Connecting Kids to Coverage
Intersecting Services: Reaching Families through Public
Benefits Outreach Programs
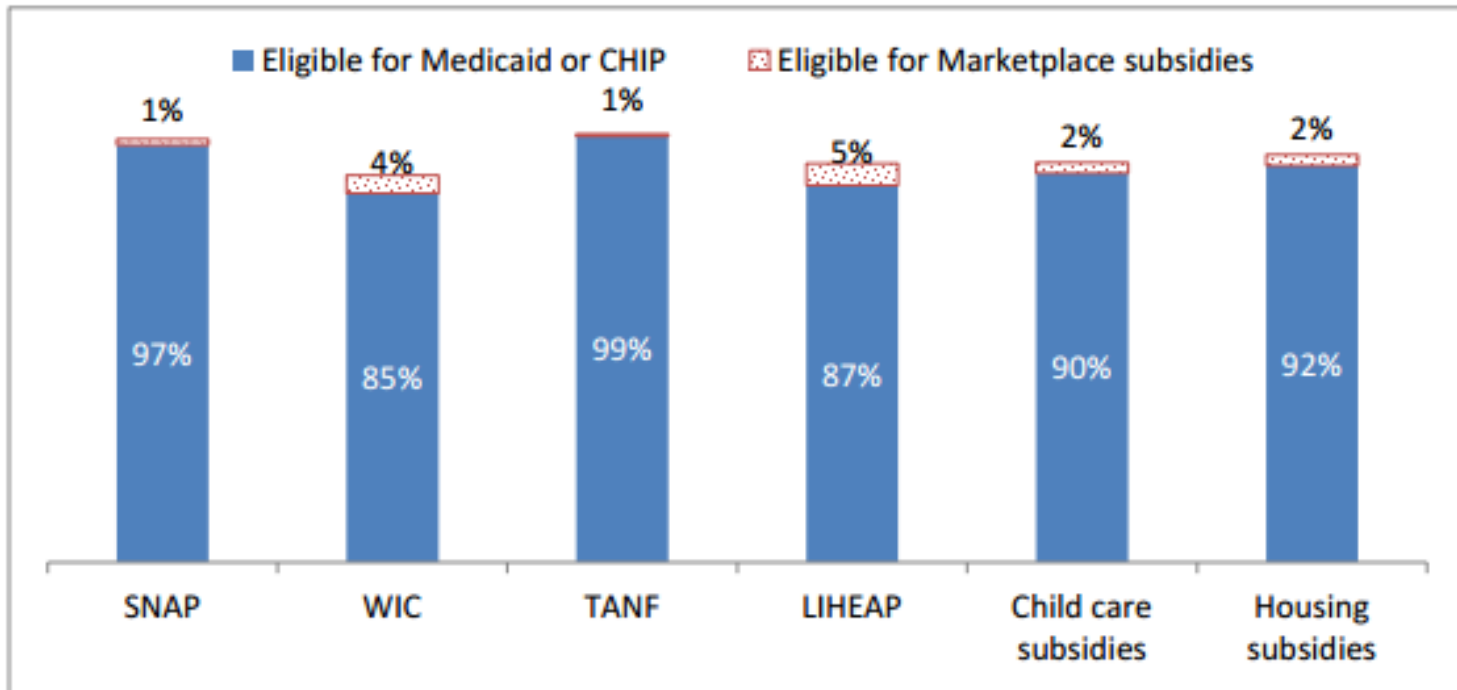December 11, 2014 2:00 PM

Agenda

- Introductions and Overview
- National Perspective: Community Action Partnership
- Integrating Enrollment in Community Action Agency Services: Community Action of Nebraska
- Promoting Health Coverage Through Community Tax Programs: HoltSolutions
- Integrating Enrollment into Food Assistance Programs: Ohio Association of Foodbanks
- Connecting Kids to Coverage Campaign Resources

InsureKidsNow.gov

The Opportunity

Figure 1. Among recipients of various human services benefits under age 65, the percentage who will qualify for health programs under the Affordable Care Act

InsureKidsNow.gov

Community Action Partnership

- **Barbara Ledyard**

  Project Director

What are CAAs?

- **Community Action Agencies** (CAAs) are nonprofit private and public organizations established under the Economic Opportunity Act of 1964 to fight America's War on Poverty.

