

Wisconsin Rural Hospital Flexibility Program
Rural Communities Grant Program 2009-10

Project Title: X-Plain Coalition Name: X-Plain Community Coalition
 Planning Grant X or Implementation Grant (select one) Amount Requested: \$5000

1. Applicant Organization (entity with which the grant contract is to be executed)

Legal Name St. Joseph's Community Health Services, Inc.

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2. Administrator, Executive Director, or CEO

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3. Contact Person for Application

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4. Person authorized to sign the grant contract

Name Kathy Jo Coblenz

Title CEO

5. Federal ID # of applicant organization:

390929538

**6. List all active partners (those responsible for activities and/or contributing matching/in-kind contributions).
Use an additional page if necessary—this will not count against your page total:**

Juneau County Health Department, St. Joseph's Community Health Services, Inc.
Woneewoc HeadStart Center

I certify that the information contained within this application is true and accurate to the best of my knowledge. I submit this application on behalf of the applicant organization.

Signature

Christine A. Camlek

Date

July 23, 2009

X-Plain

St. Joseph's Community Health Services along with Juneau County Health Department and Wonewoc Head Start are working to develop an education mission that reduces the percentage of uninsured people of Juneau County, by educating, in plain language, about health care programs that are eligible to low income/at risk populations. We will develop a program which uses a combination of X-plain seminars, a resource center-The X-Plain Domain, clinic encounter X-Plain surveys, X-Plain handouts, and a pilot outreach project using Head Start's Parent Education target audience to disseminate information about various health care programs available to uninsured and underinsured people in Juneau County. Specifically we will work to enroll applicants in Badgercare Plus, Badgercare Plus for Uninsured Adults with No Dependents, Well Woman, WIC, and Senior Care.

The purpose of the X-Plain program is to educate and empower people to take charge of their health care needs and to take the steps necessary to live healthier, more productive lives. An ultimate goal of this program is to provide a welcoming, fully equipped, family friendly, and disability accessible site, the X-Plain Domain, that the public can feel at-ease using, free of charge, to access on-line registrations and application materials necessary for acquiring health care resources. During the planning stage of this project, the X-Plain domain will be housed at St. Joseph's Hospital in a resource room, given in-kind by St. Joseph's Health care System, Inc. equipped with computers, a copier, and phone, and staffed by the Patient and Family Services Department. However, after piloting of the planning grant, it is projected that an implementation grant will be written to create a Mobile X-Plain Domain that can travel to various public and clinic sites so that the general population will be able to access health care resources in their local community by using laptop computers, cell phones, portable printers, copiers, etc.

This coalition recognizes the need to help the public navigate the health care system and takes responsibility and an initiative to reduce the number of uninsured people in our service area. Through this planning grant we hope to better define a means of reaching out to those who often need health care the most—the uninsured.

Coalition Information

The coalition between St. Joseph's Community Health Services, Inc, the Juneau County Health Department, and Wonewoc Head Start is in response to the 2008 UW Population Health Institute County Health Rankings where Juneau County ranks 69th out of 72 counties in overall health outcomes (see appendix). As a result of these rankings, on May 20, 2009, Barb Theis, the Director of the Juneau County Health Department, gave a presentation to the staff of St. Joseph's to raise awareness of the need for better health care services and access to medical care for the people in Juneau County. St. Joseph's Community Health Systems Inc. has two family clinics in Juneau County; the St. Joseph's Community Health Services- Elroy Clinic and the St. Joseph's Community Health Services-Wonewoc Clinic. St. Joseph's Community Health Services shares a responsibility to provide quality health care services, as well as recognizing the need to educate the public how to utilize health care programs which are currently in place and often available at

little or no cost to those living without health insurance. Head Start has been serving the low income/at-risk population of Juneau County for a long time and is committed to providing training and education to the families which they serve through their parent education programming. Therefore, Head Start is a natural first step when trying to reach our target population of uninsured citizens.

