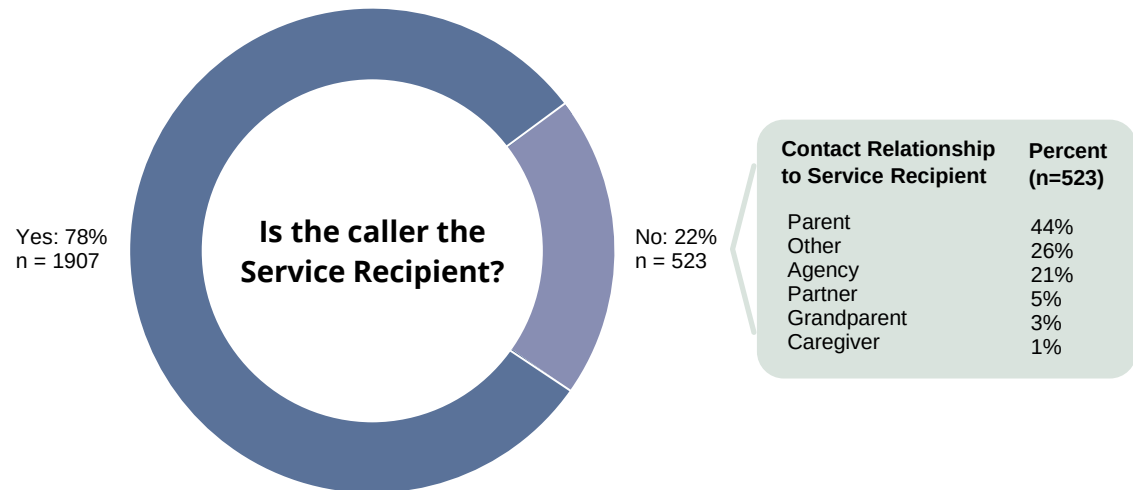
2,430 Total Individuals Served Via:

- Phone (77%)
- Email (7%)
- Live Chat (6%)
- Text (6%)
- Web Form (4%)
- Facebook Messenger (<1%)

Average Number of Referrals per Service Recipient: 4.85

SERVICE RECIPIENTS

- **78% of the total individuals served by Well Badger Resource Center were seeking assistance for themselves ("service recipient").**
- **22% were seeking assistance on behalf of someone else.**



"They cared about the needs of my family and tried their best to help us find the services we needed."

- Well Badger Participant

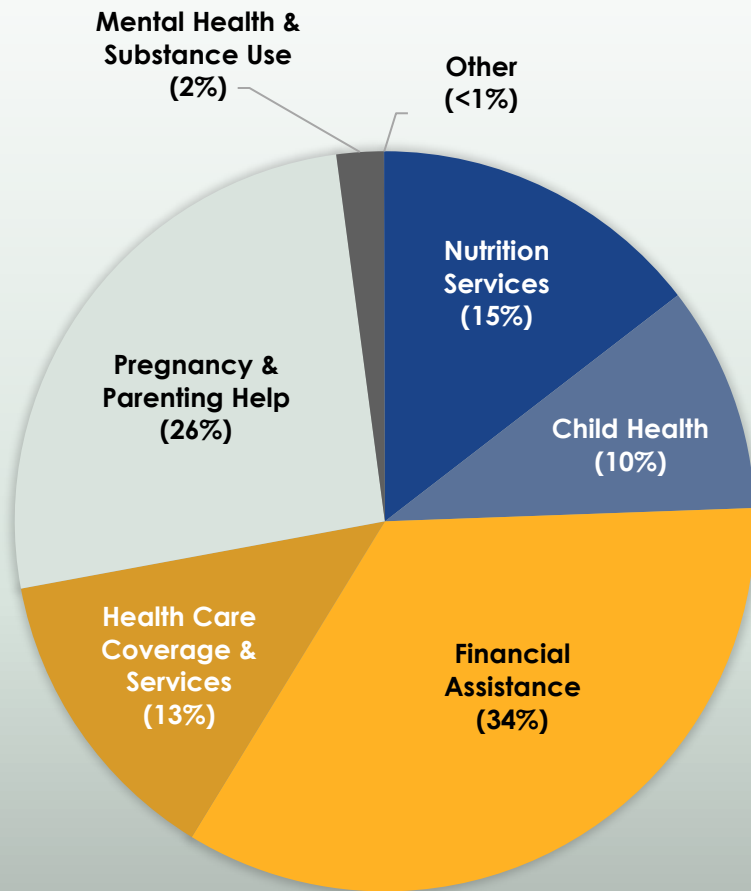
In 2021, Well Badger served the following number of individuals from Priority Populations across 71 out of 72 total counties of Wisconsin:

- Child/Youth with special health care needs (264)
- Pregnant or postpartum people (1,053)
- Medicaid/BadgerCare Plus member (748)



2021 REFERRALS BY TYPE

TOTAL NUMBER OF REFERRALS MADE: 11,795



■ Nutrition Services (1,059 referrals)

Service	% Nutrition Services Referrals
Women, Infants, & Children	62%
FoodShare	25%
Free & Reduced Meals	12%
Free & Reduced Baby Formula	<1%
Other	1%

■ Child Health (1,166 referrals)

