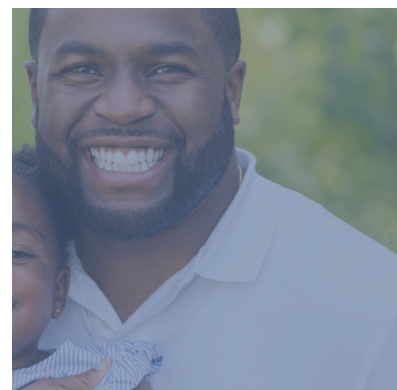


2023 Annual Report

Our mission is to
innovate, impact and
improve women's health.



A Year of Impact: Reflecting and Looking Forward

As I look back on 2023, I am filled with gratitude for the remarkable achievements and impact we have made together. This 2023 Annual Report is a testament to the dedication and hard work of our team, volunteers, partners, supporters and community who have all contributed to advancing women's health across Wisconsin. Thank you for your commitment and support!

Our three statewide programs have reached countless women and families throughout the year, providing essential health resources, education and support. We continue to strengthen our role as community partners on two significant cancer-related grants, further expanding our impact and addressing critical health needs. Additionally, we partner in various ways with local organizations, such as Think Ability Wisconsin and Children's Resource Centers, to enhance and leverage our commitment and support for children and maternal health.

As you read through this report, you will see the stories, data and accomplishments that highlight our efforts and the impact we have made together. **We are deeply grateful for your continued support and partnership, which enable us to drive positive change and improve the lives of women and their families.**

Thank you for being an integral part of our mission. Together, we look forward to another year of growth, innovation and unwavering commitment to women's health.

With gratitude,



Tommi Thompson
Executive Director



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

Sue Ann Thompson	Founder & President
Tommi Thompson, MBA	Executive Director
Tessa Vance, MPH	Director of Programs
Emily Sullivan	Director of Systems Solutions

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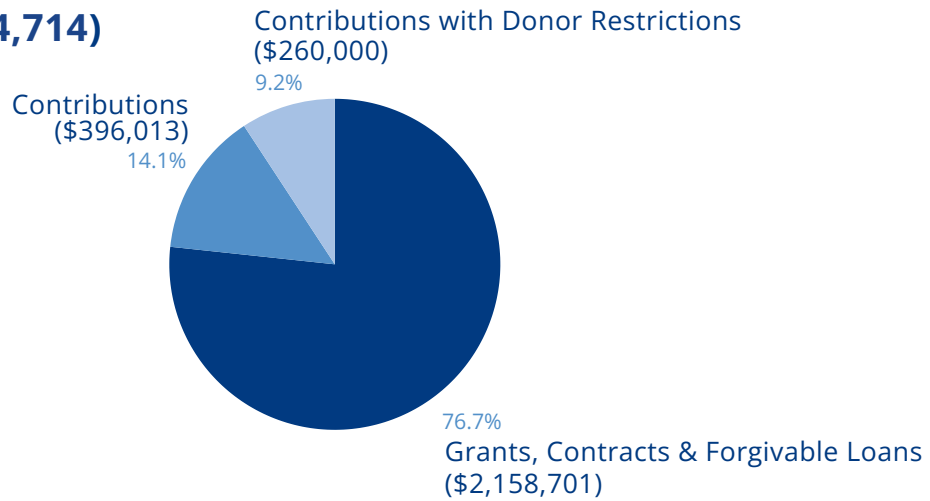
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Business Developer & Attorney, Michael Best
& Friedrich

