



# **Back-to-School and School-Based Enrollment Strategies: Tried, True & New Ideas to Reach Families**

June 22, 2015

# Agenda

- Welcome and Overview
- Implementing an Integrated, Effective School-based Enrollment Campaign
- Working with Schools: A Superintendent's Perspective and Experience
- Working with School Nurses and Free and Reduced Price Lunch Programs to Enroll Children
- Back-to-School Activities: Connecting with Communities Through Health Centers
- Connecting Kids to Coverage Campaign Resources



# Lessons Learned from Two Years of School-based Outreach & Enrollment

- **Doris Higgins**

Director of School Health Services

- **Barbara Pitcher**

Manager of School-Based Outreach and Enrollment Strategy



# Connecting Kids to Coverage Outreach and Enrollment Grants

Grant Goals - Use School-Based Outreach Strategies

Enroll



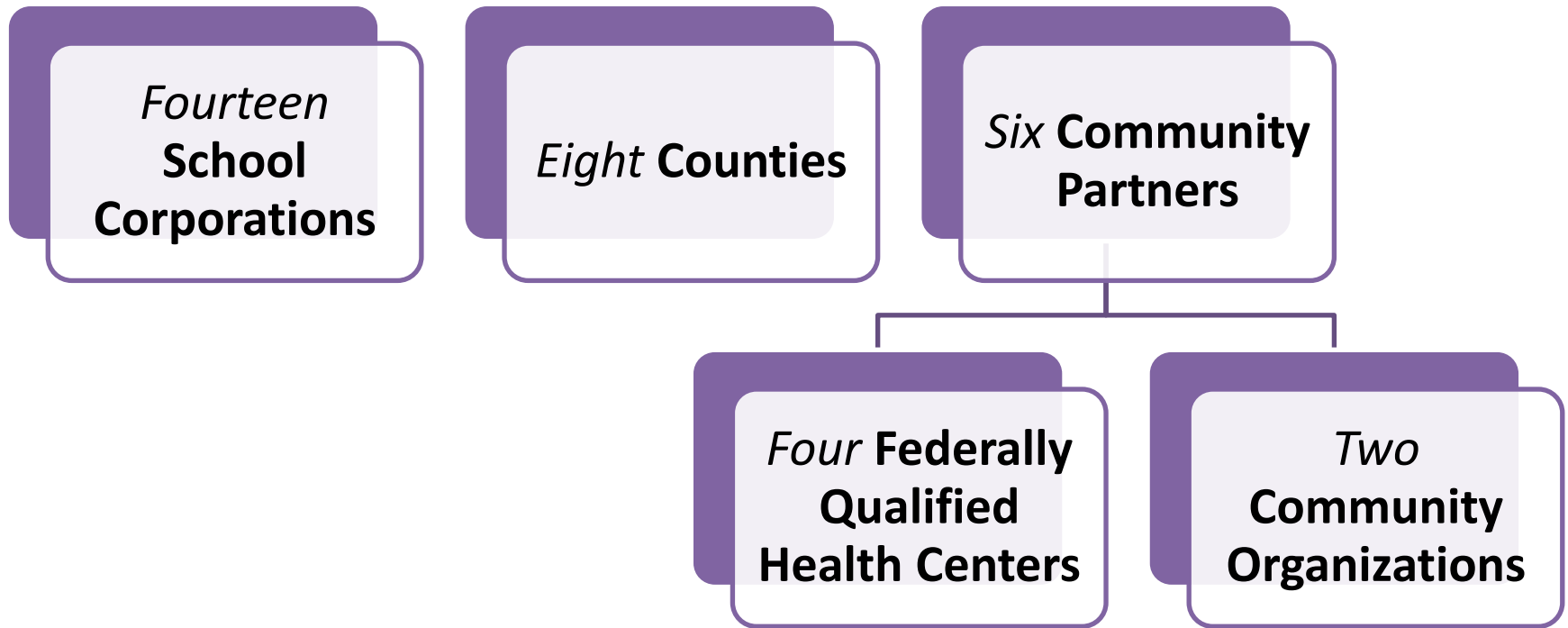
Retain



Connect



# Grant Partners



# Results

*July 15, 2013 – April 30, 2015*

**3,261**

**Total Applications  
(Adults and Children)**  
*Hoosier Healthwise,  
Medicaid, HIP, and  
Marketplace*

**1,038**

**Child Enrollments**  
*Hoosier Healthwise  
(includes Children's  
Health Insurance  
Program)*

# Where Do Enrollments Come From?

*July 15, 2013 – December 31, 2014*



39%

School



23%

Organizational



20%

Internal



14%

Community



4%

Other

# Other Outcomes



- Enroll Adults
- Collect Meaningful Data
- Build Capacity
- Build Peer Sharing Network



