



WISCONSIN COUNCIL ON

**children  
& families**

Raising Voices to Make Every Kid Count

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### **Wisconsin Receives Grant for BadgerCare Plus Enrollment and Retention Efforts**

Governor Doyle announced today that Wisconsin has been awarded a \$1 million, four-year grant by the Robert Wood Johnson Foundation to improve enrollment and retention of eligible children in the BadgerCare Plus health insurance program.

Wisconsin is one of eight states awarded a grant under the new Maximizing Enrollment for Kids initiative, which provides both funding and technical assistance to the participating states. The program will help the states receiving grants strengthen their systems, policies and procedures and develop new strategies to maximize enrollment of eligible children. The program will also measure the impact of these changes, and will share findings nationwide throughout the four-year initiative.

Charity Eleson, executive director of the Wisconsin Council on Children and Families, said the grant and technical assistance will help Wisconsin build on the success of the BadgerCare Plus program, which was initiated in February 2008. “This grant, coupled with increased federal funding for children’s health coverage, gives Wisconsin a golden opportunity to make further improvements in BadgerCare Plus administration that will help finish the job of providing access to quality, affordable health care for all Wisconsin children.”

In February, Congress approved a significant increase in funding for the Children’s Health Insurance Program (CHIP), which shores up the financing of Wisconsin’s BadgerCare Plus program and gives the state new options for improving outreach and enrollment processes.

The other seven states receiving Maximizing Enrollment grants are Alabama, Illinois, Louisiana, Massachusetts, New York, Utah and Virginia.

For more information about Maximizing Enrollment for Kids or its grantees, visit <http://www.maxenroll.org/>.