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

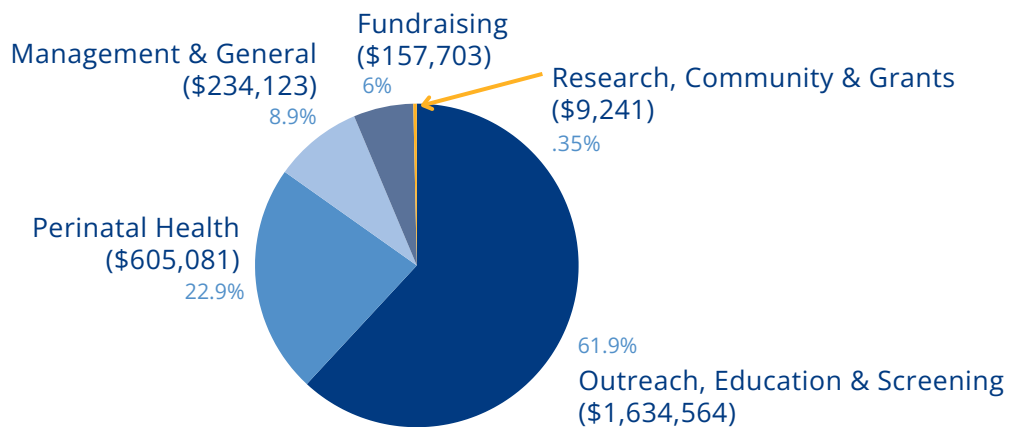


Financial Overview | 2023

INCOME (\$2,814,714)



EXPENSES (\$2,640,712)



2023 FISCAL YEAR

Change in net assets without donor restrictions before investment return	(\$17,998)
Investment activity	\$843,433
Change in net assets without donor restrictions	\$825,435
Change in net assets with donor restrictions	\$192,000
Change in net assets	\$1,017,435
Net assets - end of year	\$6,930,946

To see a copy of the 990 Tax Form, please visit www.hf.org/annual-report-financials



WHAT IS FIRST BREATH?

First Breath is a program that **helps people make positive changes** to their tobacco, alcohol and other substance use during pregnancy and beyond. First Breath started in 2001 as an evidence-based tobacco treatment program.

Over the past **20+ years**, the program has grown and adapted to meet the needs of pregnant people and families throughout Wisconsin. After many years of development and testing, in 2022 First Breath **expanded its services to address all perinatal substance use**.

First Breath trains health professionals to use the **Ask-Advise-Refer model** to address perinatal substance use as part of existing perinatal care. Providers use a validated tool to assess for use, provide a brief intervention, and then submit a referral to First Breath.

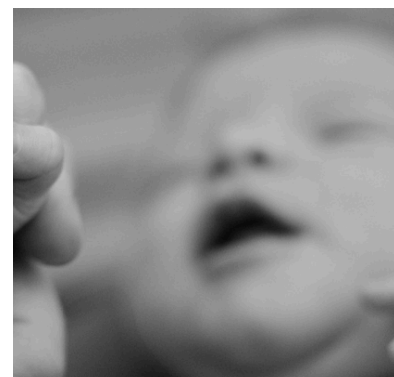
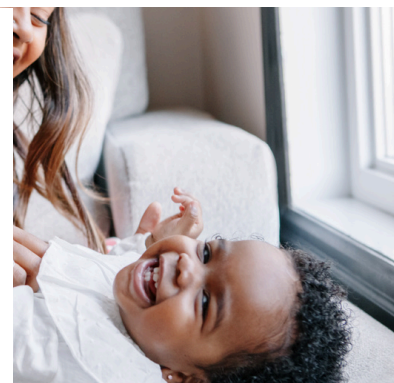
From there, First Breath's team of highly trained, locally based Health Educators provide **comprehensive services** to help participants stop or reduce their use of tobacco, alcohol, cannabis and other substances. Services are participant-centered and use a strengths-based, harm reduction approach.

These services include:

- ✔ Individualized, one-on-one education and counseling
- ✔ Text message support
- ✔ Caregiver/family support
- ✔ Long-term engagement

"I have tried to stop smoking for years and years and didn't know what to do, so when I had a WIC appointment and my worker advised me to a quit smoking [First Breath] program."

~Faith





UTILIZATION & REACH



REFERRALS

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

- 823 pregnant and postpartum people
- 45 caregivers

INTENSIVE SERVICES

188 of the referred individuals received intensive 1:1 services. Health Educators completed **1,079** counseling sessions, including **702** face-to-face sessions and **377** phone calls.

TEXTING PROGRAM

729 of the referred individuals enrolled in the texting program.

- 697 new pregnant and postpartum people
- 32 support people

At year-end, **3,404** pregnant and postpartum people and **292** caregivers were subscribed to the program.