Mission:

Community Action Agencies help people to help themselves in achieving self-sufficiency.

CAAs Across the Country!

- Today there's approximately **1,000** Community Action Agencies serving the poor in every state as well as Puerto Rico and the Trust Territories.

- Service areas of Community Action Agencies (CAAs) cover **96%** of the nation's counties.

- Names of CAAs differ, but mission is the same!

InsureKidsNow.gov

Who do CAAs serve?

The Community Action Network serves over:

- 16.2 million individuals per year
- 3 million families per year

CAAs serve all regions and populations:

- 54% of CAAs serve rural areas
- 36% of CAAs serve areas considered both urban and rural
- 10% of CAAs serve urban areas

Helping People. Changing Lives.
community
Action
PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

InsureKidsNow.gov

Services Offered by CAAs

Because each CAA is governed locally, each provides a different mix of programs and services. The following represents the percentages of Community Action Agencies that deliver these services:

- **Emergency Services - 91%**
  Food Pantries, energy assistance, homeless shelters, domestic violence
- **Education - 89%**
  Head Start, youth mentoring, literacy, GED/Adult Basic Education
- **Food and Nutrition - 84%**
  Meals on Wheels, WIC, food banks
- **Training/Employment - 63%**
  Job readiness, job training, and job creation
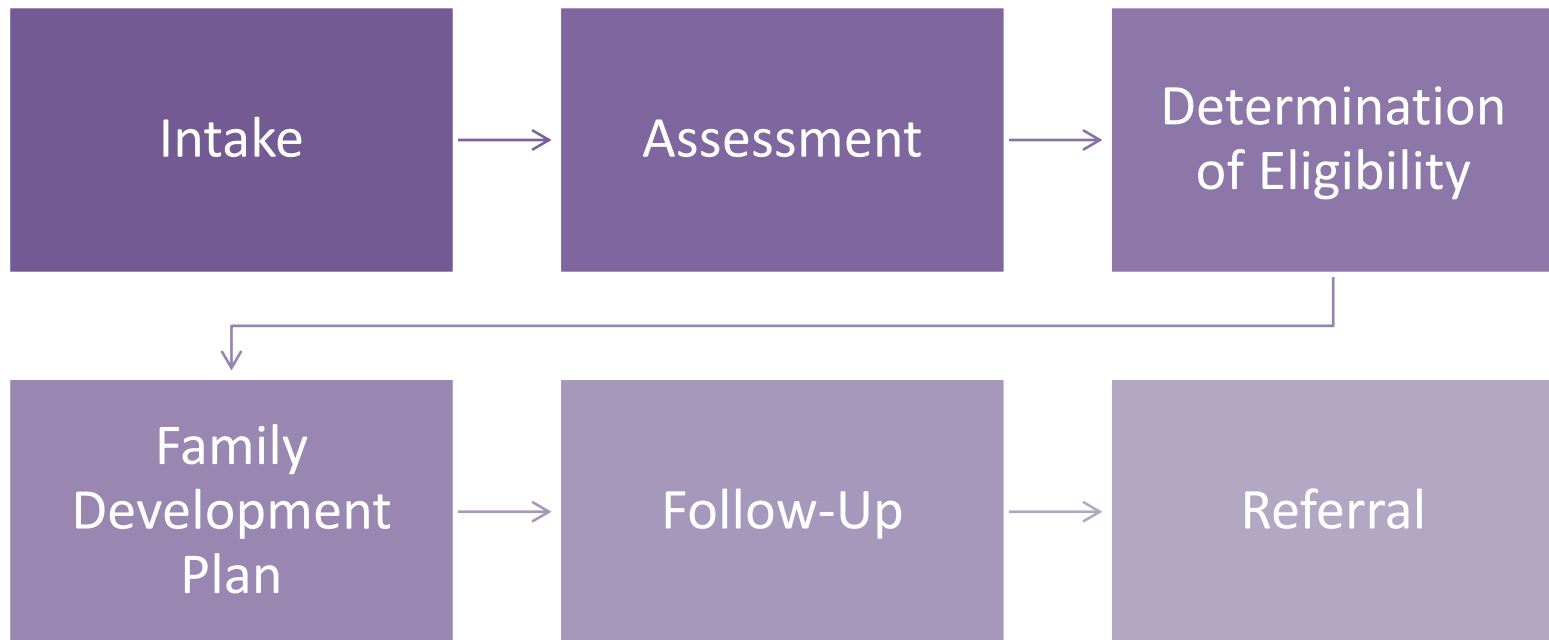
InsureKidsNow.gov