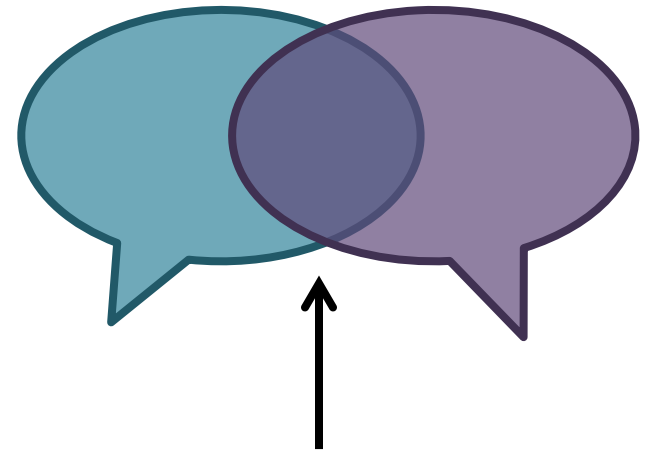
# Key Realizations

Process Matters

Relationships are Foundational

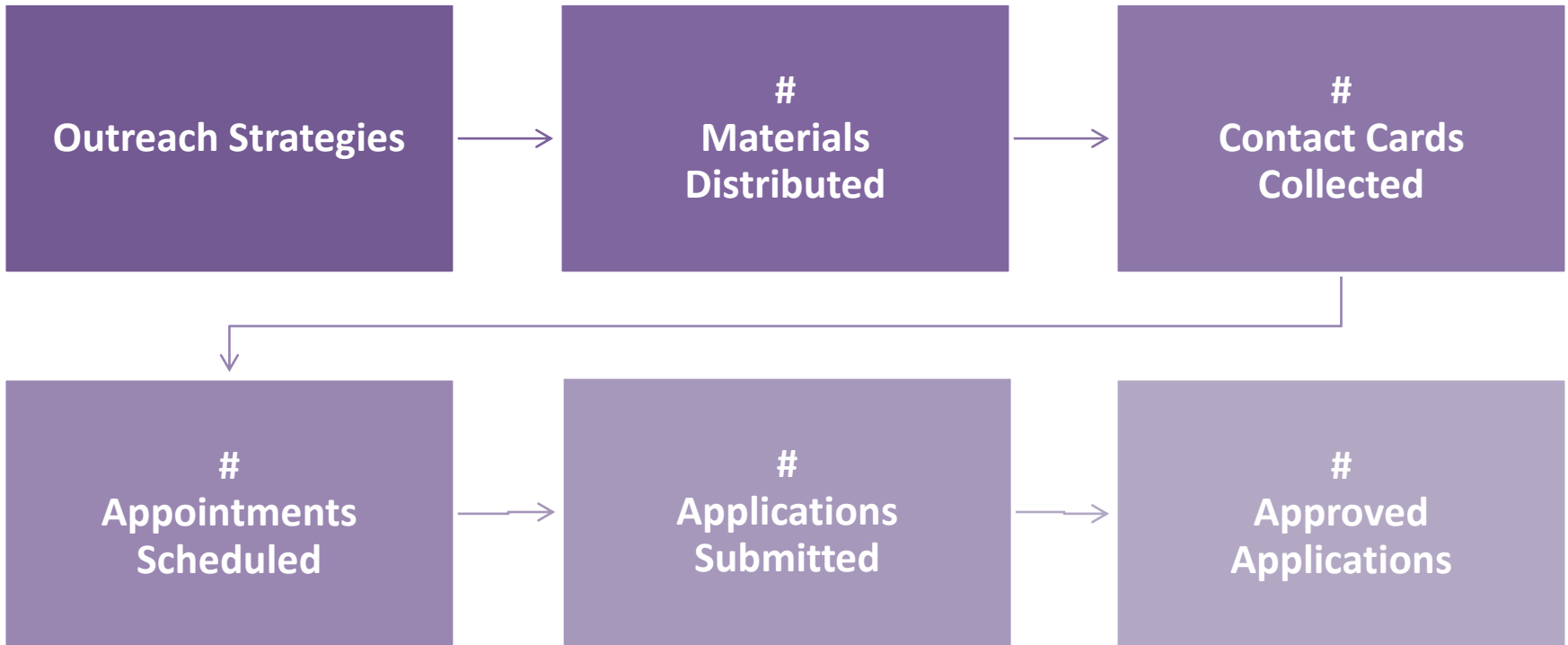
Events ≠ Strategies

Experiment



This is the good stuff.

# Outreach to Enrollment Pipeline



# Successful School Based Outreach Strategies

- 100% Campaign
- School Staff
- Leverage School Connections



# 100% Campaign

- Vision
- Champions
  - Agreement
  - Certificate
  - Button Campaign
- School Embedment
  - Referrals
  - School Events
- Promotions





# CHAMPION



## *Certificate of Appreciation*

This certificate is awarded to

**NAME OF RECIPIENT**

in recognition of valuable contributions to help 100% of students enroll in health care coverage to ensure they receive the preventive care they need, and are healthy and in school.

\_\_\_\_\_  
Signature

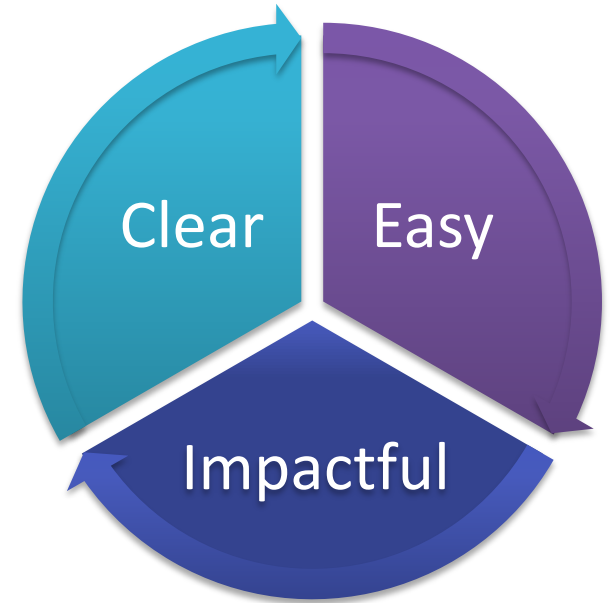
\_\_\_\_\_  
Date



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# School Staff - Critical Factors

- Attitude, Passion, Persistence
- Seek First to Understand
- Communication
  - ✓ *Clear* – What You Want/How They Can Help
  - ✓ *Easy* – Referral Systems
  - ✓ *Impactful* – How They Helped



# School Staff

Role	Value	Action
Nurses, Social Workers & Counselors	See Health Impacts	Critical Points of Contact, Establish Referral Process
Parent Liaisons/School Resource Officer	Know What's Going On	Leverage to Make Connections & Schedule Activities
Principals	Operational Focus	Leverage to Get Things Done
Superintendents	Visionary/Big Picture	Enroll as a Champion
Teachers	See Direct Impact	Raise Awareness
Nutrition Director	Source of FRL Data	Establish Data Collection Process



# Leveraging School Connection

- School Endorsement (Logo)
- School Data (FRL, employer data)
- School Marketing Helps with Name Recognition
- Community Organizations Serving Students & Families





