



A DECADE OF ENGAGEMENT: THE WISCONSIN CHILD PSYCHIATRY CONSULTATION PROGRAM (WI CPCP)



Michelle Broaddus, PhD, Elizabeth Nelson, MA, Rosa Kim, MD, and Matthew D Jandrisevits, PhD
Department of Psychiatry and Behavioral Medicine - Medical College of Wisconsin

Introduction

The Wisconsin Child Psychiatry Consultation Program (WI CPCP) offers informational guidance to pediatric primary care providers (PCPs) addressing mild to moderate mental or behavioral health concerns in the context of ongoing access barriers to formal mental health services.

The WI CPCP is one of the most established psychiatry access programs of its kind. A defining feature of the WI CPCP is its ability to provide information to PCPs regarding psychopharmacological interventions, behavioral health recommendations, and linkage to relevant community resources and supports.

The WI CPCP has provided over 10,000 consultations to PCPs over the past 10 years. Through this program, approximately 75% of all children in Wisconsin can receive care for their mental health concerns within their medical home. With an annual state allocation of \$2M, the program costs less than \$2.20 per child.

All WI CPCP offerings have been developed through strong partnerships and engagement/outreach efforts. The current QI project evaluated results of these engagement activities over the past decade.

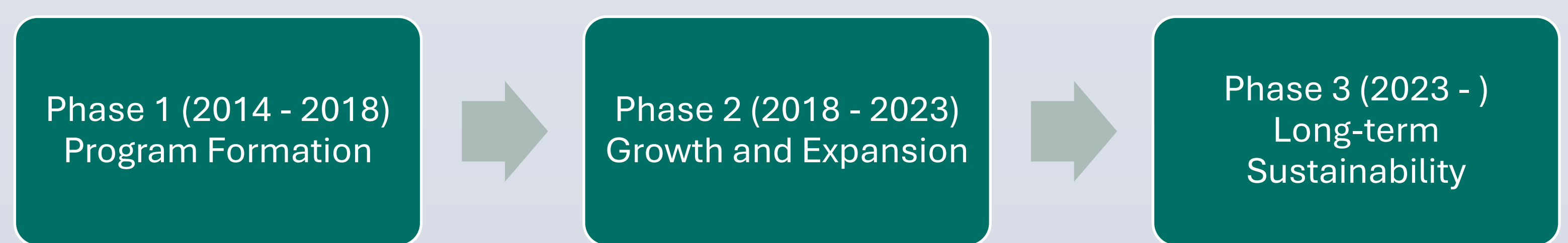
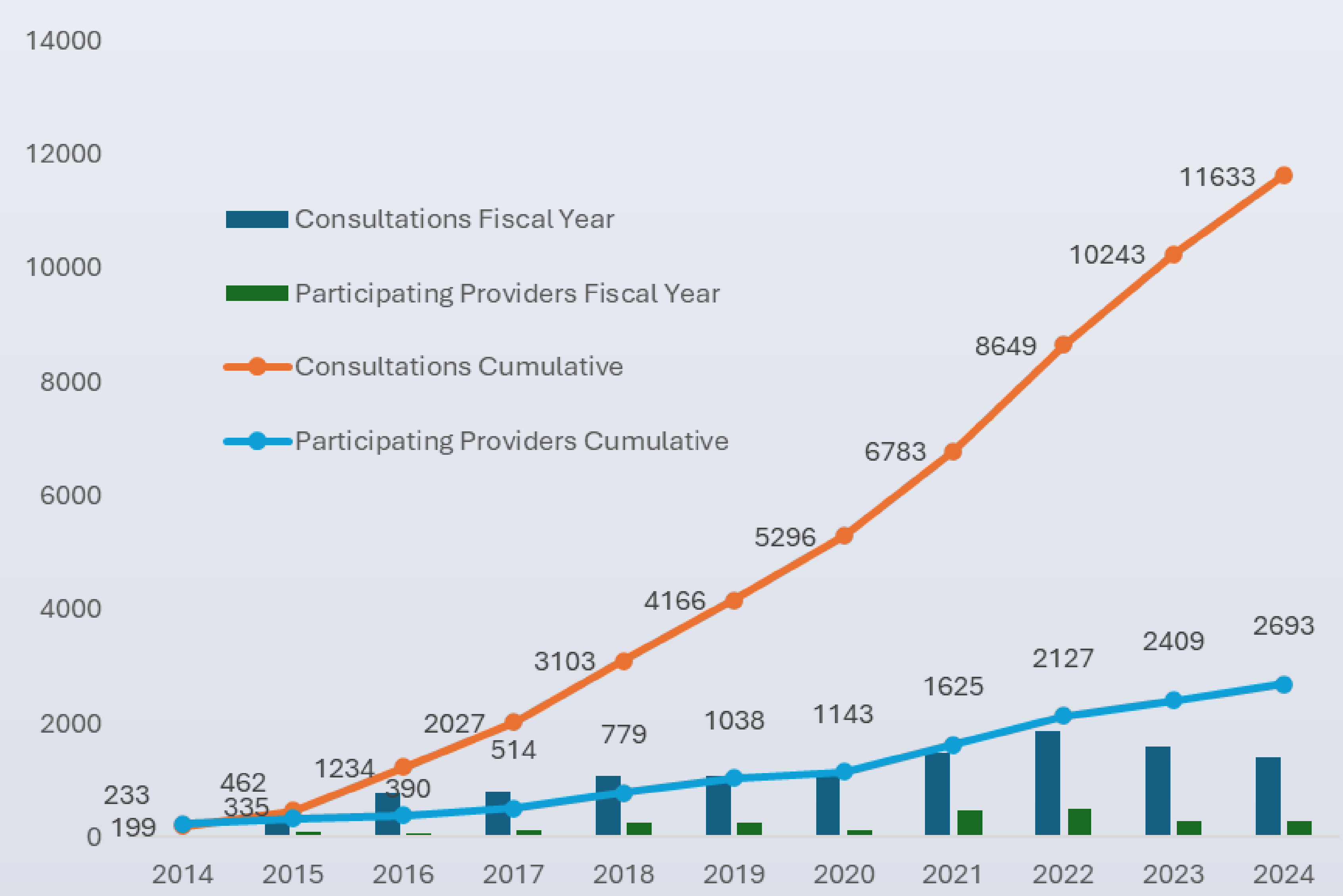
Aims