Services Offered by CAAs

- **Transportation - 49%**
  Rural transportation systems, on-demand transportation
- **Housing - 46%**
  Homeownership, rental assistance, weatherization
- **Health Care - 29%**
  Health Clinics, WIC, prescription assistance

Enrollment for Services at CAAs

- **Most agencies have similar enrollment processes which often include:**

Intake	→	Assessment	→	Determination of Eligibility

Family Development Plan	→	Follow-Up	→	Referral

InsureKidsNow.gov

Community Action Partnership Website
www.communityactionpartnership.com

Locate a CAA near you easily!

Integrating Enrollment into Community Action Agency Services

- **Amber Hansen**

  Executive Director

Community Action of Nebraska

- Mission: Community Action of Nebraska collaborates with community service organizations across the state to foster the cultures and skills which support low income families attaining economic stability and to keep the voices and conditions of those in poverty central in the development of public policy.
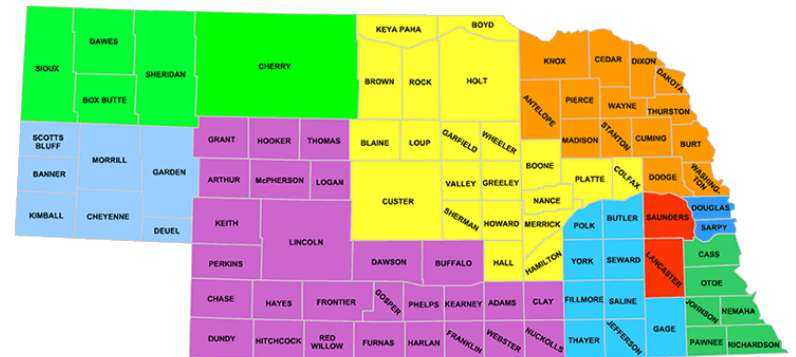
- State association of 9 Community Action Agencies

InsureKidsNow.gov

Community Action of Nebraska

- Our agencies provide services such as:
  - Asset Development
  - Foster Grandparents program
  - Commodities Supplemental Food Program
  - Weatherization
  - Head Start
  - Youth programs
  - Community services
  - Homeless assistance
  - Support services for veteran families
  - Health programs
  - Housing programs

InsureKidsNow.gov

Community Action of Nebraska

Navigator grantee for 2013-2014 grant period

- Assisted over 40,000 consumers through Outreach and Enrollment efforts
- Certified Navigators licensed by the Nebraska Department of Insurance and certified by CMS
- Navigators assist consumers statewide

InsureKidsNow.gov

Community Action of Nebraska

- State Navigator Program Manager

- Agencies have at least 1 full time Navigator

- Several agencies have other staff that are trained and certified Navigators

- Centralized intake process

- Clients come to agency for Emergency Services or Homeless assistance are assisted with Marketplace/Medicaid applications

InsureKidsNow.gov

Community Action of Nebraska

- Navigators attend Head Start home visits
- Head Start parents are assisted with application and CHIP resources for their children, if eligible
- Existing clients are assisted with the application process (No Wrong Door)

InsureKidsNow.gov

Community Action of Nebraska

- Outreach events targeted at the community that is already being served by the agency

- Play educational video, hang posters in waiting rooms where clients are in line to receive CAA services

Partnerships with other agencies that provide services the CAAs don't, such as:		
FQHCs	YWCA	Enroll Nebraska

InsureKidsNow.gov

Community Action of Nebraska

- Navigator grantee for 2014-2015 grant period
  - Targeted outreach for underserved populations
  - More collaborative efforts between programs and CAAs
  - Navigator Program Manager coordinating outreach and enrollment events across the state

InsureKidsNow.gov

Questions & Answers

Promoting Health Services through Community Tax Programs

- **Steve Holt**

HoltSolutions

InsureKidsNow.gov

Community Tax Programs (VITA)