# School Based Strategies

*7/15/13 - 4/30/15*

Strategy	Child Applications	Child Enrollments	What Data Doesn't Say
100% Campaign	n/a	n/a	Clear Goal/ Vision
Free & Reduced Price Lunch	117	89	Return on Investment
School Events	136	50	Build Awareness
School Staff Referrals	164	130	Build Credibility
Mobile Unit	46	30	Medical Home
Family/Friend Referrals	204	126	Customer Service



# Resources

- [CoverYourKids.org](http://CoverYourKids.org)
- [IndianaHealthCareToolbox.org](http://IndianaHealthCareToolbox.org)
- [INschoolHealth.org](http://INschoolHealth.org)
- [InsureKidsNow.gov](http://InsureKidsNow.gov)

# Covering Kids & Families of Indiana

- Norma Napoli  
Deputy Director, Project Director  
[nnapoli@ckfindiana.org](mailto:nnapoli@ckfindiana.org)
- Doris Higgins  
Director of School Health Services  
[dhiggins@ckfindiana.org](mailto:dhiggins@ckfindiana.org)
- Barbara Pitcher  
Manager, School-Based Outreach & Enrollment Strategies  
[bpitcher@ckfindiana.org](mailto:bpitcher@ckfindiana.org)

# Working with Schools: A Superintendent's Perspective and Experience

- **Lillian Maldonado French**  
Superintendent



# Mountain View School District

❖ 7,514 students

- Hispanic 94%; Asian 5%; Other 1%
- Free & Reduced Meals – 90%
- English Learners – 59%
- Parent Education:
  - Not a High School Graduate - 47%
  - High School Graduate - 38%
- Overweight and Obesity Rate - 50.2%



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# Existing Partnership

- California Community Foundation, El Monte Community-Based Initiative (CBI)
  - City of El Monte
  - Mountain View School District
  - El Monte City School District
  - El Monte Union High School District
  - Community-based organizations (Health Clinics, Pre-Schools, Chambers of Commerce)
- 10 Years, \$10 million dollar commitment (2006-2016)



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# CHIPRA: Children's Health Insurance Program Reauthorization Act

American Association of School Administrators

Children's Defense Fund

Initial \$14,000 One Year Grant



# The Role of the Superintendent

- Seek partnerships and grant opportunities
- Support sustainable programs
- Involve a disciplinary team
- Provide strategic guidance





# Getting Started

**TODAY:**  
Existing health  
outreach enrollment  
efforts?

What systems currently exist at your district and how can you leverage them?

- School forms
- School events
- Access to parents
- Existing partnerships

How will your school  
get there?

Understanding your district's current needs and systems, what actions will it need to implement to reach future outreach and enrollment goals?

**FUTURE:**  
What's the vision for  
health outreach  
enrollment at your  
district?

What would it look like once your district reaches its vision of healthy and successful children?

- Enrollment will occur on school site regularly
- School-based health center
- Full time funded position for a Health Outreach Coordinator



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# Grant Goal

**Increase the number of students with health insurance.**

## Strategies:

- Change registration forms so that all families must provide their child's insurance information
- Follow up and refer families who indicate they don't have insurance to local health providers
- Communicate to families about health insurance opportunities through school events, health fairs, and community events



# Strategies

- Train parent “health promotoras” to provide families with information about health care coverage
- Use student information system to track health insurance information
- Include conversations about health insurance during parent conferences



