



Working TOGETHER to Support Wisconsin's Children

Strong Start Wisconsin is a new, non-partisan, pro-child coalition of statewide and local organizations, dedicated to the wholistic wellbeing of children from prenatal to five, in the greater context of their family and community.

Why **SUPPORTING CHILDREN** in Their First Five Years Matters When Adults are Supported, Children & Communities Thrive

The earliest years of life shape the architecture of the developing brain and set the foundation for lifelong health, learning, and success. Positive experiences during this time support healthy development and help children thrive. In Wisconsin, many families and caregivers lack access to the tools and resources they need, but we can change that together.

By investing in the adults who care for and support children, we can create strong support systems that help every child in Wisconsin flourish and become productive, healthy adults.

Three **COMMON SENSE POLICIES** to Help Children & Families Thrive

1 - **EXTEND** Medicaid Coverage for 12 Months Postpartum

Nearly three out of four pregnancy-related deaths happen after birth. Extending Medicaid from 60 days to 12 months ensures continued care for new mothers, reducing emergency visits, limiting substance use issues, and improving long-term health, especially in our communities impacted by health disparities.

Wisconsin is one of only two states yet to make this change. It's time to act.

 **Investment Ask:** Extend Medicaid for new mothers from 60 days to 12 months

2 - **INVEST** in Healthy Minds, Healthy Children (Infant & Early Childhood Mental Health Consultation)

Between 10% and 16% of children under the age of five experience significant emotional or behavioral challenges including post-traumatic stress disorder and anxiety. Addressing these challenges early supports better emotional development, strengthens relationships, and helps children succeed in school and life.

 **Investment Ask:** \$5 million annually to expand HMHC access across the state to improve social skill building and emotional regulation capacities, reduce preschool expulsion, and enhance program quality for children and caregivers throughout WI.

3 - **EXPAND** the Family Foundations Home Visiting Program

Evidence-based home visiting programs strengthen families, support child development, and improve health and education outcomes. These programs offer a strong ROI: every \$1 spent yields up to \$5.70 in long-term savings. Currently, only 2,100 families are served—yet 71% of families with young children in Wisconsin would benefit from these supports.

 **Investment Ask:** \$5.2 million annually to expand program reach and family access.

By investing in children & the adults who support them, we are investing in a **STRONGER workforce, a **STRONGER** economy, and a **STRONGER** Wisconsin.**