

# 2022 Annual Report

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WISCONSIN  
WOMEN'S HEALTH  
FOUNDATION

The **Wisconsin Women's Health Foundation (WWHF)** is a 501(c)3 nonprofit organization that provides free health education and outreach programming for women and families in Wisconsin. Services and research initiatives are rooted in evidence-based prevention of the diseases and conditions that most affect Wisconsin women.

The WWHF operates multiple programs statewide, as well as works with partnership programs such as WISEWOMAN/Well Woman, Mammographic Quality Initiative and Collaborative Work Groups that help innovate, impact and improve women's health.

## EXECUTIVE STAFF

<b>Sue Ann Thompson</b>	Founder & President
<b>Tommi Thompson, MBA</b>	Executive Director
<b>Tessa Nutt, MPH</b>	Director of Programs
<b>Emily Sullivan</b>	Director of Systems Solutions

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Wisconsin Women's Health Foundation

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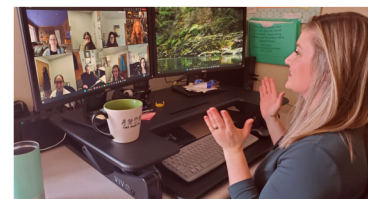
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**Mary Westergaard, MD, FACEP**  
Associate Professor of Emergency Medicine (CHS), Vice  
Chair of Education, Department of Emergency Medicine,  
UW School of Medicine and Public Health





# Your Impact

Dear Friends,

In 2022, **we celebrated a significant landmark** for the Wisconsin Women's Health Foundation - a quarter of a century! This 25-year milestone offered us a moment to revisit cherished memories captured in photographs and shared experiences, including the 25th-anniversary celebration many of us enjoyed at the Monona Terrace. As we delved into our archives, we were filled with appreciation for the vast array of programs initiated, events executed and, most importantly, **the tens of thousands of individuals we had the privilege of helping**. Your trust and partnership have genuinely been the backbone of our success, and it has been an honor to fulfill our mission to innovate, impact and improve women's health through these years.

While looking back was a big part of 2022, an even more significant piece was **looking forward**. We're filled with innovative ideas and are eager to expand our work into areas poised for fruitful growth. Observing the ever-evolving health landscape, it's evident that there remain gaps, some of which unfortunately continue to widen. Addressing these gaps has always been the cornerstone of our Foundation. We strive not only to identify gaps but ensure that our resources and efforts are directed to where they are needed most.

I extend my heartfelt gratitude for your unwavering support and friendship. While we take pride in our 25-year legacy, **what truly invigorates me is the potential of the path ahead**. The best is yet to come!

In health,

*Tommi Thompson*

Tommi Thompson  
WWHF Executive Director



All-Staff Gathering



# Mission

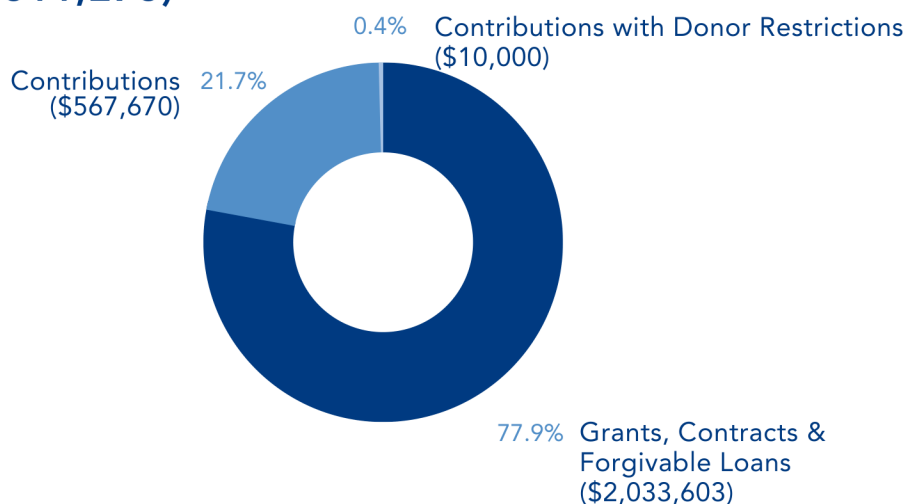
The Wisconsin Women's Health Foundation's mission is to innovate, impact and improve women's health throughout the state.