# Strategies



Tour local health agencies with Community Liaisons and School Staff

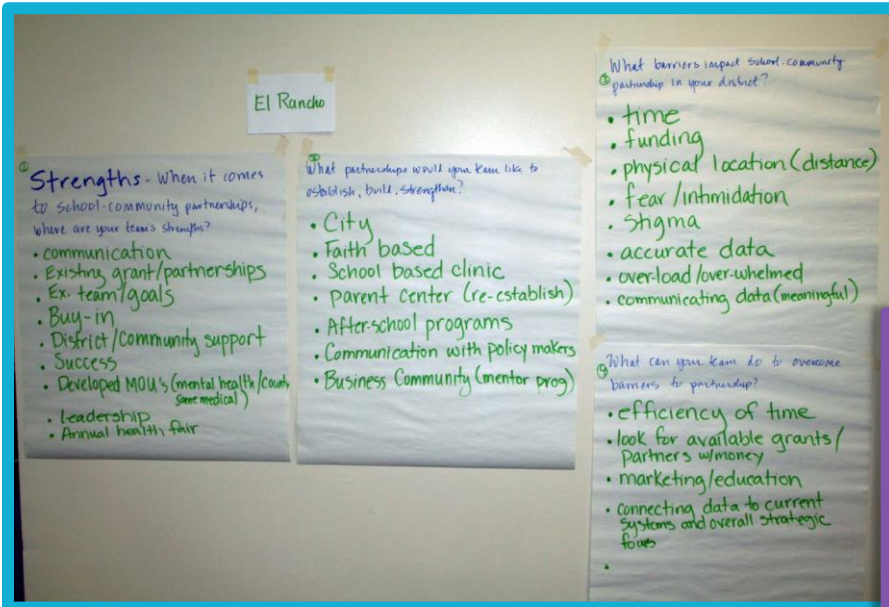
Partner with local districts to brainstorm ideas



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# Strategies

Develop annual plans



Partner with local food banks



# Strategies



Provide presentations to families by local health care providers

Partner with legislators



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# Results

- Over 1,200 names of uninsured students have been referred to health care providers
- Increase the number of students with health insurance by 10%
- Attendance has increased by 4% in two years
- Offered second grant for \$30,000
- Grant has been extended until 2016



# A Simple Formula for Success

## Lessons learned from CDF/AASA partnerships with Schools Districts

Add a health insurance status question on annual school forms

Establish a multi-disciplinary district team

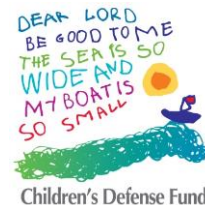
Use annual data about students' health insurance status

Implement district wide enrollment events

Participate in ongoing outreach & communication efforts

Engage community partners

Share results and reassess needs





# Contact info:

Lillian Maldonado French  
Mountain View School District

[lmfrench@mtview.k12.ca.us](mailto:lmfrench@mtview.k12.ca.us)

626-652-4955



# Enrollment through School Nurses and the Free and Reduced Price Lunch Program

- **Lauren Hamvas**  
Outreach and  
Enrollment Specialist



LEGAL SERVICES *of*  
EASTERN MISSOURI



# Legal Services of Eastern MO

- Provide free, civil legal assistance to low-income individuals within Eastern Missouri
- Connecting Kids to Coverage provides Medicaid/CHIP and Health Insurance Marketplace enrollment assistance
  - Outreach focus on school nurses and McKinney-Vento Homeless Enrollment Coordinators



# Background

- National School Lunch Program
  - Families <130% FPL are eligible for free lunch
  - Families <185% FPL are eligible for reduced-price lunch
  - USDA gives model application procedures, but gives states flexibility for applications
- Saint Louis Public Schools
  - Public school district for the city of St. Louis
  - 70+ buildings from pre-K through high school
  - Over 88% of enrolled students qualify for free or reduced price school lunches



# Health Care Insurance Application Attachment

- The National School Lunch Program's model application for Free and Reduced Price Lunch includes an attachment asking about the applicant-student's health insurance status and whether the parent would like the student's information shared with the state Medicaid agency to see if they qualify for health care.
- Some states, like Missouri, require this attachment to be included with all Free and Reduced Price Lunch applications (Mo. Rev. Stat 208.658).
  - Check your state and local laws to see if your state or school district requires this attachment



# REQUEST FOR INFORMATION

(Complete one form per family)

Please answer the question below by checking the appropriate box. The following information is a request adopted by the General Assembly in 2010 requiring school districts to determine whether or not all children in a family have health insurance.

Does each child in your family have health care insurance?

YES

NO

**MO HealthNet (Medicaid) is considered health care insurance.**

If NO is checked the school district will provide a MO HealthNet for Kids application for the family.

Completion of this form is not a condition of determining meal eligibility. The Free and Reduced Price Meals Family Application will be reviewed regardless of your response to this Request for Information.

Submit this request with your Free and Reduced Price School Meal Family Application or return to your school/school district.