FIRST BREATH REACH (TOBACCO ONLY)

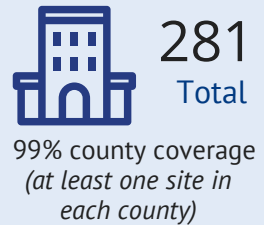
First Breath calculates an approximate "reach rate" for pregnant tobacco users. Reach rate is the number of First Breath referrals received in a given year (2023: 823) divided by the total number of pregnant people who use tobacco in the state, based on the most recent birth certificate data (2022: 3,226).

In 2023, **First Breath reached approximately 25.5% of all pregnant tobacco users in Wisconsin.** To ensure equitable access to First Breath, reach rates are also calculated for priority populations.

PROVIDERS



SITES



INTENSIVE SERVICES

FIRST BREATH PARTICIPANTS

Socio-demographics (n=188)

- Mental health disorder diagnosis: 72%
- Perinatal mood disorder: 33%
- Substance use disorder diagnosis: 31%
- Household income above \$50,000: 12%
- Household income below \$29,999: 76%
- Unemployed: 52%
- Medicaid member: 86%
- WIC participant: 69%
- Low social support: 18%
- High stress: 45%

Race/Ethnicity (n=188)

- White: 57%
- Black: 30%
- American Indian/Alaskan Native: 5%
- Latina: 3%
- Other: 3%
- Two or more: 2%

Substance Use at Enrollment (n=188)

- Tobacco: 97%
- Alcohol: 68%
- Cannabis: 54%
- Other: 13%

FIRST BREATH PARTICIPANT OUTCOMES

By the end of their pregnancies:

80% of tobacco users (n=105) made positive changes

- 50% Quit/Stayed Quit
- 30% Cut Down

94% of alcohol users (n=106) made positive changes

- 92% Quit/Stayed Quit
- 2% Cut Down

63% of cannabis users (n=32) made positive changes

- 41% Quit/Stayed Quit
- 22% Cut Down

By six months postpartum:

79% of tobacco users (n=80) made positive changes

- 56% Quit/Stayed Quit
- 23% Cut Down

12% of alcohol users (n=53) made positive changes

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

72% of cannabis users (n=29) made positive changes

- 41% Quit/Stayed Quit
- 31% Cut Down

FEEDBACK



PARTICIPANT SATISFACTION SURVEY

64 First Breath Participants completed a satisfaction survey.



94%

Rated First Breath "very good" or "excellent"



99%

Would recommend First Breath to others



97%

Learned new skills to help them quit



97%

Learned new information



87%

Said First Breath helped them quit

Participant Quotes:

"I appreciated the help and encouragement on this journey and the commitment shown to me."

"One day I just decided to take her [Health Educator] advice and I went cold turkey and I have been since March."

"I haven't smoked for four months now. I can breathe better and my health issues are getting under control. Thank you First Breath for helping me with my addiction."

"Take advantage of this program, it's worth it and you are worth it!"

ANNUAL PROVIDER SURVEY

111 First Breath Providers completed an annual program survey.



100%

Say that First Breath materials and services are appropriate for the communities they serve



96%

Are satisfied with the communication, technical assistance, and support from First Breath



78%

Report that they have completed the updated expansion training

Provider Quotes:

"First Breath helps bring up the conversation. Not all clients are interested in the program but it is always good to offer it and gets people talking."

"We are thankful to have First Breath as a resource for the pregnant and post-partum clients we serve."

Learn more about First Breath at www.hf.org/firstbreath/participant

ABOUT WELL BADGER RESOURCE CENTER

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 Community Resource Specialists (Monday through Friday from 7:00 am to 6:00 pm), and an
- Online, searchable directory of over 7,500 verified health and social services.

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



WELL BADGER TEAM

Well Badger is managed by the Wisconsin Women's Health Foundation and staffed by a team of health professionals.

Information & Referral Specialists are Certified Community 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.

Resource Management Staff maintain and grow a comprehensive, responsive, accurate, user-friendly searchable directory.

