

2024 ANNUAL REPORT



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:

1. 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
2. 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.



CALL: 1 (800) 642-7837

INTERPRETIVE SERVICES AVAILABLE

TEXT: (608) 360-9328

EMAIL: HELP@WELLBADGER.ORG

To learn more, visit:

WWW.WELLBADGER.ORG

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





INFORMATION & REFERRAL SERVICES

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

Total Cases = 2,946

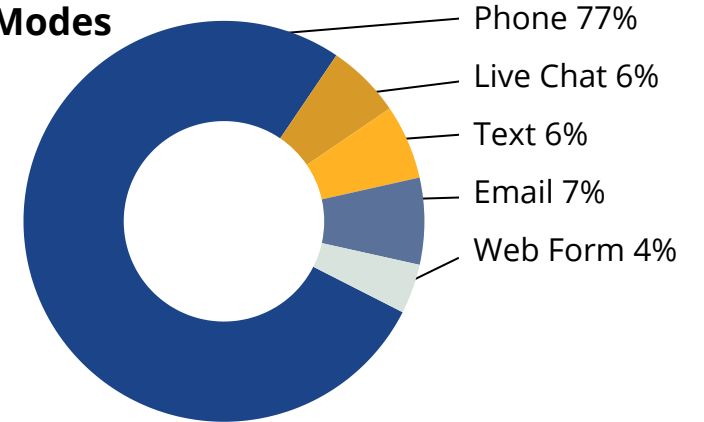
- 82% were individuals reaching out to get help for themselves
- 14% were individuals reaching out to get help on behalf of someone else (child, grandchild, partner/spouse)
- 4% of cases were agencies calling to get help for their patients/clients

Reach

Cases were from 100% (n=72) of Wisconsin counties



Case Modes



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

Of all 2,946 cases:

- **45%** (n=1,318) of service recipients were pregnant or postpartum
- **23%** (n=672) of service recipients were child health

Of cases that disclosed medical insurance status:

- **68%** reported Medicaid insurance
- **16%** reported no insurance

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.





INFORMATION & REFERRAL SERVICES

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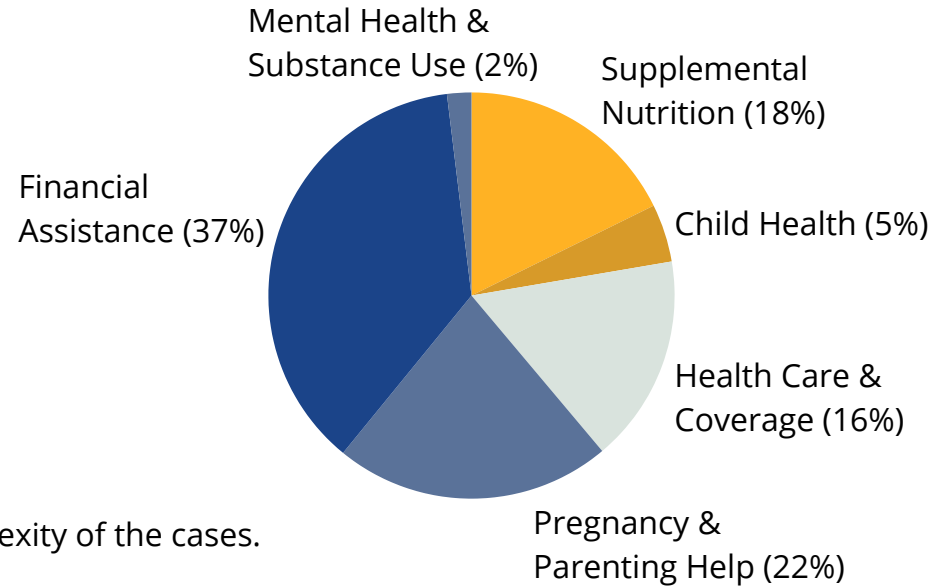
REFERRALS

Total Referrals = 14,605

- Financial Assistance = 5,451
- Pregnancy & Parenting Help = 3,209
- Supplemental Nutrition = 2,579
- Health Coverage & Services = 2,412
- Child Health = 672
- Mental Health & Substance Use = 282

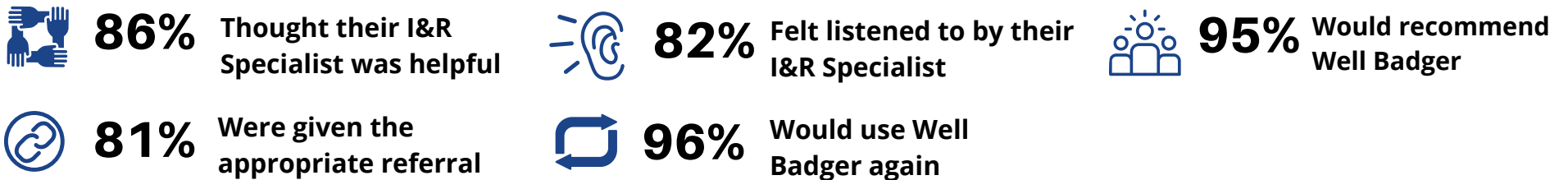
Referrals Per Case = 4.95

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



SATISFACTION SURVEY RESULTS

Of the 221 participants who completed a satisfaction survey:



Here is what participants had to say about Well Badger:

- Well Badger Resource Center is **one of the most helpful programs** that I have participated in and **I appreciate everything** they have done for me and my family. I recommend anyone in need of assistance to reach out ASAP!
- I remember I called them and they didn't have anyone who speaks Spanish. They called me back with an interpreter. I think for me the program is perfect. **The attention, the help, there is no discrimination.** I am really happy. *(translated from Spanish)*

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



ONLINE DIRECTORY

DIRECTORY GROWTH & UTILIZATION

Wellbadger.org is an online, searchable directory of over 7,500 local health services and programs. Services must meet certain inclusion criteria (low-cost, free, sliding scale, or covered by Medicaid) and verified by the agency prior to publication.

- **616** new resources were added
- **5** new articles (info sheets) were added on topics such as health credentials, conversing with youth about self-harm, and after school programming

Over **17,000** people used the Well Badger Directory resulting in:

- over **140,000** page views and
- over **364,000** page events (scrolling, clicking, searching, etc.)

YOUTH WELLNESS HUB

The Youth Wellness Hub (formerly the Children's Mental & Behavioral Health Resource Navigator) is a free, online, anonymous tool that helps people navigate resources for children and youth (ages 0-21) with mental or behavioral health concerns.

Parents, caregivers, or health professionals complete an anonymous survey about a child and receive a fully customized guide with resources, articles (info sheets), checklists, and talking points.

652 people used the navigator. Of those:

- **66%** (n=428) were parents/caregivers and **34%** (n=224) were health professionals using the navigator for a patient or client
- **51%** (n=330) reported the child's insurance as Medicaid
- **60%** (n=393) were seeking evaluation/assessment resources
- **75%** (n=492) were seeking mental health treatment services
- **75%** (n=492) were seeking mental health support services

DO YOU SERVE WISCONSIN FAMILIES?

Visit our Professionals Page to:

- Order print materials
- Access pre-written digital materials (for newsletters and social media)
- Join our listserv
- Request a presentation
- Submit your agency information for the directory
- And more!

ConnectWithWB.org



Online tool to help parents, caregivers, and professionals navigate mental and behavioral health services for children.



[WWW.YW-HUB.ORG](https://www.yw-hub.org)