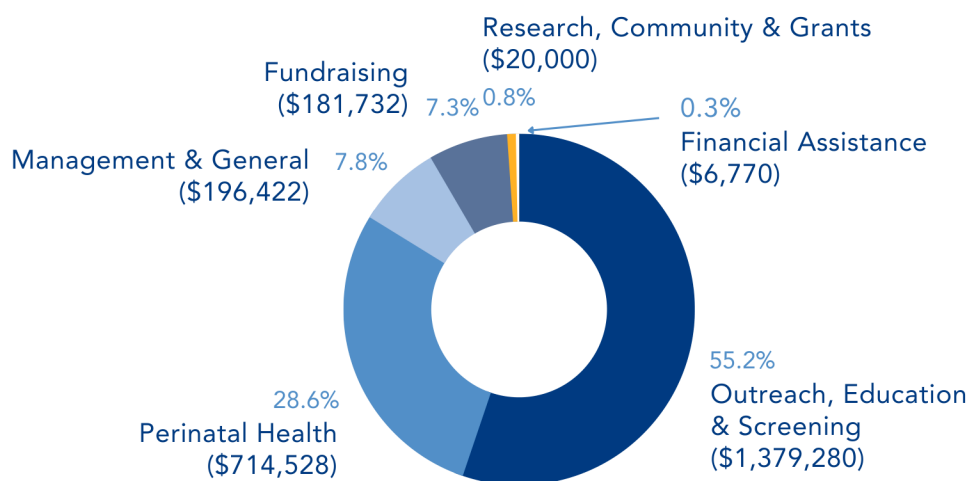


# Financial Overview

## INCOME (\$2,611,273)



## EXPENSES (\$2,498,732)



Change in net assets without donor restrictions before investment return	\$299,685
Investment activity	(\$1,017,744)
Change in net assets without donor restrictions	(\$718,059)
Change in net assets with donor restrictions	(\$187,144)
Change in net assets	(\$905,203)
Net assets - end of year	\$5,913,511

# Well Badger Program

## INFORMATION & REFERRAL SERVICES

Information & Referral Specialists are Certified Resource Specialists (CRS) who work one-on-one with families, listening to their stories and connecting them with services and programs to match their needs.

### CASES

A "case" is a series of interactions with an individual who contacts Well Badger with specific needs.

#### Total Cases = 2,482

- 77% were individuals reaching out to get help for themselves
- 18% were individuals reaching out to get help on behalf of someone else (child, grandchild, partner/spouse)
- 5% of cases were agencies calling to get help for their patients/clients

#### Cases Modes %

- Phone (79%)
- Live Chat (6%)
- Text (6%)
- Email (6%)
- Web Form (3%)
- Facebook (<1%)

#### Reach

Cases were from 96% of Wisconsin counties



### SERVICE RECIPIENTS

A "service recipient" is an individual in need of services in a specific case.

#### Of all 2,482 cases:

- **46%** (n=1,130) of service recipients were pregnant or postpartum
- **12%** (n=290) of service recipients were children and youth with special health care needs (CYSHCN)

#### Of the 1,333 cases with documented insurance type:

- **70%** reported Medicaid
- **10%** reported no insurance

#### Of the 232 cases with documented service recipient race data:

- **51%** were black, indigenous, and people of color (BIPOC)

### REFERRALS

#### Total Referrals = 16,276

- Supplemental Nutrition = 1,980
- Child Health = 2,203
- Health Coverage & Services = 1,944
- Pregnancy & Parenting Help = 3,700
- Financial Assistance = 6,173
- Mental Health & Substance Use = 258
- Other = 18

#### Referrals Per Case = 6.6

Well Badger uses **referrals per case** as proxy for the complexity of the cases.





# Well Badger Program

## SATISFACTION SURVEY RESULTS



Of the 111 participants who completed a satisfaction survey:



**97%** Thought their I&R Specialist was helpful



**95%** Felt listened to by their I&R Specialist



**97%** Would recommend Well Badger to others



**95%** Were given the appropriate referral



**98%** Would use Well Badger again

What participants had to say about Well Badger:

*"She made me feel like she **cared about me personally** and that I wasn't just a case."*

*"The services are unique in the ways in which agents complete their 'follow-ups.' I **always feel blessed** when this happens."*

*"I've said it before and I'll say it again, **Well Badger is my go-to** for nearly everything when I'm needing help with finding services."*

Read more participant quotes and stories at [wellbadger.org/s/stories](https://wellbadger.org/s/stories)

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.



