WELL BADGER
RESOURCE CENTER

2025 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.

CALL: 1 (800) 642-7837
INTERPRETIVE SERVICES AVAILABLE
TEXT "WB" TO (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 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 = 2,688

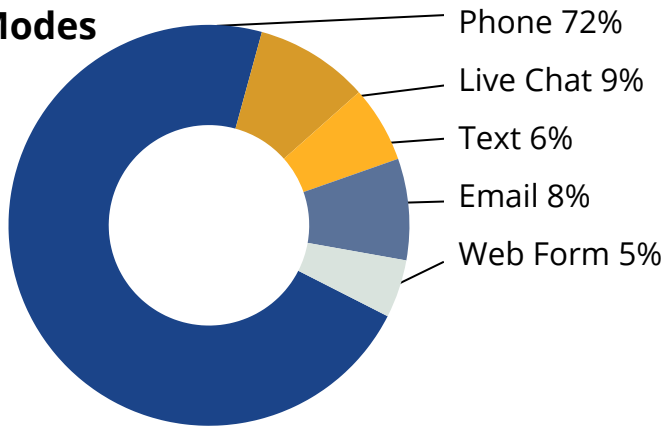
- 80% were individuals reaching out to get help for themselves
- 12% were individuals reaching out to get help on behalf of someone else (child, grandchild, partner/spouse)
- 4% of cases were agencies calling to get help for their patients/clients

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 2,688 cases:

- **35%** (n=940) of service recipients were pregnant or postpartum
- **11%** (n=296) of service recipients were non-English Speakers

Of cases that disclosed medical insurance status:

- **65%** reported Medicaid insurance
- **17%** 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.

62% consented to follow-up ▶ **37%** completed follow-up ▶ **76%** 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.

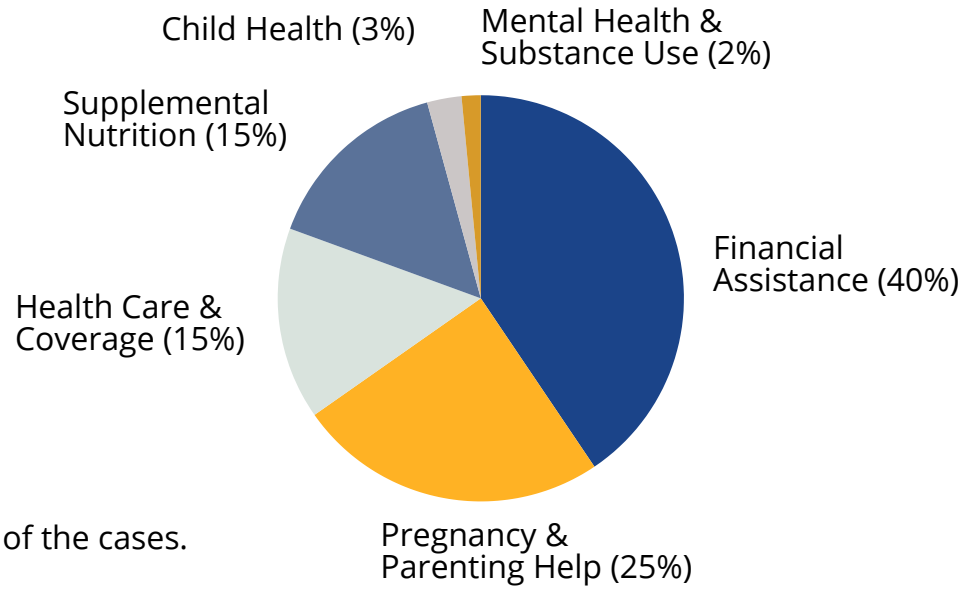
785 people received text follow-up + **433** people received email newsletter

INFORMATION & REFERRAL SERVICES

REFERRALS

Total Referrals = 14,558

- Financial Assistance = 5,903
- Pregnancy & Parenting Help = 3,599
- Supplemental Nutrition = 2,208
- Health Coverage & Services = 2,228
- Child Health = 399
- Mental Health & Substance Use = 221



Referrals Per Case = 5.42

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

SATISFACTION SURVEY RESULTS

Of the 199 participants who completed a satisfaction survey:

82% **Thought their I&R Specialist was helpful**

94% **Felt listened to by their I&R Specialist**

89% **Would recommend Well Badger**

91% **Were given the appropriate referral**

92% **Would use Well Badger again**

> "**Very compassionate** and gave way more resources than asked for and even **made sure to follow up with me** to make sure I got all the resources. **Very helpful**."

> "She took an interest in providing me with information about **programs that were of interest to me**, even though I hadn't asked about them. She gave me the information I needed at that moment. **Thank you very much**.
>
> (translated from Spanish)

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.

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

Over **20,000** people used the Well Badger Directory resulting in:

- over **179,000** page views and
- over **504,000** page events (scrolling, clicking, searching, etc.)

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

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.

580 people used the navigator. Of those:

- **64%** (n=370) were parents/caregivers and **36%** (n=210) were health professionals using the navigator for a patient or client
- **46%** (n=262) reported the child's insurance as Medicaid
- **57%** (n=393) were seeking evaluation/assessment resources
- **77%** (n=448) were seeking mental health treatment services
- **77%** (n=448) were seeking mental health support services



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