



State of Wisconsin
Department of Health Services

Jim Doyle, Governor
Karen E. Timberlake, Secretary

For immediate release

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BadgerCare Plus Grants Awarded to Promote Healthy Living

BadgerCare Plus Healthy Living Grants have been awarded to six Health Maintenance Organizations to establish pilot projects that will help BadgerCare Plus members improve their overall health and promote healthy behaviors.

“We are committed to helping children and families lead more active and healthy lives,” said Secretary Karen Timberlake. “It is important for Wisconsin families to make every effort to be physically active, eat healthier foods, stop smoking and make sure they see their doctor regularly, even when they aren’t sick. I applaud these six HMOs for establishing pilot projects that encourage BadgerCare Plus members to improve their health.”

Each pilot project will test the effectiveness of individual incentives as a strategy to promote healthy living to BadgerCare Plus members. The individual incentive pilot projects will run through March 31, 2010.

The goals of the pilot projects are to:

- Increase well-child visits, including immunization and blood lead toxicity screenings
- Improve birth outcomes, e.g., decrease low-birth weight babies, especially among minority populations
- Reduce smoking, especially among teens and pregnant women
- Reduce childhood obesity

The awards are as follows:

Plan	Project Title	Amount
Children’s Community Health Plan	Ameliorating Barriers to Behavior Change among Youth with Pediatric Overweight/Obesity	\$123,914
Dean Health Plan, Inc.	Healthy Beginnings	\$173,817
Managed Health Services Insurance Corp.	Encouraging Healthier Lifestyles & Improving Health Outcomes	\$95,000
MercyCare Health Plans	Adolescent Obesity	\$41,410
Security Health Plan	Two-Year-Old Blood Lead Screening Incentive	\$52,230
United HealthCare of Wisconsin/Americhoice	Well Child Visit Incentive Program	\$111,360

BadgerCare Plus offers health care coverage to uninsured children in Wisconsin. Income-eligible families are able to enroll their children in BadgerCare Plus at no charge or buy into the program at a reasonable cost. For more information about BadgerCare Plus visit www.BadgerCarePlus.org, call 1-800-362-3002 or contact your local county or tribal human services agency.

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