2022 ANNUAL REPORT

WELL BADGER
RESOURCE CENTER

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 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.

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.**

WISCONSIN WOMEN'S HEALTH FOUNDATION

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 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

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CASES

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

Total Cases = 2,482

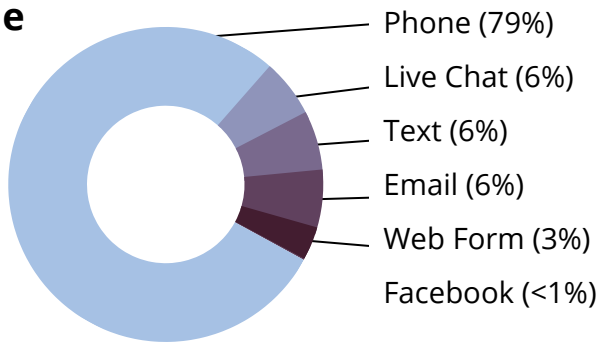
- 77% were individuals reaching out to get help for themselves
- 18% were individuals reaching out to get help on behalf of someone else (child, grandchild, partner/spouse)
- 5% of cases were agencies calling to get help for their patients/clients



Reach

Cases were from 96% (n=69) of Wisconsin counties

Cases Mode



SERVICE RECIPIENTS

A "service recipient" is 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)

CASE FOLLOW-UP

Well Badger Specialists follow-up with participants 2-3 weeks after their case to see if they've connected with services.

64% consented to follow-up ▶ **45%** completed follow-up ▶ **75%** successfully engaged in services

LONG-TERM FOLLOW-UP

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

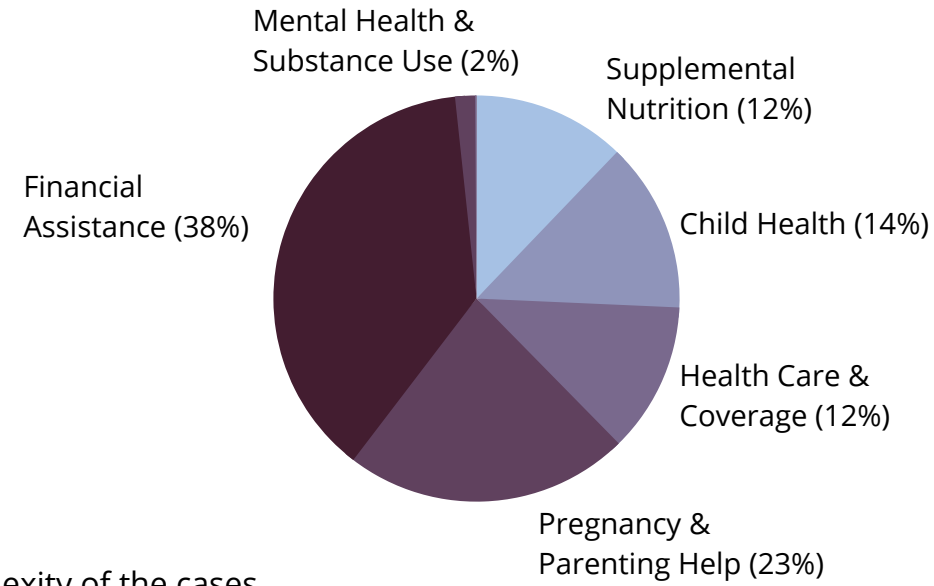
1,424 people received text follow-up + **300** people received email follow-up

INFORMATION & REFERRAL SERVICES

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.

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**

Here is 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 www.wellbadger.org/s/stories

ONLINE DIRECTORY

DIRECTORY GROWTH & UTLIZATION

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.

- **623** new resources were added
- **7** new articles (info sheets) were added on topics such as lead poisoning prevention and testing, overdose prevention services, and mental health service navigation

26,768 people used the Well Badger Directory resulting in:

- **34,291** sessions and
- **93,462** page views

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

CHILDREN'S MENTAL & BEHAVIORAL HEALTH RESOURCE NAVIGATOR

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 enter an anonymous survey about a child and receive a fully customized guide with resources, articles (info sheets), checklists, and talking points.

577 people used the navigator. Of those:

- **63%** (n=366) were parents/caregivers and **37%** (n=211) were health professionals using the navigator for a patient or client
- **49%** (n=281) reported the child's insurance as Medicaid
- **63%** (n=365) were seeking evaluation/assessment resources
- **80%** (n=461) were seeking mental health treatment services
- **80%** (n=461) were seeking mental health support services



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