INFORMATION & REFERRAL SERVICES



CASES

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

Total Cases = 3,153

- 82% were individuals reaching out to get help for themselves
- 14% were individuals reaching out to get help on behalf of someone else (child, grandchild, partner/spouse)
- 4% of cases were agencies calling to get help for their patients/clients

SERVICE RECIPIENTS

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

Of all 3,153 cases:

- **45%** (n=1,426) of service recipients were pregnant or postpartum
- **9%** (n=280) of service recipients were children and youth with special health care needs (CYSHCN)

Of the 1,893 cases with documented insurance type:

- **75%** reported Medicaid as their insurance
- **11%** reported having no insurance

Of the 360 cases with documented service recipient race data:

- **54%** were black, indigenous and people of color (BIPOC)

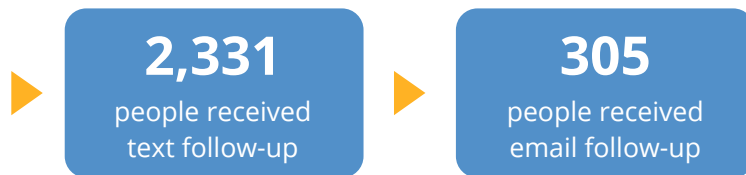
CASE FOLLOW-UP

Well Badger Specialists follow-up with participants 1-2 weeks after their case to see if they've connected with services.



LONG-TERM FOLLOW-UP

Well Badger offers optional, long-term follow-up as a way to share info, resources and to check-in.



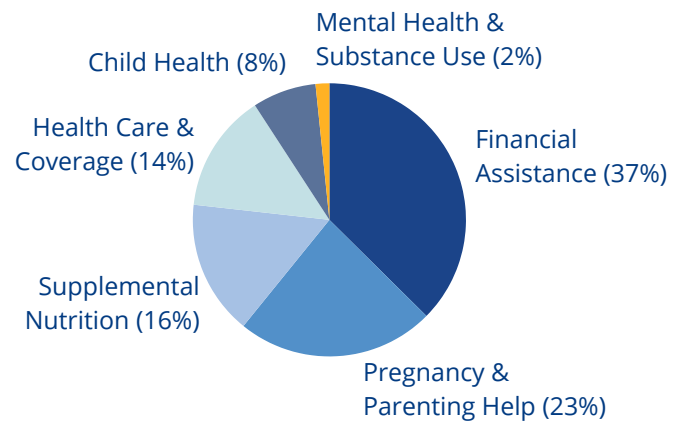
REFERRALS

Total Referrals = 16,515

- Financial Assistance = 6,180
- Pregnancy & Parenting Help = 3,867
- Supplemental Nutrition = 2,632
- Health Coverage & Services = 2,320
- Child Health = 1,247
- Mental Health & Substance Use = 269

Referrals Per Case = 5.2

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



SATISFACTION SURVEY RESULTS

Of the 185 participants who completed a satisfaction survey:



89% Thought their I&R Specialist was helpful



77% Felt listened to by their I&R Specialist



79% Were given the appropriate referral



96% Would use Well Badger again



96% Would recommend Well Badger to others

"I tell others to keep Well Badger's number in their phone, because doing so will mean they are **never alone**." ~Well Badger participant

"**Your customer service is one in a million** and I've never found anything else quite like it." ~Well Badger participant

Read more participant quotes and stories at wellbadger.org/s/stories

ABOUT GRAPEVINE

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.**

HOW GRAPEVINE WORKS



WWHF develops health education curricula in partnership with academic partners.



Healthcare professionals are trained to provide free education sessions for Wisconsin communities.



WWHF connects individuals to trusted health information, support and resources.

GRAPEVINE PARTNERS

PARTNER TRAINING

20

New Partners
(Goal: 15)

62

Total Partners
(Goal: 50)

66

Partner Trainings Completed
(Goal: 60)

GRAPEVINE SESSIONS

117

Sessions Conducted
(Goal: 45)

92%

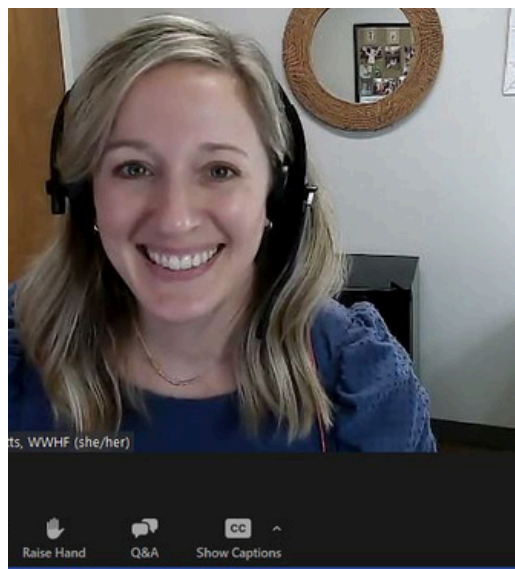
Partner-Led Sessions
(Goal: >50%)