Printed name of parent/guardian: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

## SHARING INFORMATION WITH OTHER PROGRAMS

Dear Parent/Guardian:

To save you time and effort, the information you gave on your Free and Reduced Price School Meals Family Application may be shared with other programs for which your child(ren) may qualify. For the following programs, we must have your permission to share your information. **Sending in this form will not change whether your child(ren) get free or reduced price meals.**

- No! I **DO NOT** want information from my Free and Reduced Price School Meals Family Application shared with any of these programs.
- Yes! I **DO** want school officials to share information from my Free and Reduced Price School Meals Family Application with **Connecting Kids to Health Coverage**, a free program from Legal Services of Eastern Missouri that will help me get health insurance for my children through Medicaid.
- Yes! I **DO** want school officials to share information from my Free and Reduced Price School Meals Family Application with **[name of program specific to your school]**.
- Yes! I **DO** want school officials to share information from my Free and Reduced Price School Meals Family Application with **[name of program specific to your school]**.

If you checked yes to any or all of the boxes above, fill out the form below. Your information will be shared only with the programs you checked.

Child's Name: \_\_\_\_\_ School: \_\_\_\_\_

Child's Name: \_\_\_\_\_ School: \_\_\_\_\_

Child's Name: \_\_\_\_\_ School: \_\_\_\_\_

Child's Name: \_\_\_\_\_ School: \_\_\_\_\_

Signature of Parent/Guardian: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: (Home) \_\_\_\_\_ (Cell) \_\_\_\_\_

For more information, you may call **Surilla Shaw, School Nurse Coordinator** at (314)345-4401.

**Return this form by [date] to:** **Food and Nutrition Services**  
801 N. 11 Street  
St. Louis, MO 63101



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# Evolution

## Year 1: SLPS sent mailing paid for by LSEM

- Included letter from assistant superintendent and our flyer
- Presented to parent groups, met with other administrators throughout the year

## Year 2: Referral form included in application

- LSEM called and mailed parents



# Results

## Year 1

- 20-30 responses from the mailing
- 12 presentations and enrollment assistance events
- Built trust within the district

## Year 2

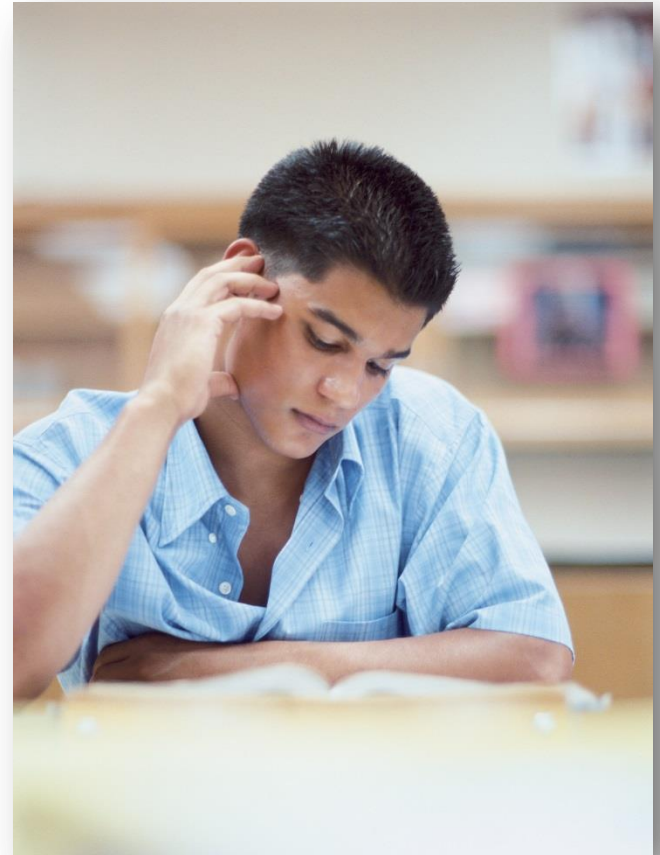
- Approx. 1/3 of schools returned the referral form
- 78 phone calls
- 42 mailings
- 38 advice/intake, additional 27 more from direct personnel referrals





