WELL BADGER
RESOURCE CENTER

2020 ANNUAL REPORT

ABOUT THE WELL BADGER RESOURCE CENTER

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

The Well Badger Resource Center aims to connect 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 Resource Specialists (Monday through Friday from 7:00 am to 6:00 pm)**
2. **Online, searchable directory of nearly 4,000 verified health and social services**

Our areas of focus are: health care coverage and care, nutrition, pregnancy and parenting, financial assistance, children and youth with special health care needs, and mental health and substance use.

WELL BADGER TEAM

The Well Badger team is made up of **Certified Resource Specialists** and **Resource Management Experts**, who research, verify, and share referrals for thousands of Wisconsin health care services and resources.

"(She) answered every question and was able to give me information for everything I asked."

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.

CALL: 1 (800) 642-7837
INTERPRETIVE SERVICES AVAILABLE
TEXT: (608) 360-9328
EMAIL: HELP@WELLBADGER.ORG

To learn more, visit:
WWW.WELLBADGER.ORG

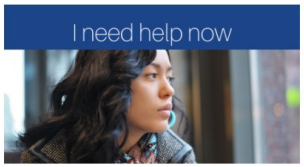
**YOU HAVE QUESTIONS.
WE FIND ANSWERS.**

COVID-19 RESPONSE

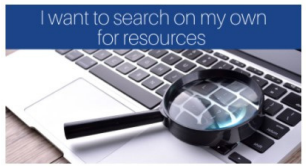
NEW RESOURCES

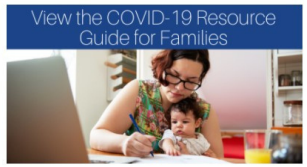
In addition to maintaining regular operating hours and services, the Well Badger Resource Center **actively assists families and individuals impacted by COVID-19**. In 2020, we developed new resources to provide reliable, up-to-date and local information about COVID-19, including:

- A COVID-19 webpage **(www.covid-wb.org)**
- A COVID-19 online resource guide
- Text and e-mail communication, follow-up and alerts



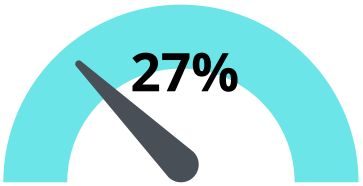




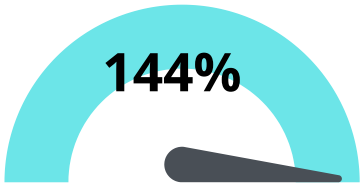


INCREASED SERVICE REACH

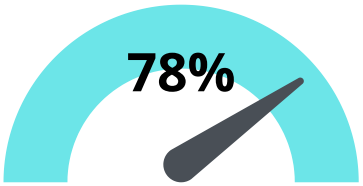
With the pandemic affecting the financial, social, and physical well-being of Wisconsin communities, Well Badger saw an **increase in individuals and families reaching out for help** in 2020.



Increase in # of Service Recipients*



Increase in # of Referrals**



Increase in # of Referrals per Service Recipient***

*Service Recipients: 2019 = 1,568, 2020 = 2,161
**Referrals: 2019 = 2,267, 2020 = 6,242 (percent increase reference number = 5,536, which excludes COVID-19 navigation code)
***Referrals per Service Recipient: 2019 = 1.44, 2020 = 2.56

ONLINE DIRECTORY



The Well Badger online directory **(www.wellbadger.org)** is an easy tool for individuals to search from more than 4,000 verified health resources.

2020 Directory Utilization:

- 15,948 users
- 23,048 sessions
- 76,564 page views

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

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

SERVICE REACH

6,242 Total Referrals Made

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

2,161 Total Individuals Served Via:

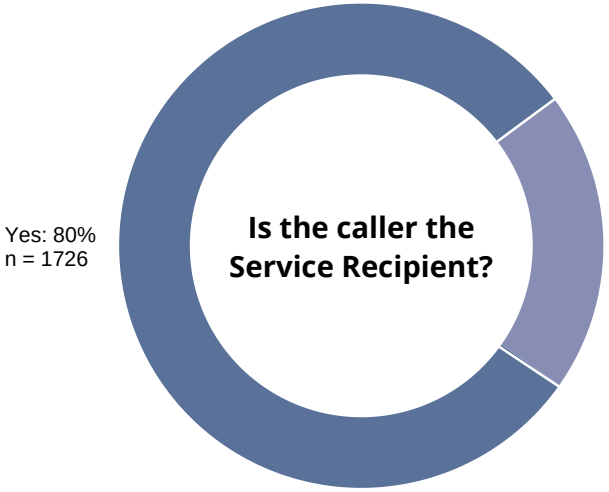
- Phone (83%)
- Text (6%)
- Live Chat (5%)
- Email (3%)
- Web Form (2%)
- Facebook Messenger (1%)

Average Number of Referrals per Service Recipient: 2.56

"I felt like a human being,
and not just a number."
- Well Badger Participant

SERVICE RECIPIENTS

- **80% of the total individuals served by Well Badger Resource Center were seeking assistance for themselves ("service recipient").**
- **20% were seeking assistance on behalf of someone else.**



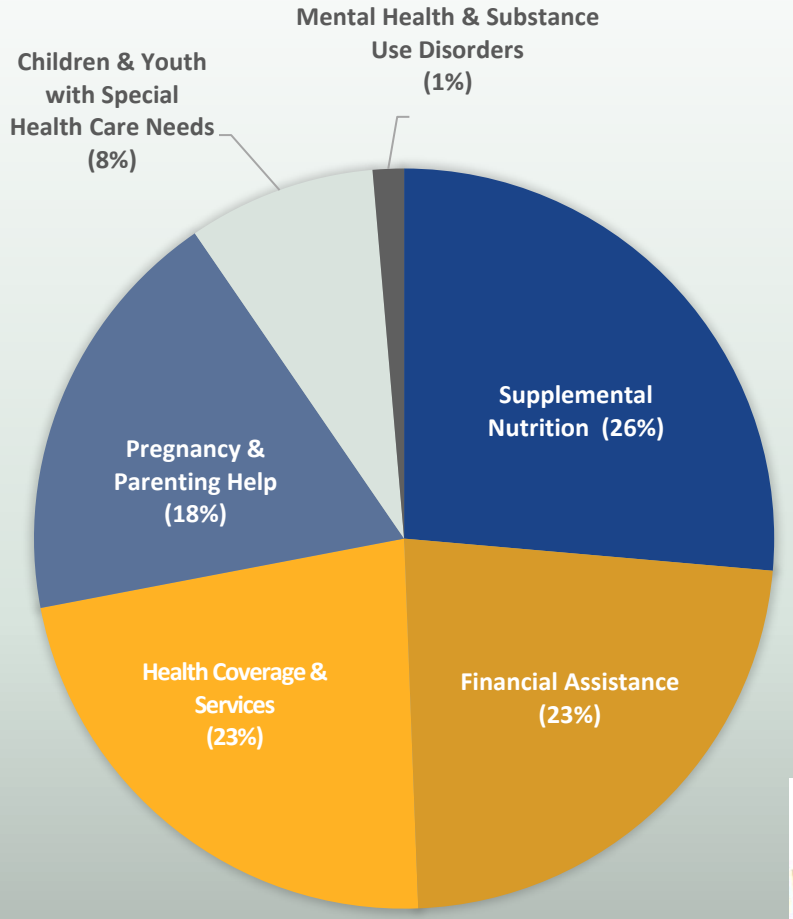
Contact Relationship to Service Recipient	Percent (n=435)
Parent	50%
Agency	18%
Other	19%
Spouse/Partner	5%
Grandparent	5%
Caregiver	3%

In 2020, Well Badger served the following number of individuals from Priority Populations across all 72 counties of Wisconsin:

- Child/Youth with special health care needs (194)
- Pregnant or postpartum (1,129)
- Medicaid/BadgerCare Plus member (851)

2020 REFERRALS BY TYPE

TOTAL NUMBER OF REFERRALS MADE: **6,242**



■ **Nutrition Services** (1,647 referrals)

Service	% of Nutrition Services Referrals
Women, Infants, and Children	71%
FoodShare	20%
Free & Reduced Meals	8%
Free & Reduced Baby Formula	1%
Other (Senior Farmers' Market	1%

■ **Financial Assistance** (1,436 referrals)

