

MIPCD State Summary: Wisconsin

The Medicaid Incentives for the Prevention of Chronic Disease grant program, which will provide a total of \$85 million over five years, will test the effectiveness of providing incentives directly to Medicaid beneficiaries of all ages who participate in MIPCD prevention programs, and change their health risks and outcomes by adopting healthy behaviors. Awards are for a 5-year period, but are subject to annual renewal of funding. Grants must address at least one of the following prevention goals: tobacco cessation, controlling or reducing weight, lowering cholesterol, lowering blood pressure, and avoiding the onset of diabetes or in the case of a diabetic, improving the management of the condition.

State	Wisconsin
Project Title	Striving to Quit
Organization and Partners	<p>Grantee: Wisconsin Department of Health Services</p> <p>Partners:</p> <ul style="list-style-type: none"> • University of Wisconsin Center for Tobacco Research and Intervention • Wisconsin Women’s Health Foundation
Condition	Tobacco cessation
Target Population	Wisconsin’s BadgerCare Plus (Medicaid) population aged 18 and older (including a focus on pregnant women)
Goals	Significantly reduce smoking among Wisconsin’s adult BadgerCare Plus (Medicaid) population.
Activities	<ul style="list-style-type: none"> • Evidence-based tobacco cessation treatment services via Wisconsin’s Quit Line. • Evidence-based trained counselors via face-to-face and telephone counseling (First Breath). • Specially trained outreach staff working closely with primary care and obstetric clinics to facilitate understanding of the treatments available for their patient, how the referral process works, and how to incorporate tobacco screening and referrals to treatment into their clinic workflow.
Recruitment Approach	<ul style="list-style-type: none"> • Recruiting the eligible population through participating clinics—staff referral. • Conducting a provider education and awareness campaign, including education events, posters and brochures. • Recruiting HMO members through existing channels, such as newsletters and telephone calls, as well as other mailings and outreach. • Conducting a media campaign promoting the Quit Line and First Breath.
Incentives	<ul style="list-style-type: none"> • Cash incentives contingent upon participation in treatment and attainment of smoking cessation goals will be offered. • Participants in the control group receive treatment only, while those in the experiment group receive treatment as well as cash incentives. • Quit Line participants receive a maximum of \$350 in incentives over 12 months, while First Breath participants receive a maximum of \$595 over the course of their pregnancy plus 12 months post-partum.
Evaluation Design	<ul style="list-style-type: none"> • Experiment and control groups. • Generalized Estimation Equations and meaningful covariates. • Multiple imputations. • Moderation and medianational analysis. • Statistical modeling.