# Lessons Learned

- Schools are very protective of their students' information
- Large districts have a lot of bureaucracy and every district is different
- Find one responsive person to your cause
- Be flexible, be agreeable



# McKinney-Vento Homeless Enrollment Coordinators

- McKinney-Vento Act gives children the right to continue attending school where they were enrolled when they became homeless
- Districts are required to appoint a Homeless Enrollment Coordinator to facilitate services, including transportation
  - Typically a school counselor or social worker
  - Check with your state's dept. of ed. for listings



# Contact Information

Lauren Hamvas

Outreach and Enrollment Specialist

Connecting Kids to Coverage

Legal Services of Eastern Missouri

(314)256-8764

LEHamvas@lsem.org



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# Back-to-School Activities: Connecting with Communities Through Health Centers

- **Teri Johnson**

Community Outreach Director



# About Health Services of North Texas



**Primary Medical Care  
for the Entire Family**

**Pediatric Care**  
(Medicaid and CHIP Welcomed)  
**Prenatal Care**  
**Women's Health Care**



**Integrated Counseling Services**

**Chronic and Infectious  
Disease Care**



**Guardianship Services**

*Improving the quality of life for all North Texans through  
medical care, support services and advocacy*



## Health Services of North Texas



[www.healthntx.org](http://www.healthntx.org)  
**940-381-1501**

Call or go online to schedule an appointment

### HSNT Denton Medical Center

4310 & 4308 Mesa Drive | Denton, TX 76207 | 940-381-1501

Monday - Thur 8:00 to 6:00  
Friday 8:00 to 5:00 | Saturday 8:00 to 5:00

Pediatrics, Family Practice, Primary Medical Care,  
Counseling Services, Chronic and Infectious Disease Care  
*Medicare, Medicaid and CHIP Welcomed*  
*Sliding Fee Scale offered, Accepting most major Medical Insurance*

### HSNT Denton South Center

Located in the Denton Regional Professional Building  
3537 South I-35 E, Suite 210 | Denton, TX 76210 | 940-381-2313

Monday - Thur 8:00 to 6:00  
Wed 8:00 to 8:00 | Closed on Friday

Prenatal Care, Women's Health Care, Family Planning  
*Medicaid and Texas Women's Health Program & Sliding Fee Scale*

### HSNT Elm Street Center

Located in the Wheeler House  
821 North Elm Street | Denton, TX 76201 | 940-381-1501

Tuesday and Thur 9:00 to 4:00

Primary Medical Care, Women's Health Care, Family Planning  
*Medicare, Medicaid and CHIP Welcomed*  
*Sliding Fee Scale offered, Accepting most major Medical Insurance*



### On Call 24/7

Patient calls received after hours and on weekends are directed to our answering service. HSNT has a physician on call 24 hours a day, 7 days a week. In case of emergency, please call 911 or go to the nearest urgent care center.

**Vision: A Healthy  
Community**

**Improving the quality of  
life for all North Texans  
through medical care,  
support services and  
advocacy**

Our organization's rack card includes Medicaid and CHIP enrollment services.



# Key Strategies for Increasing Awareness Through an Event



- Involve community partners to increase your reach, add credibility and create increased levels of trust.
- Create events that meet needs or perceived needs.
  - Our community is not responsive to traditional health fairs. We work to create events that capture the attention of our community and provide a wanted service.
- Keep HSNT and the services we provide, “Top of Mind.”

# Good Start Back to School Giveaway

- Located in a large shopping center with “big box” stores where families shop for school clothes and supplies
- Event takes place over the sales tax free weekend to ensure high foot-traffic
- **How do we get them to come?** We provide something that they need such as school supplies, haircuts, immunizations and much more.
- Now that we have their attention, we talk to them about Medicaid, CHIP and the Marketplace.



**GOOD START**  
**Back to School**  
**GIVEAWAY**

**HEALTH SERVICES OF NORTH TEXAS**  
Your Key to Quality Care

**FREE SCHOOL SUPPLIES**

**When:**  
Texas Tax FREE Weekend  
Saturday, August 9th  
10am - 1pm

**Where:**  
Rayzor Ranch Marketplace  
West University Drive, Denton

*Don't Miss...*

- ⇒ FREE & discounted kids haircuts
- ⇒ Immunization information & FREE eye tests
- ⇒ Healthy snacks, store discounts & special offers
- ⇒ & MORE...

