



BadgerCare+ Toolbox

Covering Kids & Families-Wisconsin

What it is

- Most of the 86,000 uninsured children in Wisconsin are likely eligible for BadgerCare+, the state's public health-care coverage program. Their families need support to successfully access that coverage. Covering Kids & Families-Wisconsin (CKF) has developed the BadgerCare+ Toolbox: a free, on-line resource to help schools help families connect to public health-care coverage.

How it works

- School staff may be aware of students who are struggling with health insurance issues, though they often lack the knowledge and confidence they need to adequately connect those students to public coverage. The BadgerCare+ Toolbox was developed specifically for schools -- though anyone can use it. The Toolbox contains information about basic eligibility for BadgerCare+, as well as promotional materials, outreach ideas, suggestions for identifying uninsured students, and guidance on helping families apply. The materials are presented in formats that can be easily integrated into normal school routines.

Successes

- The Toolbox has become the cornerstone for CKF's ongoing work with schools. As the project is introduced to new areas of the state, the Toolbox is often the key entry point to engage schools in the work of introducing BadgerCare+ information to families. Positive word continues to spread and additional schools and districts – both in Wisconsin and in other states – are connecting to the Toolbox online and integrating its components into their everyday processes.

Challenges

- CKF's school-based outreach work and the Toolbox have been successful in building the capacity of school staff as a first point-of-contact for uninsured students and their families. But school staff need reliable outside support to assist with answering questions about complex cases and providing in-person application assistance. Identifying community-based resources for schools remains the biggest challenge, often because there is a shrinking pool of organizations able to serve this role.

Implementation

- The BadgerCare+ Toolbox stemmed from a four-year pilot project in which CKF partnered with 16 school districts to better understand how schools might be a resource for uninsured students. Costs for initial development and implementation were provided by the Healthier Wisconsin Partnership Program at the Medical College of Wisconsin and the Wisconsin Partnership Program at the University of Wisconsin School of Medicine and Public Health. As CKF's school-based work continues, the content and structure of the Toolbox will expand and be refined.

For more information:

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