Service	% Child Health Referrals
Parent & Family Support	16%
Autism Screening & Diagnosis	12%
Respite Care	11%
CYSHCN Regional Centers	10%
Birth-to-3	8%
Service Navigation & Case Management	7%
Children's Community Options Program	6%
Children's Long Term Support Waiver	6%
Autism Therapy	5%
Children's Mental & Behavioral Health	4%
Aging & Disability Resource Center	2%



■ Child Health (1,166 referrals) *continued*

Service	% Child Health Referrals
Katie Beckett	2%
Youth Support	2%
Assistive Technology	1%
Benefits Counseling	1%
Complimentary Therapy	1%
Coordinated Services Teams	1%
Developmental Screenings	1%
HealthCheck Other Services	1%
Recreational & Social Skills	1%
School Age Services	1%
Speech, Hearing, & Vision Services	1%
Child Find	<1%
Early Childhood Services	<1%
Occupational/Physical Therapy	<1%
Other	<1%

■ Financial Assistance (4,047 referrals)

Service	% Financial Assistance Referrals
Housing	43%
Phone/Internet Assistance	14%
Energy Assistance	12%
Emergency Assistance	10%
Wisconsin Shares	7%
Wisconsin Works	7%
Low Cost/Free Legal Aid	2%
Employment Services	1%
Transportation	1%
Unemployment Insurance	1%
Child Support	<1%
SSI	<1%
SSDI	<1%
SSI-E	<1%
Wisconsin CTS	<1%
Other	1%

"I specified my needs and felt that [I&R Specialist] was responsive and non-judgmental, providing relevant resources."

- Well Badger Participant



■ Health Care Coverage & Services (1,575 referrals)

Service	% Health Care Coverage & Services Referrals
BadgerCare Plus	26%
Support Groups & Classes	23%
Advocacy, Referral, & Navigation	7%
COVID-19 Navigation	7%
Free/Community Clinic	6%
Immunizations	6%
Well Woman Program	5%
Adult Health Benefits Counseling	4%
Medical Services/Provider	4%
Dental Services/Provider	3%
Breast Care	1%
Emotional, Physical, & Sexual Violence	1%
Environmental Health/Hazard	1%
Health Check	1%
In Home Care/Respite	1%
Marketplace/ACA	1%
Medical Transport	1%
Emergency Medicaid/Emergency Services	<1%
Family Planning Only Services Program	<1%
HMO	<1%
Medicaid Disability	<1%
Restraining Orders	<1%
Other	1%

■ Pregnancy & Parenting Help (3,044 referrals)

Service	% Pregnancy & Parenting Help Referrals
Supplies for Babies/Children	53%
Parenting Support & Education	22%
Child Care	8%
Early Head Start	7%
Prenatal Care Coordination	6%
Family Resource Center	2%
Abortion Services	<1%
Abortion Service Funding Assistance	<1%
Counseling	<1%
Doula Services	<1%
Foster Care	<1%
Head Start	<1%
Healthy Families of America	<1%
HIPPY	<1%
Kinship Care	<1%
Nurse-Family Partnership	<1%
Other Home Visiting	<1%
Pregnancy & Infant Loss	<1%
Pregnancy Counseling	<1%
Pregnancy Help Centers	<1%
Pregnancy Testing & Ultrasounds	<1%
Safe Haven	<1%
Other	<1%



■ Mental Health & Substance Use (243 referrals)

Service	% Mental Health & Substance Use Referrals
Counseling & Therapy	34%
Support & Education for Families	17%
Screening & Assessment	14%
Physician-Based Psychiatric Services	10%
Crisis (Mental Health)	9%
Community Support	4%
Complimentary/Alternative Therapy	2%
Comprehensive Community Services	2%
Crisis (Substance Use)	2%
Group Therapy	1%
Inpatient Treatment (Mental Health)	1%
Outpatient Treatment (Substance Use)	1%
Smoking Cessation	1%
Substance Use Prevention & Education	1%
Inpatient Treatment (Substance Use)	<1%
Residential Treatment (Substance Use)	<1%
Other	<1%



"It's an honor to have someone call and be willing to share their questions and concerns with you. That's the sacred space — the connection between two human beings."

*- Peggy
Well Badger Information & Referral Specialist*



"We're here and we're able to find those resources for you. We want to make it work; we want to help you."

*- Te'Airis
Well Badger Information & Referral Specialist*



SERVICE FOLLOW UP



Well Badger Resource Center offered follow-up services to all service recipients, to ensure that individuals were able to secure the resources and/or assistance needed. Follow-ups were completed one to two weeks after the initial contact and offered via phone or email.



"She took the time to learn what my questions were & provided excellent answers & solutions."

- Well Badger Participant

Two special populations were offered **expanded I&R and longer-term follow-up services**. These included 1) service recipients with COVID-19 related needs and 2) pregnant and parenting individuals. Services were provided via opt-in email and text message.

- 29 Individuals with COVID-19 needs opted in
- 609 Individuals with pregnancy and parenting needs opted in

SATISFACTION SURVEY RESULTS

Customer satisfaction surveys were offered to all service recipients. 49 Individuals participated via online or phone survey.



"I have contacted Well Badger for several things, and in several different areas as far as subjects. Everything was handled so kindly with the most wonderful customer service I have ever had."

-Well Badger Participant