GRAPEVINE REACH



1,812

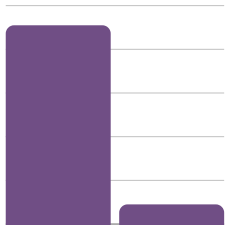
PEOPLE ATTENDED A GRAPEVINE SESSION





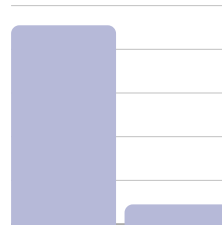
GRAPEVINE OUTCOMES

POST-SESSION SURVEY RESULT (N=1,396)



91%

of surveyed GrapeVine participants reported feeling **motivated to take action to improve their health** after attending a session.



91%

of surveyed GrapeVine participants reported that they **learned new health information**.

PARTICIPANT ADVISORY GROUP ANNUAL SURVEY (N=70)



88%

utilized materials & handouts after attending a session



92%

said GrapeVine has positively impacted them and their health



90%

said they are interested in changing their lifestyle behaviors

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

"After the self-care seminar I felt empowered. Some of my doctors were not the best for me and I was just kind of frozen on what to do. I decided that it was in my best interest to change because of this seminar. It just gave me the boost I needed. Thank you!!"

-GrapeVine Participant

"I find the Grapevine sessions very motivating."

-GrapeVine Participant





Community & Cancer
Science Network

CCSN GRANTS



MQI Project Manager Kelly, at a free screening event with MCW Cancer Center team, promoting mammograms and MQI surveys with community members.

Mammographic Quality Initiative (MQI)

The Mammographic Quality Initiative spent much of 2023 learning and redefining what "high-quality" mammography means to all people - both providers and patients! The team continued to build relationships and added new partners to their first regional group, the Southeastern Wisconsin collaborative.

With this group of mammogram providers and health system contacts, they talked through what to measure and how to measure it. The MQI team also launched a four-question survey for patients across Southeastern Wisconsin, and held one-on-one discussions with patients to ask about their mammogram experiences, and what they would change to improve quality.

The team has learned about all of the explicit practices, policies and resources that health systems and providers measure to ensure quality of mammograms. They have also learned of additional factors like power dynamics, relationships and mental models about women in health care, that are truly important to patients when they describe what high-quality mammography looks like to them. These meetings and discussions will continue through 2024, and spread into new regions to learn more about what the landscape of quality looks like across the state.

Collaborative Work Groups (CWG)

In the first half of 2023, the Collaborative Work Groups teams explored the root causes of breast cancer disparities in Walworth County and lung cancer disparities in Milwaukee County. Beginning last summer, they worked to narrow topics, then created and revised proposals for new breast and lung cancer programs that were equitably influenced by clinical, research and community work group members until the groups were satisfied they had built programs that would truly make an impact.

These proposals were submitted as a "phase 2" grant to the Advancing a Healthier Wisconsin Endowment on November 15, 2023, and revised again in December. The full proposal includes two projects for WWHF groups in Walworth and Milwaukee counties, and three additional county-level projects led by the Great Lakes Inter-Tribal Council and SE WI YWCA 1.

The upcoming goals of the two WWHF projects:

(running April 1 2024 - March 31 2027)

- Build out breast health and breast cancer resources across siloed organizations and health systems in Walworth County, and collaborate with the Well Badger Resource Center to identify, expand and share these resources.
- Form a collaborative of air quality and lung cancer screening organizations and initiatives in Milwaukee County that spans radon, commercial tobacco cessation and lung cancer, to identify and address gaps in lung cancer risk assessments and screening guidelines.



CWG staff, Claire & Felicia, with work group members at the 2023 WI Cancer Collaborative Summit

Learn more about WWHF partnerships at www.hf.org/collaborations

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\$10,000+

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Flowers Family Foundation
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The Thompson Family Foundation
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UW Health

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Thank you

\$200 - \$299

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