



Connecting Kids to A+ Health Coverage for Back-to-School Season

Connecting Kids to Coverage National Campaign

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Gabby Duran: Welcome to the Connecting Kids to Coverage National Campaign Webinar. I'm Gabby Duran, and I work closely with the Connecting Kids to Coverage Team to support the enrollment of more children and families in free or low cost health care coverage through Medicaid and CHIP. Back-to-school season is a crucial time to engage families in conversations around getting their children health care coverage. Organizations across the nation have partnered with schools to connect and enroll eligible students in Medicaid and the Children's Health Insurance Program, or CHIP. Children who have health insurance are better prepared to learn in school, and they are less likely to miss school because they are sick. As the current school year winds down, many organizations are starting to plan ways to integrate health insurance enrollment efforts into back-to-school and year round activities, including increasing communications with school based health centers and extracurricular programs. Our webinar today will share best practices for outreach and enrollment during back-to-school season and tips on how to start your planning and engage partners and school staff to maximize your success. I want to introduce Amy Lutzky, Director of the Division of State Coverage Programs at the Centers for Medicare and Medicaid Services, to share some additional information. Amy?

Amy Lutzky: Thank you Gabby. Well, hello everyone, and welcome to today's webinar. We had over 300 people register for the webinar today, and I'm looking at my screen and I keep seeing the numbers ticking upwards as you all dial in. So we are just delighted to be able to support that level of interest in this topic. Because we know that back-to-school outreach is one of our tried and true successful outreach strategies. And it's so successful that it is actually one of our requirements for our Connecting Kids to Coverage Grantees. So we are just thrilled to be able to bring you this webinar today. We know that schools are great partners to help reach and enroll these uninsured but eligible children in Medicaid and CHIP. And there is such a clear connection between having health insurance, vision benefits, dental coverage, immunization, and other health care services that children



need. Because it connects so clearly to school performance and after school activities. We are very grateful today to have Rebecca Shaw from the School Superintendent Association and Beth Matthey from the National Association of School Nurses. I am going to pass off now to Jessica Beauchemin from our Office of Communications who is our lead in the Connecting Kids to Coverage National Campaign. She's going to talk to you a little bit about our agenda today.

Jessica Beauchemin: Great, thank you very much. Good afternoon, and thank you to everyone for attending today's webinar. As Amy mentioned, my name is Jessica Beauchemin, and I'm excited to join Gabby, Amy, and our other speakers to talk about Connecting Kids to A+ Health Coverage for Back-to-School Season. I work in CMS's Division of Campaign Management, and have been supporting my colleagues in the Center for Medicaid and CHIP Services on Medicaid and CHIP outreach and enrollment efforts for the last five years. In that time, we've heard from groups like yours that the back-to-school season is an optimal time to enroll children and teens in Medicaid and CHIP. Today, as Amy mentioned, we're going to hear from two of our campaign partners, the School Superintendents Association and the National Association of School Nurses. Our speakers will cover strategies for outreach and enrollment during back-to-school season, and they'll also discuss how to engage with children and parents in your local efforts as you work to enroll eligible children and families to get kids covered as they return to school this fall. We will first hear from Rebecca Shaw, Project Coordinator of Children's Programs at the School Superintendents Association, who will walk us through their school based approach to children's health coverage. Next, Beth Matthey, President of the National Association of School Nurses, will share ways that school nurses help to improve health outcomes for students through outreach and enrollment. We will then hear from Jenna Kelly, Account Executive at GMMB, who will highlight the Connecting Kids to Coverage National Campaign's School Based Outreach and Enrollment Toolkit. And then we will share the variety of back-to-school resources available on InsureKidsNow.gov. We want to make sure that you know about the different campaign resources we have available to aid your back-to-school efforts. Finally, we will wrap up the webinar by addressing your questions. So please be sure to use that chat box to the right of your screen throughout the webinar to submit your questions to our speakers. Before we begin, let's answer a poll question. The first question is, what type of outreach and enrollment activities has your organization found successful for back-to-school season? Please make a selection, and if there



are activities not listed in the list, please be sure to share that in your chat box. Okay. So thank you very much for your responses. We are excited to hear more about your past and current back-to-school efforts. It looks like we have a nice split here. Some folks are doing school information nights and adding information to school registration forms, and about 36% haven't done any back-to-school outreach. So we're really thankful that you're on this webinar. We hope you come away from the webinar with some ideas and know where you can go for tools and resources. Our first speaker is Rebecca Shaw. As I mentioned, Rebecca is the Project Coordinator of Children's Programs at the School Superintendents Association. Rebecca?