1. Provide a summary evaluation of the WI CPCP's lessons learned to promote community engagement and advocacy.
2. Identify the trajectory of WI CPCP reach and program offerings over the past 10 years.
3. Assess QI indicators including PCP engagement, utilization of the program, and qualitative testimonials.

Methods

- The WI CPCP team reviewed engagement and advocacy initiatives enacted between 2013-2023.
- Outcome measures involving reach, PCP utilization, and satisfaction of WI CPCP services were mapped onto a timeline of engagement and advocacy initiatives.
- This QI project was exempt from Human Subjects protocols, and consent was neither necessary nor obtained.

Results

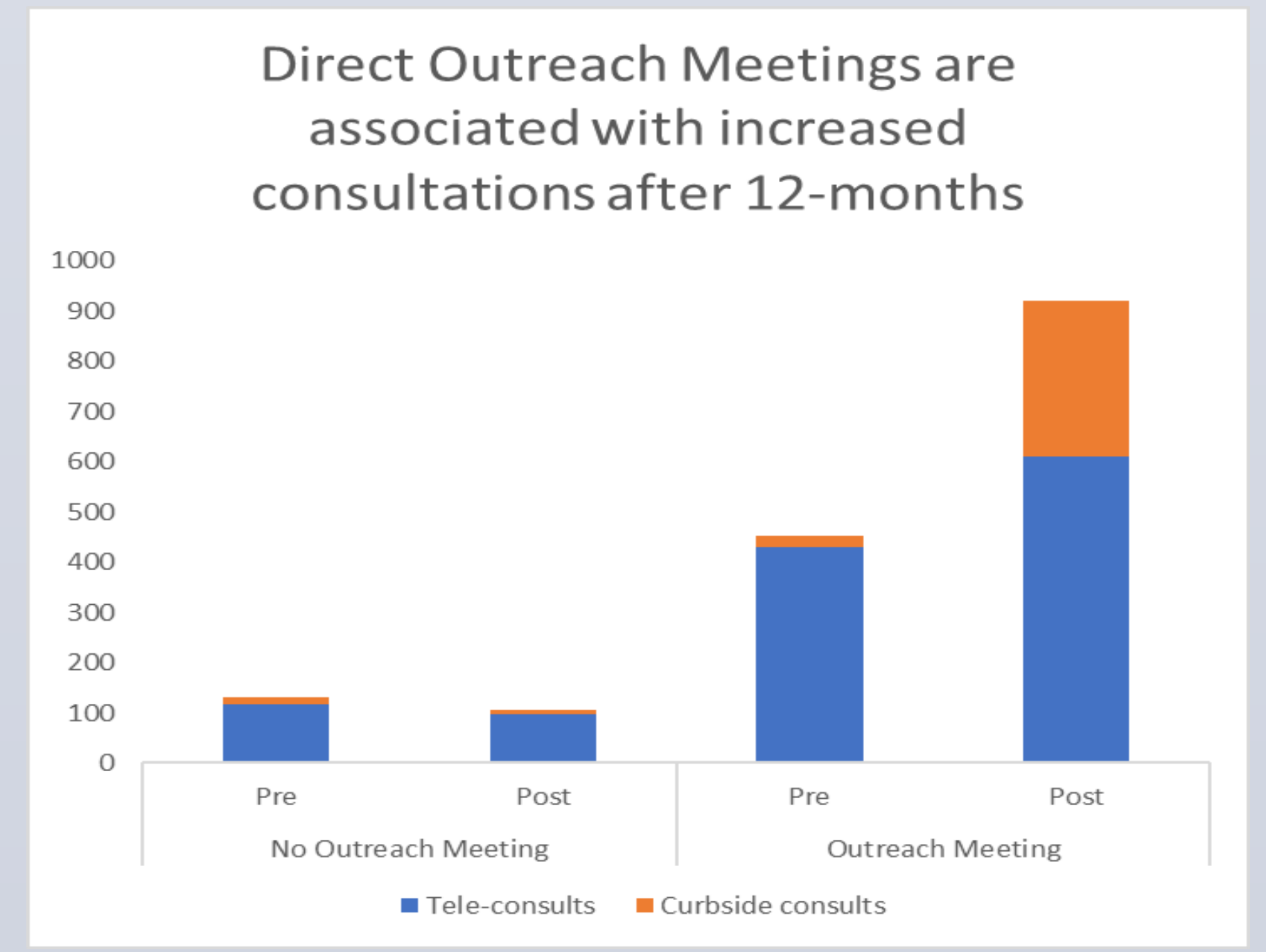


Engagement Activities

- Increase awareness: Media campaigns, Branding, Newsletters, DHS Call to Action
- Regional staffing model to enhance local engagement, especially for rural and tribal communities
- Develop face-to-face engagement practices that build trust
- Solicit feedback to understand and respond directly to PCP needs
- Establish KPIs directly tied to community engagement as a strategic goal
- Offer a wide variety of educational opportunities and learning formats (e.g., online modules, case conferences, on-demand didactics, yearly conference)
- Create Community Advisory Committee, recruit champions
- Cultivate community partners and secure support from adjacent stakeholders
- Engage in legislative advocacy

Lessons Learned

- Analyze KPI data to drive program operations
- Program participation and service utilization flows from consistent, authentic, sustained engagement with PCPs.
- Regional staffing greatly enhances outreach effectiveness.
- Early investment in consistent outreach and responsiveness may pay long-term dividends in acceptability of PCPs to consultation services.
- Diverse educational sessions often lead to increased acceptability of outreach meetings for PCPs, which in turn increase service utilization.
- Feedback from stakeholders should inform program improvement efforts.
- Political advocacy can secure legislative support.