In this coalition, Christine Camlek, Health Care Advocate for St. Joseph's will be the primary writer of the grant and will oversee the application and implementation process of the planning grant. The Juneau County Health Department will be responsible for obtaining resource materials, recruiting and securing presenters from the various public agencies, and will help with disseminating information to target populations within the county. Wonevoc Head Start, directed by Carmen Zant, serves low-income families in Wonevoc, Elroy, and Hillsboro will be an outreach entity through which information about programs for the uninsured would be disseminated. Head Start holds regular parent meetings and is willing to share in our mission of helping the uninsured people of Juneau County access the medical programs that they need. Head Start has traditionally worked with St. Joseph's in the past to train parents on issues such as nutrition and general health topics. We hope to build on this already strong relationship and wish to expand our services to providing a mobile resource which can travel to the various sites which Head Start has available.

To date, planning of this grant has consisted of a general brainstorming conference with each coalition member to list the possible programs to be offered to the uninsured public and a discussion of the various roles of each member. Some time has been spent sharing ideas and passing a draft of this planning grant (and MOU) between each of the entities to create a working model that is feasible for all of the facilities involved. Upon approval of the planning grant, we will work to set up a schedule of events offered to the public, will develop promotional/informational brochures and handouts, and will develop a means of providing access to technology (through acquisition of a laptop from this planning grant) which will provide for mobile access to the internet and up-to-the-minute information about available health care programs to the uninsured public through our outreach seminars (beginning with the Head Start parent education programs) and through the X-Plain Domain resource center.

Problem/Need Being Addressed

America is focused on providing quality health care to all, but according to the U.S. Census Bureau 45.7 million people in America in 2007 lived without health care insurance. That is 15.3% of all Americans. We often equate that statistic with other states, because we know that Wisconsin is a forerunner in providing access to health care insurance as recently publicized by the launch of BadgerCare Plus for Uninsured Adults with No Dependents in June 2009. However, right here in rural West-Central Wisconsin, we are experiencing the same plight. According to the 2008 Wisconsin County Health rankings from the UW Population Health Institute (see appendix), 12% of the population of Juneau County has no health insurance and Juneau County is ranked 69th out of 72 counties in overall Health Outcomes. This is a startling number when compared with neighboring counties such as Vernon County who ranks 39th overall and has 9% of the population with no health insurance and Sauk County who ranks 29th overall and has 8% of the population with no health insurance. Though it would take another grant to explore the reasons why Juneau County has a marked difference than its neighbors, it's clear that now is the time for our Community Coalition to step up to the challenge of reaching the uninsured population in our own backyard. Nationally, Wisconsin is recognized as a leader in

the health care movement, but locally, we know that there is still a lot of work to be done to insure everyone adequately.

By having two family clinics in Juneau County, St. Joseph's is an integral member of the local health care system and can be a catalyst in starting a program to reach many uninsured people in our area, but St. Joseph's cannot do it alone. It just makes sense to use a Community Coalition and to pool our resources from the Juneau County Health Department and from the Wonewoc Head Start in order to reach as many people as possible to spread the word about the importance of health insurance. Wisconsin does offer great services to low-income and vulnerable populations, we simply need to do a better job of getting the programs to the people in Juneau County. Most of the uninsured do not have access to the technology necessary and often do not have the literacy level required to read the publications and to complete on-line applications on their own. More importantly, these same people are working hard at full time jobs and must be allowed time outside of normal business hours to be able to give their full attention to the programs offered. One of the best ways to get the message to our target audience is to take advantage of Head Start's parent education component which is regarded as an excellent mechanism of disseminating information to low income families/populations in a safe, family friendly atmosphere. With so much attention in the National news about providing insurance to everyone in the United States, it just makes sense to educate the people in our service area of the amount of health care programs already available to our citizens of Wisconsin. By pooling our resources and working directly with the people in our community—we hope to reduce the percentage of uninsured people in Juneau County and ultimately, Wisconsin can provide a model for the rest of the nation.

