



Wisconsin Women's Health Foundation Overview
Prepared for the OB Medical Home Best Practice Seminar
October 14, 2025



“It all begins with a healthy woman.”

-Sue Ann Thompson

Former First Lady of Wisconsin

President and Founder of the Wisconsin Women’s Health Foundation

The Wisconsin Women’s Health Foundation (WWHF) is a certified 501(c)(3) nonprofit organization. We collaborate with state, private and public organizations to provide Wisconsin women and their families with high-quality health education and services.

Wisconsin Women's Health Foundation Programs



Today's Agenda

- 1 Well Badger Overview
- 2 Youth Wellness Hub
- 3 First Breath
- 4 GrapeVine
- 5 Resources and Connections

About Well Badger Resource Center

- We connect people to the health and social services they need and deserve, FREE of charge!
- Managed by Wisconsin Women's Health Foundation since 2018
- Home to the former Maternal Child Health (MCH) Hotline, WI First Step, and Informed Consent Helpline

Funded by the following programs at the WI Department of Health Services:



Well Badger Resource Center Goals

Increase utilization of existing health and social services

Improve Health Literacy

Ensure basic needs are met

Reduce barriers to care

Improve confidence navigating services

Connecting with Other Agencies and Resources

Need help finding health and social services in Wisconsin?



How to Access Information & Referral Services

Available:

- Monday – Friday
- 7:00 AM – 6:00 PM

Languages:

- English or Spanish
- Interpreter services for other languages available

How to contact us:



Phone
1-800-642-7837



Email
help@wellbadger.org



Live Chat
www.wellbadger.org

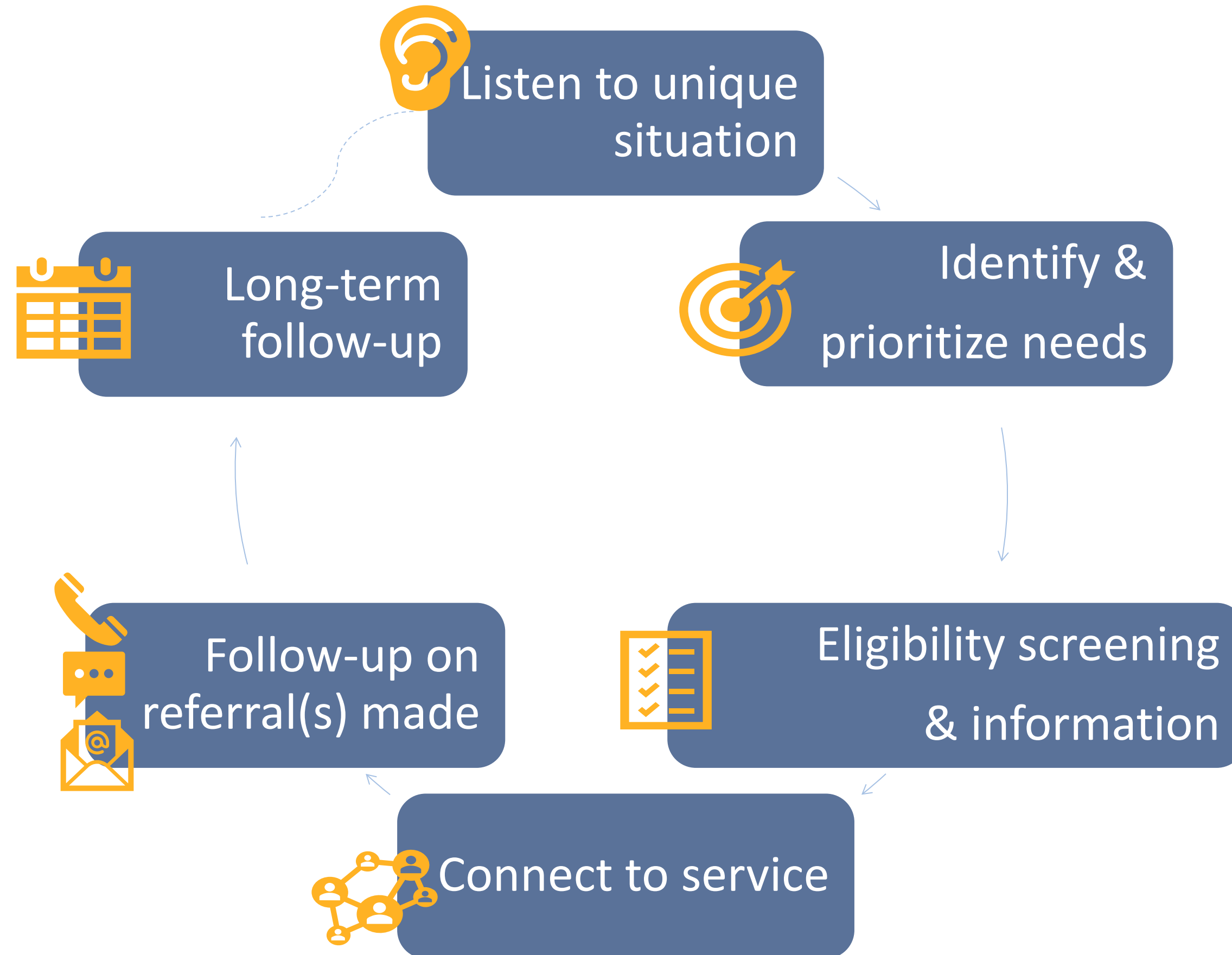


Text Message
608-360-9328



Webform
wellbadger.org/s/get-help

What Information & Referral Services Entail



What We Help With



How do I enroll in programs such as WIC, BadgerCare, and FoodShare?



I have a lump in my breast, but don't have insurance to get it checked out.



We need help understanding programs such as PNCC or Family Planning Only Services.



I just found out that I'm pregnant and don't know what to do.

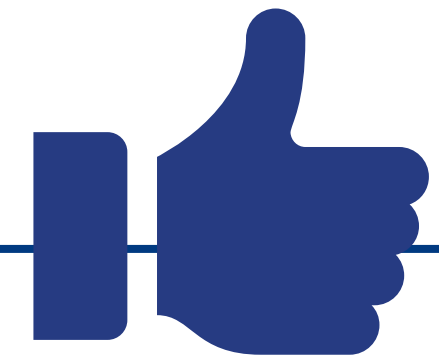


I'm concerned about my child's development, what's available for them?



I need help finding, accessing, or paying for mental health services for myself or a loved one.

What people say



- ✓ **Over 75% of people who complete follow-up report successful engagement in services**
- ✓ **Many (2,500+) people elect to long-term follow-up to stay in touch**
 - ✓ **96% would use Well Badger again!**

Online Directory

- **Thousands verified, local services and programs**
- **Online, searchable directory**
 - Key word – Not a Google search
 - Search by topic (drill down)
- **Resource listings**
 - All services in the directory must meet very strict criteria
 - All information must be annually verified by agency that provides the service
- **Searchable articles** (info sheets)

The screenshot shows the 'Well Badger Knowledge Base' website. At the top, the title 'Well Badger Knowledge Base' is displayed in a bold, dark blue font. Below the title, a horizontal line separates it from the main content. The main content area features the text 'Browse the topics below to read related knowledge articles' in a dark blue font, followed by a smaller line of text: 'To find related resources, visit our Health Topics page.' Below this text is a grid of six topic cards, each with a background image and a white text overlay. The topics are: 'Child Health' (a child with colorful hands), 'Financial Assistance' (a woman at a desk), 'Health Care Coverage & Services' (a woman talking to a doctor), 'Mental Health & Substance Use' (a woman talking to a doctor), 'Nutrition Services' (a woman with a bag of groceries), and 'Pregnancy & Parenting Help' (a woman holding a baby). At the bottom of the screenshot, there is a search bar with the URL 'www.wellbadger.org/s/knowledge-base' and a magnifying glass icon.

