

GRANT ANALYSIS FORM

OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health Department

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Category of Request

- ☐ New Grant
- ☒ Grant Continuation
- ☐ Change in Previously Approved Grant

Previous Council File No. 241056

Previous Council File No.

Project/Program Title: Medical Assistance (MA) Outreach Forward Health Grant

Grantor Agency: State of Wisconsin Dept of Health Services (DHS)

Grant Application Date: N/A

Anticipated Award Date: January 1, 2026

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations): Through targeted community outreach and enrollment assistance, Community Healthcare Access Program (CHAP) connects high-risk and underserved populations—including pregnant women and families—to essential healthcare coverage and services. The program continues to strengthen partnerships with community-based organizations, clinics, and neighborhood advocates to reduce barriers, improve continuity of care, and advance the City's broader goals of health and racial equity. Services are offered at Southside Health Center, Keenan Health Center. We also provide application assistance at partner sites such as Planned Parenthood for BadgerCare Plus (BC+) and Family Planning Only Services (FPOS). Target populations are City of Milwaukee residents that are eligible for Badger Care + or Marketplace insurance.

2. Relationship to City-wide Strategic Goals and Departmental Objectives:

CHAP directly supports the City of Milwaukee Health Department's mission and the *MKE Elevate 2023–2028* priorities by advancing health and racial equity. CHAP strengthens community partnerships to engage residents where they live, reducing barriers to care through coordinated outreach and enrollment efforts across Milwaukee.

The program assists uninsured and low-income individuals in enrolling in BadgerCare Plus, the Federally Facilitated Marketplace, and other vital public benefit programs such as FoodShare, Childcare, Family Planning Only Services, and Medicaid for the Elderly, Blind, and Disabled. By connecting residents to coverage, CHAP promotes regular preventive care, consistent prenatal services, and comprehensive reproductive health access—reducing emergency room use and improving overall quality of life.

In alignment with the City's recognition of racism as a public health crisis, CHAP serves as a critical gap-closing initiative for Black, Indigenous, and People of Color (BIPOC) communities who face systemic barriers to equitable care. Through culturally responsive engagement, integrity, and inclusion, CHAP works to rebuild trust in public health systems and advance measurable progress toward health equity.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

Grant funding is essential to sustain CHAP's community-based outreach and application assistance services, which have proven to significantly improve enrollment in health insurance and public benefit programs. MHD staff provide hands-on support to clients in completing online applications and renewals, facilitating required documentation, and resolving post-enrollment issues to ensure continuity of coverage.

By helping residents secure and maintain healthcare coverage, CHAP reduces the burden of uncompensated care on MHD services and enhances the Department's capacity to bill for covered services, strengthening financial sustainability. In addition, CHAP staff support clients who voluntarily share their social and health needs or seek resources, connecting them to appropriate services. This client-driven "one-stop shop" model within the Health Department promotes efficiency, satisfaction, and better public health outcomes.

4. Results Measurement/Progress Report (Applies only to Programs):

The primary objective of the Community Healthcare Access Program (CHAP) is to **reduce the number of uninsured individuals in Milwaukee and increase enrollment among eligible residents in BadgerCare Plus (BC+)** through targeted, community-based outreach and education.

During the grant period (January 1, 2026–June 30, 2027), CHAP will achieve the following measurable outcomes:

- Complete **at least 600 new BadgerCare Plus (BC+) online applications**
- Complete **600 online renewals**
- Provide **3,000 technical assists** to clients seeking coverage or benefit support
- **Contact 1,000 community members** via Milwaukee Fire Department partnership to inquire about their insurance application needs.

Progress will be tracked through program data reports, client logs, and periodic performance reviews to ensure accountability and continuous improvement.

CHAP will continue strengthening partnerships with **local organizations, healthcare providers, and community leaders** to expand outreach and streamline referrals. New staff will receive comprehensive training in outreach strategies, technical assistance, and BadgerCare Plus program requirements. The program will also employ **innovative outreach methods**—including social media engagement, community events, and culturally responsive educational workshops—to reach diverse populations and enhance program visibility and impact.

5. Grant Period, Timetable and Program Phase-out Plan:

January 1, 2026 – June 30, 2027

6. Provide a List of Subgrantees:

N/A

7. If Possible, Complete Grant Budget Form and Attach.

See Attached Budget