- Free assistance to lower-income taxpayers to prepare and file their tax returns
- IRS **V**olunteer **I**ncome **T**ax **A**ssistance program
- Larger (& some smaller) programs use paid staff as well as volunteers
- Core emphasis on EITC (**E**arned **I**ncome **T**ax **C**redit) filers
- Many programs also work on benefits access, financial security, policy advocacy, etc. (sometimes year-round)

InsureKidsNow.gov

"Typical" VITA Users

- More than half are single, non-head-of-household filers
- But 1/3 claim dependents
- Median age in mid-40s but wide variation
- Median Adjusted Gross Income ~$16,000
  - ~$20,000 if EITC with qualifying children
- 1/3 report receiving public benefits assistance
- ~60% came to tax site the year before

InsureKidsNow.gov

Overlaps with Medicaid/CHIP Targets

All States

- Tax filers who haven't participated in programs
- Those with changed circumstances
- Using tax site as trusted source of information

Expansion States

- Single-person households
- Filers with incomes in the expansion range
- Significant number of very young and middle-aged households

InsureKidsNow.gov

Specific Partnerships – Now

- Informational mailing (traditional and/or electronic) to tax site clients

- Augment outreach materials

- Set up enrollment centers in facilities that will become tax sites

- Cross-training program staff & volunteers in the basics

- Define & prepare for tax season partnerships

InsureKidsNow.gov

Specific Partnerships – Tax Season

- On-site outreach materials
- Screening through intake surveys
- "Working the room" – conversations about health coverage as taxpayers wait
- Enrollment stations
- Post-February 15 joint marketing about Medicaid/CHIP

InsureKidsNow.gov

Resources

- Center on Budget and Policy Priorities
  - Beyond the Basics website
  - Health Care Assister's Guide to Tax Rules
- IRS website (locate tax sites)
- Contact 211
- *Intersecting Worlds* case study report (http://www.aecf.org/resources/intersecting-worlds/)
- holtsolutions@earthlink.net

Integrating Enrollment into Food Assistance Programs

- **Zach Reat**

  Director of Work Support Initiatives

The Ohio Association of Foodbanks

- Ohio's largest charitable response to hunger
- Our mission is to assist Ohio's 12 Feeding America foodbanks in providing food and other resources to people in need and to pursue areas of common interest for the benefit of people in need
- Ohio's emergency food network distributed over 186 million pounds of food last year

OHIO
ASSOCIATION OF
FOODBANKS

InsureKidsNow.gov

Education and Training

> **"…hunger is a symptom of poverty."**

- Hunger represents an immediate need

- As a system we work to ensure 'foodbankers' understand this concept, and…

- Foodbanks and pantries implement programs to help address other symptoms of poverty

Connecting Kids to Coverage

- Education and Training
- Technology
- Collaboration

InsureKidsNow.gov

Technology – The Ohio Benefit Bank

- ### What is it?

Integrated online service developed by Solutions for Progress that Ohioans can use to address several symptoms of poverty from a single resource – Medicaid and Medicare programs, food assistance, taxes, FAFSA, Veterans benefits, etc.

- ### How does it work?

The association trains agencies including food pantries and soup kitchens to walk people through the online service, or Ohioans can use the self-serve edition

www.ohiobenefits.org

Technology – Get Covered Connector

- <u>What is it?</u>

Online tool that enables agencies and consumers to schedule an appointment with an assister at a time and location that works for their schedule

- <u>How does it work?</u>

Agencies or individuals go to the website, search for an appointment, schedule a convenient appointment, and sign up for automated text and/or e-mail alerts

http://connector.getcoveredamerica.org

OHIO
ASSOCIATION OF
FOODBANKS

34

InsureKidsNow.gov

Collaboration

Collaborating with agencies and individuals that are trusted by low-income populations helps – foodbanks and pantries are generally trusted resources

Example opportunities for enrollment collaboration include regular enrollment activities at food pantry distributions, setting up at large-scale mobile distributions, distributing literature through food boxes