# GrapeVine Program



## WHAT WE DO

GrapeVine is a **community-based chronic disease prevention program** that is dedicated to helping Wisconsin residents achieve their healthiest potential, at any age.

We partner with local healthcare professionals and connect directly with community members to share relevant, reliable, accessible health information, support and resources.

## PARTNERS & HEALTH SESSIONS

Surpassing Our Goals!

### Volunteer Partners

- 17 New Partners (Goal: 15)
- 70 Partner Trainings Completed (Goal: 60)

### Grapevine Health Sessions

- 74 Sessions Conducted (Goal: 45)
- 93% Partner-Led Sessions (Goal: 50%)

## ANNUAL GRAPEVINE CONFERENCE 2022: EQUITY & INCLUSION

100% of attendees reported the conference was a **valuable event** for them to attend.



Of partners who attended the **Health Equity** session:

- **100%** said the session increased their knowledge on this topic
- **100%** are confident in their ability to apply health equity principles to their work as a GrapeVine Partner

Of partners who attended the **Gender Inclusivity 101** session:

- **100%** said the session increased their knowledge on this topic
- **83%** are confident in their ability to apply gender inclusive approaches to their work as a GrapeVine Partner



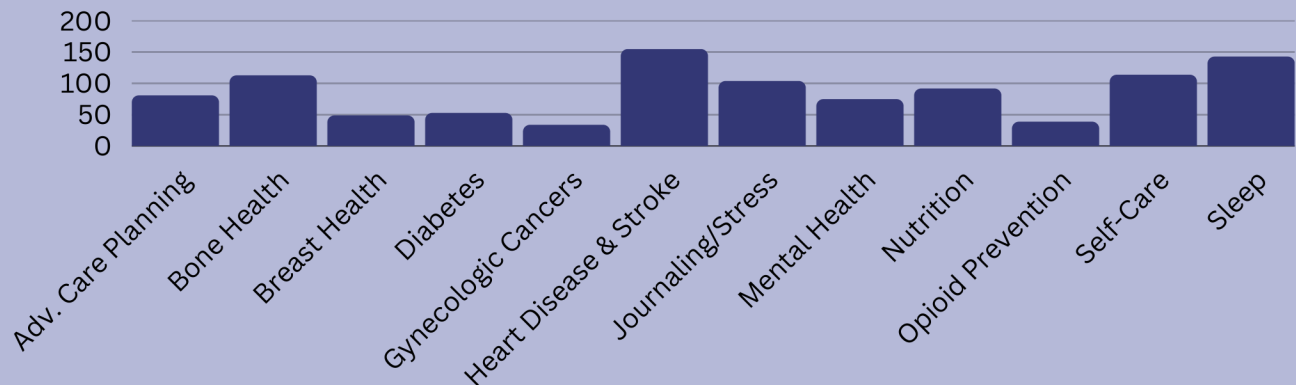


# GrapeVine Program

## REACH

### GrapeVine Sessions:

- 1,158 people attended (Goal: 720)



### Grapevine Digital Education:

- 1,800 people received our e-newsletter with health info and resources
- 230 people downloaded our health info sheets

## WHAT PARTICIPANTS HAVE TO SAY ABOUT GRAPVINE

What is the important message you are taking away from the session?

*"Give myself grace. I can't be everything to everyone, and am no good to anyone if I don't first take care of myself! This was a very good session."* -GrapeVine Participant (Self-Care)



*"We don't have to implement all things right away. We can implement strategies towards a healthier lifestyle a little at a time."*

-GrapeVine Participant (Nutrition)