X-Plain Work Plan

<p>Project Goal:</p>	<p>To develop an education mission that reduces the percentage of uninsured people in Juneau County by educating and explaining programs to low income/at risk populations in plain language, through a series of X-Plain seminars and at a resource center which is mobile, accessible, welcoming, and family friendly.</p>		
<p>Outcome measure:</p>	<p>A reduction in the percentage of uninsured people in Juneau County as defined by the UW Population Health Institute County Snapshots.</p>		
<p>Objective 1:</p>	<p>To provide resources in a space called the X-Plain Domain equipped with a computer workstation, fax machine and copier access, in which people can complete on-line and hard-copy applications for Insurance, Medical Assistance and Prescription Assistance Programs.</p>		
<p>Outcome measure:</p>	<p>Secure a room in the STJ Patient and Family Services department.</p>		
<p>Activity</p>	<p>Timeframe</p>	<p>Responsible Person</p>	<p>Measures and Anticipated Outcomes</p>
<p>1.1 Obtain a room complete with computer and office equipment</p>	<p>Within one month of securing grant.</p>	<p>Christine Camlek</p>	<p>In-Kind Donation from STJ.</p>
<p>1.2 Order materials (brochures, booklets, DVDs, etc) about programs for target population.</p>	<p>By December 2009</p>	<p>Juneau County Health Department</p>	<p>Well stocked library in the X-Plain Domain, including information about Badgercare Plus, Senior Care, WIC, Well Woman, County Resources, Free Health Clinics, etc.</p>
<p>1.3 Offer professional assistance in reading program materials and completing applications.</p>	<p>Within one month of securing grant.</p>	<p>Christine Camlek and St. Joseph's Patient and Family Services Staff</p>	<p>A schedule of open hours and available Patient and Family Services staff on-site. We will maintain a log of visitors to the X-Plain Domain and will record the number of people who enroll in services.</p>

<p>Objective 2:</p>	<p>Educate public during free “X-Plain Seminars” about accessing health care programs and offer assistance in application screening and completion for various programs (ie: Well Woman, Badgercare, Senior Care).</p>		
<p>Outcome measure:</p>	<p>Record number of seminar participants and those who choose to be screened or enroll in programs.</p>		
<p>Activity</p>	<p>Timeframe</p>	<p>Responsible Person</p>	<p>Measures and Anticipated Outcomes</p>
<p>2.1 Recruit and secure presenters from County/Public agencies to educate public at X-Plain Seminars</p>	<p>January 2010</p>	<p>Juneau County Health Nurse</p>	<p>A list of presenters and topics will be used to create a schedule of seminars.</p>
<p>2.2 Develop, print, and market -Plain resources.</p>	<p>On-going, first printing by December 2009</p>	<p>Christine Camlek</p>	<p>Order promotional and publicity items for X-Plain Domain, handouts, clinic encounters, and public events.</p>
<p>2.3 Implement a clinic encounter flyer describing X-Plain resources to recruit possible needy/at-risk patients in St. Joseph’s family clinics and at Head Start and the Juneau County Health Department.</p>	<p>By December 2009</p>	<p>Christine Camlek</p>	<p>A printed flyer will be given to all patients who are considered “self-pay” at the time of registration at the St. Joseph’s Community Health Services-Elroy and Wonewoc Clinics. The flyers will also be given out at various activities through Wonewoc Head Start and the Juneau County Health Department.</p>
<p>2.4 Pilot X-Plain Seminar at a Parent-Education Session at the Wonewoc Head Start Center.</p>	<p>At Least one X-Plain Seminar in 2009-2010 school year</p>	<p>Carmen Zant</p>	<p>Arrange speakers, set up mobile resource-X-Plain Domain, hand out tokens and brochures. Maintain a log of all attendees at the X-Plain seminars.</p>

Evaluation Plan

The first step of this planning grant is to create a pool of resources and to make technology and assistance available to the public in Juneau County so that our target, the uninsured, can simply find the agencies and applications needed to secure health care programs. Therefore our first measure of success is to physically create a resource center, which can ultimately become mobile, to house our computers, flyers, resource directory, handouts, etc. Secondly, this resource room will need to prove availability to the public through staffed office hours and by being able to set up at the Head Start parent education sessions at the Wonewoc Head Start. The measure of this goal would be evidenced by a list of staffed office hours and a pilot outreach program at the Wonewoc Head Start Center. In order to have a qualitative measure, each person who uses the resource room, the X-Plain Domain, will need to sign a log-in registration. We expect to have an average of 15-20 people per month using the X-plain Domain. We will also track the number of people who actually use the computer or phone to apply for assistance through any of the various health care programs that we are targeting: Badgercare Plus, SeniorCare, WIC, and Well Woman. The anticipated number of people who actually apply for assistance would be about 10 per month.