www.wellbadger.org

Today's Agenda

1 Well Badger Overview

Youth Wellness Hub

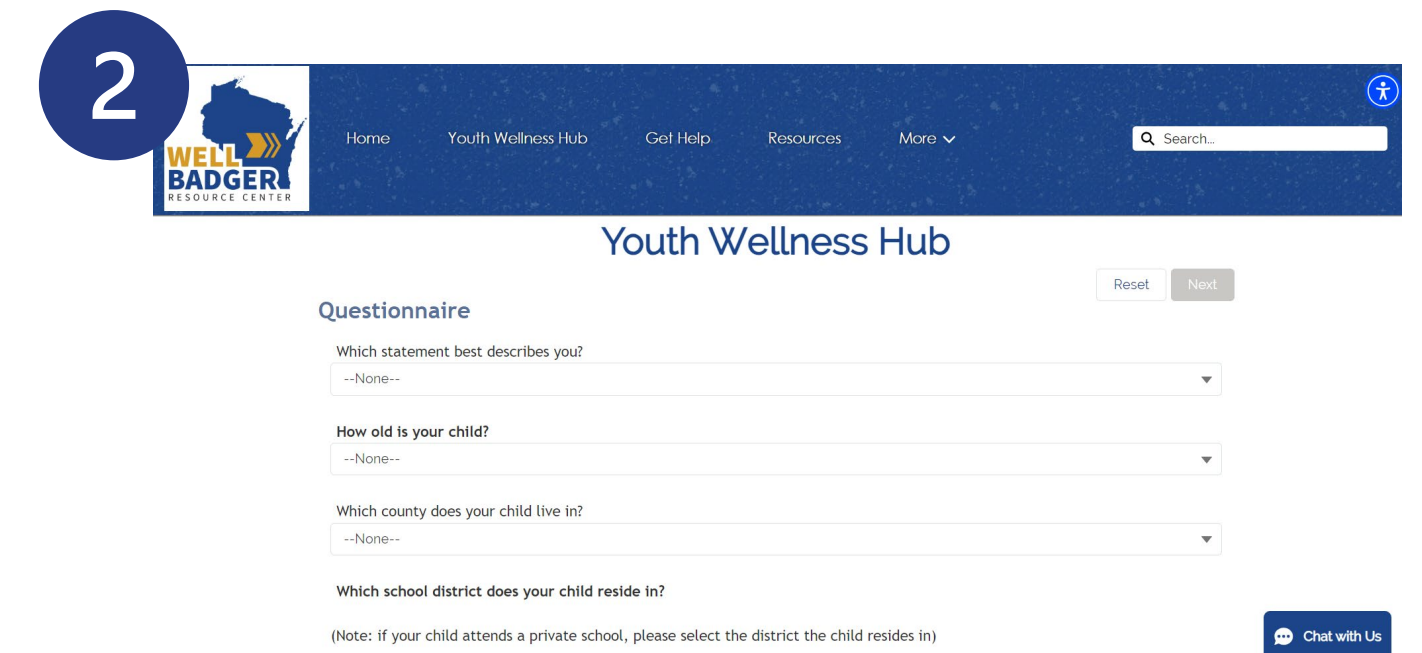
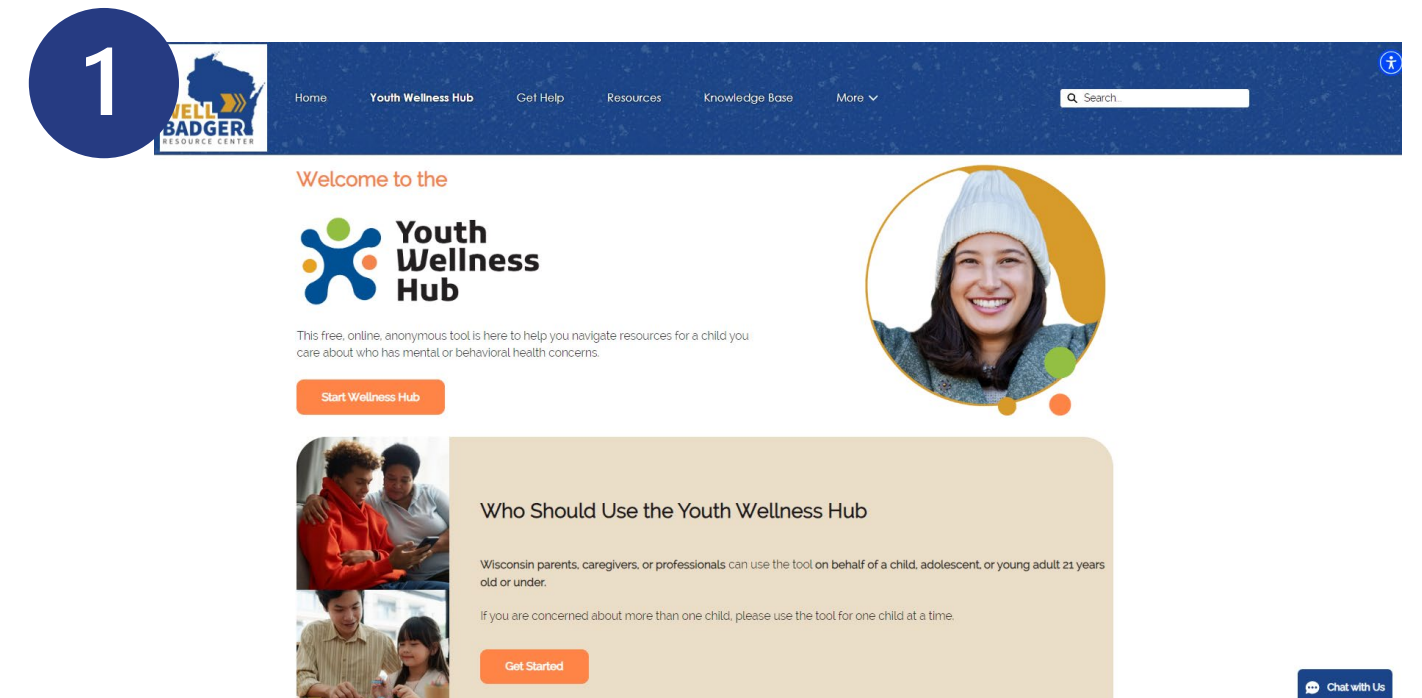
3 First Breath