[CLICK HERE](#) for the complete list of merchant offers

While supplies last, at participating Rayzor Ranch Marketplace merchants only.

**RAYZOR RANCH MARKETPLACE** Get complete details at [RayzorRanchShopping.com](http://RayzorRanchShopping.com)

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# Strength in Community Partnerships

Inviting the community to participate and **showing them how they will benefit** from collaboration can make your events stronger and create new opportunities.

**GOOD START**  
**Back to School**  
**GIVEAWAY**

**RAYZOR RANCH MARKETPLACE**

**HEALTH SERVICES OF NORTH TEXAS**  
 Your Key to Quality Care.

**WIN!**

iPad Mini sponsored by Health Services of North Texas  
 Fender Guitar Sponsored by Colorful Hearing  
 Back to School Basket sponsored by Ross  
 \$50 Gift Card from Deluxe Nails and Spa  
 \$25 Villa Grande Gift Card  
 \$25 Styles for Less Gift Card

**Here's How**

**Step 1**  
 Collect your free school supplies, special offers and free samples from the retailers listed below. Be sure to get a circle sticker on each logo below.

**Step 2**  
 Return completed card to the Health Services of North Texas booth no later than 1:00. Don't forget to complete contact information on back of card.

**Step 3**  
 Win! We will see you at the Health Services of North Texas booth at 1:00 for the drawing! **Must be present to win.**

**Family Passport**

How to WIN door prizes:

1. Visit each booth for fun, safe, and healthy tips for summer. Don't forget to punch your passport!
2. Return completed passport to the DJ Station
3. Win! **Must be present to win.**





# Good Start Back to School Giveaway - Results

More than 200 families attended

- We used the information gathered on the back of the Passport to reach out to families via phone and email.
- This event boosted interest in the Health Insurance Marketplace generating an approx. **10% increase in calls before open enrollment.**
- This event served as a way to strengthen our message and get the word out about HSNT's enrollment services.



5 families enrolled onsite in Medicaid/CHIP for their children



# Summary

- Same message, multiple times in various ways to keep your services and name TOP of MIND.
- Create strong community partnerships.
- Take your event out to the community, making sure that it has value and benefit.
- Our O&E team uses information collected at events to make follow up calls and send out emails.

## Additional summer opportunities:

- Set up at School Registrations
- Summer Meals Program for children
- Outreach to summer childcare facilities and camps
- Participate in 4<sup>th</sup> of July activities in your community



**Questions & Answers**



**Connecting Kids to Coverage  
Campaign Resources**

# Customizable Print Materials

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.

**An extra hand for parents with their hands full**

Now, you have one less thing to worry about. Medicaid and CHIP offer free or low-cost health coverage 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](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.

visit [HealthCare.gov](http://HealthCare.gov) to learn more about affordable health coverage for your family.

LOGO 1    LOGO 2

**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.

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Health Insurance Marketplace

InsureKidsNow.gov

CMS Product No. 11667

# Turnkey Resources

- TV and radio public service announcements
- Live read radio scripts
- Template print articles
- Web banners and buttons
- Social media posts and graphics



URL: <http://www.insurekidsnow.gov/professionals/index.html>



# Outreach and Enrollment Best Practices



- 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](http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html)



# Keep in Touch With the CKC Campaign!

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





# Outreach and Enrollment All Stars

- We want to hear from you to highlight some All Stars of the campaign! Tell us about an outstanding state chapter, member organization, grantee, or others that are doing innovative outreach to enroll eligible children and teens into Medicaid and CHIP. We'd like to feature them in an upcoming Connecting Kids to Coverage webinar in August to share these ideas with our network of grantees, partners, and community organizations.
- Please send the name of the group/individual and contact information, along with a brief description of what makes them an "All Star" to [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com) by Friday, July 10<sup>th</sup>.





**Thanks!**