OHIO
ASSOCIATION OF
FOODBANKS

InsureKidsNow.gov

Greater Cleveland Food Bank

- Provides in-person and over the phone help with food assistance and other applications using the OBB
- Intake process includes questions regarding medical coverage
  - If no medical coverage, use GC Connector to schedule an appointment
- Training medical providers to issue 'nutrition prescriptions' when they identify a food need
  - If no medical coverage, use GC Connector to schedule an appointment

InsureKidsNow.gov

OHIO ASSOCIATION OF FOODBANKS

Freestore Foodbank – Cincinnati, Ohio

- Offer programs that address other symptoms of poverty including health insurance application assistance

  o Intake process for many Freestore programs include questions about health coverage

- Interact for Health, a health education and advocacy group, printed fliers for Freestore to send out with food deliveries – these fliers end up going home with emergency food recipients

- Information about Freestore's Navigator program will go to over 5,000 families through a single holiday food box distribution

InsureKidsNow.gov

Connecting Kids to Coverage Campaign Resources

TV and Radio Public Service Announcements (PSAs)

- :30 TV PSAs in English and Spanish

- :60 radio PSAs in English and Spanish

- Tips for using PSAs

- Pitch letters in English and Spanish

Children in families earning **$47,700** a year or more may qualify. And parents may be eligible for Medicaid too.

URL: insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html

InsureKidsNow.gov

Live Read Radio Scripts

- Live read PSA scripts are available for local radio on-air personalities to inform their listeners about Medicaid and CHIP enrollment
  - :15 radio PSA script in English and Spanish
  - :30 radio PSA script in English and Spanish
  - :60 radio PSA script in English and Spanish

URL: insurekidsnow.gov/professionals/outreach/strategies/tv_and_radio_psas.html

40

InsureKidsNow.gov

Template Print Articles

Ready-made articles (available in English and Spanish) that can be shared with local newspapers and media outlets

Template articles are also available and can be customized for local newsletters, bulletins, or other communications

InsureKidsNow.gov

Flyers, Posters and Palmcards

With health insurance, they'll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to $47,700 a year or more may qualify.

Go to InsureKidsNow.gov or call 1-877-KIDS-NOW to learn more.

Visit **HealthCare.gov** to learn more about affordable health coverage for your family.

CMS Product No.
11667

I'M YOUNG, BUT I WASN'T BORN YESTERDAY.

I know a good thing when I see it—like health coverage through Medicaid and CHIP. And I'm here to talk it up. It's low-cost or free for children and teens up to age 19. Us kids can get regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. And kids in a family of four earning up to $47,700 a year or more may qualify.

You can enroll any day of the year, but why put it off when you can protect your family (and your finances) today?

To learn more about affordable health coverage for your family, visit **HealthCare.gov** or call **1-877-KIDS-NOW.**

Health coverage for teens who just want to have fun

Now your teens can have fun _and_ get the health care they need. Medicaid and CHIP offer free or low-cost health insurance for children and teens up to age 19. That means check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more are covered. Children and teens in a family of four earning up to $47,700 a year or more may qualify.

Go to **InsureKidsNow.gov** or call **1-877-KIDS-NOW** to learn more.

Visit **HealthCare.gov** to learn more about affordable health coverage for your family.

InsureKidsNow.gov

Customization Options

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos. **Please Note:** You may request these changes on all customizable materials.

- **Your program name(s)**

- **Your state's annual income eligibility limit for a family/household of four**

- **Your website and/or phone number**

- **Up to two logos**

- Available in English and Spanish

- Some available in Chinese, Korean, Vietnamese, Hmong and more.

Customization Guide:
insurekidsnow.gov/professionals/outreach/strategies/customization_guide_.pdf

Additional Campaign Resources

- Upcoming eNewsletter on Reaching Families through Public Benefits

- All webinars available online
  http://www.insurekidsnow.gov/professionals/webinars/index.html

- Outreach Video Library
  http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html

InsureKidsNow.gov

Keep in Touch with the CKC Campaign!

- Follow the Campaign:
  - Facebook: facebook.com/InsureKidsNow
  - Twitter: @IKNGov
- Contact us to get involved with the National Campaign at InsureKidsNow@fleishman.com or 1-855-313-KIDS (5437).
- Sign up for eNewsletters here: public.govdelivery.com/accounts/USCMS/subscriber/new

InsureKidsNow.gov

Questions & Answers

Thanks!