The second step of this planning grant is to provide X-Plain Seminars to the uninsured/low income people of Juneau County that teaches the public about accessing health care programs and educating them as to why it is important to secure insurance along with primary/preventive health care. We will know that we have met this goal when we have a created a directory of presenters and topics that are available in Juneau County and use that directory to create a schedule of X-Plain Seminars planned throughout the following year. The pilot program is to have at least one well researched/organized X-Plain Seminar at the Wonewoc Head Start Center during the 2009-2010 Head Start school year.

Lastly, our goal is to get the message out to the public about our program, X-Plain, through clinic encounter flyers, Head Start newsletters, and handouts to the Juneau County residences. We will measure this goal by distributing a number of different items through the St. Joseph's Community Health Services- Elroy and Wonewoc clinics, Head Start, the Juneau County Health Department, St. Joseph's Memorial Hospital, and at various public functions such as the school district functions, local celebrations, health fairs, etc. We plan to order 1000 tokens with our X-Plain information printed on them to give away to the general public.

Ultimately, our goal is to reduce the percentage of uninsured people in Juneau County. We are tracking our measurements beginning with the 2008 County Health statistics, and will measure our goal over time using the Wisconsin County Health Rankings from the UW Population Health Institute Reports. Though we would like to see measureable change in 2010, we realize that statistic will take time to improve. We believe that education and access are the first steps to real change.

X-Plain Budget

BUDGET CATEGORY	DESCRIPTION	GRANT REQUEST	MATCHING/IN-KIND CONTRIBUTIONS	TOTAL PROJECT EXPENSE
Wages	Health care Advocate at X-plain seminars/activities (outside of normal working hours)		\$21.78 per hour up to 20 hours per year in-kind from St. Joseph's Community Health Services	\$435.60
Travel	Travel to X-Plain seminars and outreach activities	\$.55 per mile for travel between Elroy, Wonewoc and Hillsboro, WI (Each route is approximately 20 miles round trip) not to exceed \$250		\$250
Equipment	Resource Room complete with computer, fax, phone, etc.		\$100/month from St. Joseph's Community Health Services	\$1100 for 11 months of grant
	Roll cart	\$50		\$50
	Laptop Computer	\$1200		\$1200
Supplies	Public Tokens w/X-Plain info. (keychain, clips, etc.)	\$2000		\$2000
Consultants/ Contracts	Program Specialist Speakers	\$100 per speaker up to two visitors (\$200)		\$200 for X-plain seminars
Publicity	Newspaper Ads, Brochures, Flyers, Car Magnets, Signage	\$1300		\$1300
TOTAL		\$5000	\$1535.60	\$6536.60

The purpose of X-Plain is to reach as many uninsured people in Juneau County as our Community Coalition has access to. The majority of our budget will be to get the message out (through handouts, flyers, tokens, etc) and through promotion and publicity of offered services and seminars. We believe that once our X-Plain resource center, seminars, and our mission is well known to the public, we will provide a valuable, easy-to-access resource for all citizens who need quality health care programs.

The sustainability of X-Plain will be two-fold. First, our coalition recognizes that this need is immediate, but does not have a quick solution. Therefore, we are starting with this planning grant to get our X-Plain program off the ground. Secondly, we recognize a need to continually secure funding through our own facilities and through grants and outreach entities such as the Rural Communities Implementation Grant and local organizations such as St. Joseph's Foundation Board. This grant is really just a beginning—a planning stage. We hope to expand our resources and our seminars to include more communities in Juneau County and to the uninsured populations in our neighboring counties with which we have strong connections.