Outreach meeting * time interaction effect:
Tele-consults only = 0.51, p < .05
All consults = 0.90, p < .001

Provider Testimonials

"The importance and impact WI CPCP has on WI youth cannot be emphasized enough. **They stand in the gap with primary care providers** and help treat our youth at such a critical phase. WI CPCP has impacted my clinical practice immensely and **has increased my confidence in providing appropriate treatment** for my pediatric psychiatric patients."

"Each time I've reached out, I've **received detailed advice** related to specific medications, dose management, adverse effects, and future management, rating scales, specific types of mental health therapies, and evidence-based non-medication interventions have been patiently described and encouraged... **They've calmed my anxieties** by educating me thoroughly."

Discussion

The WI CPCP is one of the most established psychiatry access programs in the United States. The program's success reflects ongoing engagement with the WI state government, WI DHS, the WI chapters of the AAP and AAFP, HRSA, a community advisory committee, and primary care providers representing urban, suburban, and rural communities across the state. As a result, over 1.2 million children and adolescents have improved access to mental health care.

The WI CPCP provides a model for comprehensive engagement and outreach as a foundation for development to similar psychiatry access programs.

References

1. Kim R, Broaddus M, Jandrisevits MD, et al. Expanding psychiatric treatment in primary care settings: improved care through the Wisconsin Child Psychiatry Consultation Program. Clin Pediatr. 2023;62(11):1369-1374.
2. Jandrisevits MD, Broaddus M, Kim R, DiFranceisco W, Manak C. Direct Outreach Meetings Increase Primary Care Utilization of Psychiatry Access Programs. J Behav Health Serv Res. 2025 Jun 16:1-11.

Funding

Funded by the Wisconsin Department of Health Services, Wis. Stat. §§ 20.435 and 51.442, and in part from the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of a 3-year cooperative agreement.