4 GrapeVine

5 Resources and Connections

Youth Wellness Hub

- Free, confidential, online resource for parents, caregivers, and professionals
- Creates a customized guide for mental and behavioral health resources



How it Works: Your Results

Home

Youth Wellness Hub

Get Help

Resources

Knowledge Base

More ▾



1. INSURANCE

Health insurance is a very important step in accessing resources. Health insurance helps pay for needed health care services, including mental health and behavioral health services for children. Please do not skip this step!

Apply for health insurance for your child (Done!)

Contact your child's health insurance company.

Look for a phone number for Member Services on the back of your or your child's insurance card. For help finding your health insurance contact information, click [here for Health Insurance Contacts in WI](#). You can also visit your health insurance website to use electronic messaging options like Live Chat or MyChart.

When you reach member services, ask two questions:

- 1) Which mental health services are covered on my child's plan?
- 2) Where can I find a list of mental health providers that are in network?

Write down answers and save the provider list.

Need help understanding health insurance terms? Click [here for Health Insurance Terms](#).

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First Breath

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First Breath is Wisconsin's free program to help people make positive changes to their tobacco, alcohol, and other substance use during pregnancy & beyond.



FIRST BREATH PROGRAM MODEL

FIRST BREATH PROVIDERS

Trained professionals use the Ask-Advise-Refer Model with patients/clients as part of existing care



FIRST BREATH HEALTH EDUCATORS

Provide comprehensive services including tobacco, alcohol, and substance use education, early intervention, and referral services



First Breath Provider Resources

Provider Portal

providefirstbreath.org

wwhf.org/firstbreath/provider/

- Training information
- Online submission form
- Order First Breath Materials
- Update us

Resources Page

wwhf.org/firstbreath/resources

- Validated Screening Tools
- In-depth Handouts

Success Stories

wwhf.org/firstbreath/

FIRST BREATH
No judgment. Just support.

HEALTHCARE PROFESSIONALS

Provider Training | Forms | Resources | Articles | Reports | Newsletter | Success Stories

Staff Contacts

Become a First Breath Provider!

First Breath Provider Training

First Breath is Wisconsin's free program to help people make positive changes to their tobacco, alcohol, and substance use during pregnancy & beyond!

Healthcare and social service staff are trained to use the Ask, Advise, and Refer model to connect their patients with First Breath. First Breath Health Educators provide comprehensive 1:1 services.

Complete our Online Training

Complete our online training (50 minutes) to become an official First Breath Provider.

[Provider Training](#) [Four Easy Steps PDF >](#)

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You Have the Potential to Prevent Chronic Diseases – And We Can Help!

What is GrapeVine?

Chronic diseases – *such as cancer, diabetes, Alzheimer's, heart disease and stroke* – are leading causes of death and disability in Wisconsin. There are many steps you can take to **reduce your chances of developing a chronic disease and improve your quality of life.**

GrapeVine supports Wisconsin residents by connecting them with trusted health information and resources to help prevent chronic disease and achieve their fullest potential, at any age.



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Alternative Language Resources



- ✓ Flyers
- ✓ Rack Cards
- ✓ Webpage translations
- ✓ Online (Knowledge articles, newsletters, resources, program materials)
- ✓ Phone-Language support and translation services for additional languages

- Youth Wellness Hub website and print material
Spanish translations available fall 2025

Opportunities for Partnership with the Wisconsin Women's Health Foundation

- ✓ Request free trainings/presentations for professional or community groups
- ✓ Become a First Breath Provider site
- ✓ Explore having your organization listed in the Well Badger Resource Center
- ✓ Provide feedback on your experiences with WWHF staff and services



Let's stay connected!



Submit your agency's info
for the directory



Contact Well Badger on
behalf of a client or patient



Order Well Badger
print materials



Download Newsletter, Website,
and Social Media Content



Join our Listserv



Follow us on Facebook

connectwithwb.org

Reach Out!

Presentation Questions: eolsen@wwhf.org

Well Badger I&R Help: 1-800-624-7837 | help@wellbadger.org



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Thank You...