Service	% Financial Assistance Referrals
Housing	37%
Emergency Assistance	19%
Energy Assistance	16%
Wisconsin Shares	8%
Unemployment Insurance	5%
Wisconsin Works	4%
Employment Services	4%
Transportation	2%
Other (Utility Assistance, Home Repair Loans)	2%
Low Cost/Free Legal Aid	2%
Child Support	1%
SSDI	1%
SSI	<1%
Wisconsin CTS	<1%

2020 Referrals by Type Continued:

Health Care Coverage & Services (1,411 referrals)

Service	% Health Care Coverage Referrals
COVID-19 Navigation*	52%
BadgerCare Plus	24%
Medical Services/Provider	6%
Support Groups & Classes	4%
Advocacy, Referral & Navigation	3%
Dental Services/Provider	2%
Free/Community Clinic	2%
Adult Health Benefits Counseling	2%
WI Well Woman Program	2%
Health Check	1%
HMO	1%
Other	1%
Marketplace/ACA	1%
Emotional, Physical & Sexual Violence	1%
Medical Transport	1%
Immunizations	<1%
Family Planning Only Services Program	<1%
In Home Care/Respite	<1%
Medicaid Disability	<1%
Environmental Health/Hazard	<1%
Emergency Medicaid/Emergency Services	<1%
Breast Care	<1%

*All COVID-19-related referrals carried an additional code "COVID-19 navigation" regardless of service type

Pregnancy & Parenting Help (1,151 referrals)

Service	% Pregnancy/Parenting Referrals
Supplies for Babies/Children	58%
Parenting Support & Education	25%
Early Head Start/Head Start	6%
Child Care	5%
Prenatal Care Coordination	3%
Family Resource Center	2%
Midwives / Midwifery Services	1%
Post-Adoption Services	1%
Pregnancy Testing or Ultrasounds	1%
Abortion Services	1%
Abortion Service Funding Assistance	1%
Emergency Shelter for Pregnant People	1%
Nurse-Family Partnership	<1%
Pregnancy Help/ Resource Centers	<1%
Adoption Evaluation	<1%
Doula Services	<1%
HIPPY	<1%
Other Home Visiting	<1%
Pregnancy Counseling	<1%
Safe Haven	<1%
Kinship Care	<1%
Pregnancy & Infant Loss	<1%
Special Needs Adoption	<1%
Breastfeeding	<1%

2020 Referrals by Type Continued:

Children & Youth with Special Health Care (512 referrals)

Service	% CYSHCN Referrals
Parent & Family Support	20%
Birth-to-3	12%
Respite Care	10%
Children's Long-Term Support Waiver	9%
CYSHCN Regional Centers	8%
CCOP	6%
Service Navigation and Case Management	5%
Autism Screening & Diagnosis	5%
ADRC	4%
School Age Services	4%
Children's Mental & Behavioral Health	3%
Health Check Other Services	3%
Autism Therapy	2%
Katie Beckett	2%
Youth Support	2%
Assistive Technology	1%
Recreational & Social Skills	1%
Complimentary Therapy	1%
Speech, Hearing & Vision Services	1%
Benefits Counseling	<1%
Developmental Screenings	<1%

Mental Health & Substance Use Disorders (85 referrals)

Service	% Mental Health & SUD Referrals
Counseling & Therapy	60%
Inpatient Treatment (Substance Use)	12%
Support & Education for Families	8%
Screening & Assessment	8%
Crisis	7%
Complimentary / Alternative Therapy	2%
Smoking Cessation	2%
Community Support	4%
Residential Treatment (Substance Use)	2%



"We don't live single-struggle lives, so it's my goal to make sure that the families and people who are applying for programs or reaching out for help are supported in multiple ways."

-Becca
Well Badger Program Coordinator

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, email, or text.

66% consented to follow-up

51% completed follow-up

79% successfully engaged in services

"She gathered all my information and researched solutions to my needs. She not only sent potential resource organizations but followed up to see if my needs had been met."

- 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.

- 446 COVID-19 opted in
- 324 pregnancy/parenting opted in

SATISFACTION SURVEY RESULTS

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

98% felt listened to by the I&R Specialist

97% thought the I&R Specialist was very helpful.

96% were given the appropriate referral

99% would use Well Badger again

99% would recommend Well Badger to others

"Thanks for being so understanding and quick to respond. It's nice to know people do care and want to help."