# First Breath Program

## FIRST BREATH PARTICIPANT OUTCOMES

### By the end of their pregnancies:

**77% of tobacco users** made positive changes

- 35% Quit/Stayed Quit
- 42% Cut down

**88% of alcohol users** made positive changes

- 84% Quit/Stayed Quit
- 4% Cut Down

**75% of cannabis users** made positive changes

- 53% Quit/Stayed Quit
- 22% Cut Down



### By six months postpartum:

**67% of tobacco users** made positive changes

- 47% Quit/Stayed Quit
- 20% Cut down

**29% of alcohol users** made positive changes

- 23% Quit/Stayed Quit
- 6% Cut Down

**63% of cannabis users** made positive changes

- 45% Quit/Stayed Quit
- 18% Cut Down



**78%** achieved **zero infant exposure** to tobacco smoke!

**75%** achieved **smoke-free** homes!



# First Breath Program



## UTILIZATION & REACH

### REFERRALS

**908** pregnant, postpartum, and caregiving individuals were referred to First Breath.

- 852 pregnant and postpartum people
- 56 caregivers

### INTENSIVE SERVICES

**243** of the referred individuals received intensive 1:1 services. Health Educators completed **1,387** counseling sessions, including **994** face-to-face sessions and **393** phone calls.

### TEXTING PROGRAM

**695** of the referred individuals enrolled in the texting program.

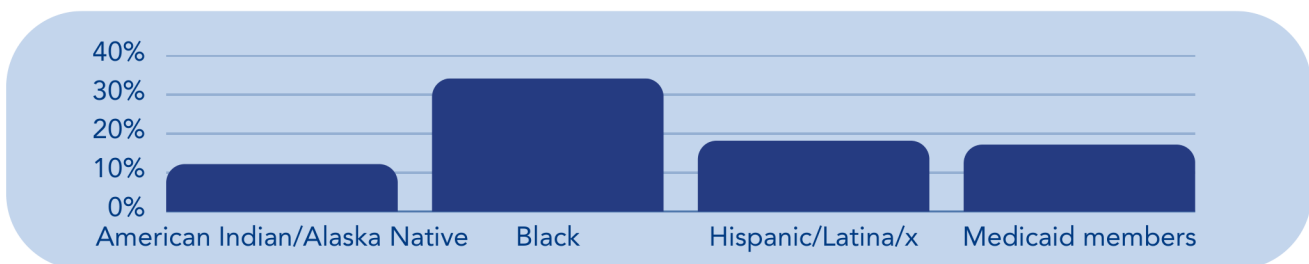
- 654 new pregnant and postpartum people
- 41 support people

At year-end, **2,813** pregnant and postpartum people and **266** caregivers were subscribed to the program.

### FIRST BREATH REACH (TOBACCO ONLY)

First Breath calculates an approximate "reach rate" for pregnant tobacco users. Reach rate is the number of First Breath referrals received in a given year (2022: 852) divided by the total number of pregnant people who use tobacco in the state, based on the most recent birth certificate data (2020: 5,080).

In 2022, **First Breath reached approximately 17% of all pregnant tobacco users in Wisconsin.** To ensure equitable access to First Breath, reach rates are also calculated for priority populations (below).



In 2022, First Breath launched a new, online **Provider Onboarding training**.

- **648 providers** completed the training
- **96% were satisfied** with the training
- **97% were confident** in their ability to implement First Breath

**Many thanks to our First Breath providers!**

[providefirstbreath.org](https://providefirstbreath.org)



# CCSN Initiatives

## Collaborative Work Groups



The Collaborative Work Groups (CWG) initiative started Year 2 in June 2022. Staff focused on recruiting members for a Milwaukee County lung cancer group and Walworth County breast cancer group, both led by WWHF.

The groups launched in September to explore cancer disparities in their communities and have met biweekly since.

### Top and lower left photo:

Milwaukee lung cancer collaborative work group meeting exploring root causes of lung cancer.



### Lower right photo:

Group picnic with members from WWHF and YWCA work groups including Claire and Felicia (left picnic table), our Foundation's CWG staff members.

## Mammographic Quality Initiative

The Mammographic Quality Initiative (MQI) began Year 2 in April 2022, focusing on recruiting in Southeastern Wisconsin for a mammography collaborative.

This group of breast radiologists, mammography technologists, patient navigators and breast center managers began meeting quarterly in August of 2022 to build relationships across health care systems.

### Top Photo:

Gale Johnson, director of the Wisconsin Well Woman Program (WWWP) in the Department of Health Services.

### Lower Photo:

Tommi Thompson, Beth Brunner of WI Cancer Collaborative and Kelly (WWHF) are all MQI team members.







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