



State of Wisconsin
Department of Health Services

Jim Doyle, Governor
Karen E. Timberlake, Secretary

For immediate release

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BadgerCare Plus Healthy Living Grant Awarded to Security Health Plan

Today, Secretary Karen Timberlake presented a BadgerCare Plus Healthy Living Grant to the Two-Year-Old Blood Lead Screening Incentive project piloted by Security Health Plan of Wisconsin, Inc. The grant helps to promote childhood lead testing to BadgerCare Plus members in central and northern Wisconsin.

“Blood lead tests are necessary to identify children who may suffer from long-term health problems associated with prolonged exposure to lead,” said Secretary Timberlake. “This BadgerCare Plus Healthy Living Grant makes it possible to help BadgerCare Plus members in Security Health Plan’s 23-county service area. The grant will help publicize the need for families to get their kids tested and learn more about this serious health issue.”

“Security Health Plan is excited to be partnering with the Department of Health Services and our providers in the prevention of blood lead poisoning of our young members,” said Steve Youso, Chief Administrative Officer of Security Health Plan. “We are committed to continuing efforts stressing the importance of blood lead screening in 1 and 2 year-old members.”

Security Health Plan is the recipient of a \$52,230 grant for a project providing outreach to the parents of BadgerCare Plus children. The program sends special mailings to BadgerCare Plus members prior to the child’s second birthday informing them of the importance of lead testing and providing information about the \$25 gift card incentive they will receive upon verification of the test.

Although Security Health Plan’s blood lead screening levels are higher than the state average, there is still room for improvement. Approximately 40% of Security Health Plan’s BadgerCare Plus members who turned 2 years old in 2006 did not receive blood lead screening. The goal of the project is to significantly increase the number of children screened.

The Two-Year-Old Blood Lead Testing Incentive is one of six pilot programs run by Health Maintenance Organizations awarded BadgerCare Plus Healthy Living Grants by Governor Doyle. Each program will test the effectiveness of individual incentives in encouraging BadgerCare Plus members to improve their overall health and promote healthy behaviors.

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The other five recipients of BadgerCare Plus grants are:

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
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.

For more information on childhood lead poisoning in Wisconsin, please visit: <http://dhs.wisconsin.gov/lead/index.htm>

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