Rebecca Shaw: Thank you. As mentioned, I work as a Project Coordinator in the Children's Programs Department at AASA, the School Superintendents Association. This department is committed to equity in educational opportunities and outcomes, reducing racial disparities, and aiding and assisting those children most in need. We are centered on work that drives systems change and increases educational equity. Two components that are exemplified in the school based child health outreach and enrollment initiative and subsequent toolkit that I will be discussing today. Next slide. For some background, AASA is a national organization. Our 13,000 person membership is largely superintendents but also includes other key administrators, school board members, scholars, and researchers. AASA has seven regions and forty-nine chartered state affiliates, enabling us to reach every school district in every community in the country. And you can find more information about our state affiliates on our website. The direct link is available in this slide deck. Next slide. AASA in partnership with the Children's Defense Fund, CDF, has long recognized the importance of high quality health care to student achievement. Since 2011, we have launched health insurance initiatives in 15 urban, suburban, and rural school districts of all sizes, big and small, across the country. The districts are located in California, Georgia, Louisiana, Mississippi, and Texas. We have two goals with this work. The first is building capacity so health enrollment is part of a district's infrastructure and becomes routine and sustainable. The second goal is to enroll more eligible students into Medicaid and the Children's Health Insurance Program, known as CHIP. Next slide. For the past few years, the focus of this work was in districts located in Texas and California, two states with the largest number of uninsured children in the country. The Children's Defense Fund state offices in Texas and California helped to provide children and their families with on the ground technical assistance, including guiding them through the health enrollment process. Next slide.



The vision of this work is a country where every child has access to comprehensive, affordable health insurance that is easy to get and easy to keep. In essence, our vision is that all children are healthy. Next slide. This work is important for schools because children must enter school healthy and ready to learn. Schools need to meet a variety of health, emotional, and social needs that can impact the student's experience. Too many children are overweight or undernourished or chronically absent due to chronic illnesses like asthma. Access to health insurance is a key step in ensuring that children are physically and emotionally healthy. Next slide. Our strategy is simple. By adding the question, Does your child have health insurance? on annual school forms, school districts can identify uninsured children and work with their communities to link them to appropriate health care coverage. The strategy of adding the question to your annual school forms makes this information available year after year. It is sustainable and something that is part of your back-to-school enrollment routine. Next slide. This graphic shows an example of how school districts can add this question to your form. Next slide. The Happy, Healthy and Ready to Learn Insure All Children Toolkit sets the stage for schools and community agencies to work together to identify and enroll health insurance through a simple, routine and cost effective strategy of asking the question on your forms. The toolkit is downloadable as a PDF and online at www.insureallchildren.org. The online toolkit includes an interactive map and videos with advice from superintendents and other key staff, as well as stories that reinforce the need for schools to be involved to ensure children are happy, healthy, and ready to learn. Beyond adding this question to annual school forms, the toolkit is set up to help schools across the country start or improve on current school based programs by sharing lessons learned from the school districts we worked with. When you explore the online toolkit, you'll find a user's guide with helpful tips on how to navigate through it. And you can also use this toolkit to collaborate and get assistance from peers as you build out and sustain your own school based health outreach and enrollment program. Next slide. The toolkit is broken into five main sections that outline the specific steps to implement a successful health insurance initiative. Those steps are building a team, identifying uninsured children, reaching out, enrolling children by engaging partners, and sustaining for the future. Next slide. The toolkit includes a brief ten question assessment to help schools determine the areas they need to focus on and where they are excelling. Throughout your work on the school health initiatives, I suggest that you take the assessment again to see where you have made improvements over the course of a few months or over a school year. Next



slide. Each section details why we do this work, who are the key players, and how to accomplish the task. Next slide. Each section includes components including engaging videos, examples of materials used in participating districts, district spotlights focused on lessons learned, templates including action plans and monthly reporting, social media share buttons to help build broader awareness, and stories. And within the toolkit you can share your own story in your own communities as well on our Share Your Story page. Next slide. I would like to highlight two of those stories from our participating districts that are available within the toolkit. The first story looks at how a district can positively impact a student when a district invests in their well-being. Martin was an unaccompanied minor from Compton Unified School District in California. Once he enrolled in the district, he was connected with a social worker. The district provided him with gift cards for food and clothes, helped him get eyeglasses, and connected him to health insurance. As a result, Martin was able to receive therapy to address trauma in his life. He graduated from high school with honors and was admitted to several universities. He is on the path to lead a happy, fulfilling, healthy life socially, emotionally, and physically. The second story underscores the role and importance of school nurses. Evelyn, a middle school student at Edinburg Consolidated Independent School District in Texas had a preexisting health problem, a heart condition. She couldn't participate in physical activities and would often visit the nurse due to shortness of breath. The nurse urged Evelyn's mom to take her to a heart specialist, but her mom couldn't afford the fees even with a full time job. The school nurse was able to refer Evelyn and her mom to an outreach worker who helped them through the health insurance application process. As a result, Evelyn was able to have open heart surgery to replace a faulty valve. And moreover, Evelyn's mother was more involved in her daughter's education and was an ambassador for the school enrollment effort. With the toolkit section, you can easily share stories like these by clicking on the Twitter, LinkedIn, and Facebook icons. Next slide. Additionally, as part of the toolkit, AASA and CDF developed a social media guide. The guide includes shareable graphics with quotes from school administrators and facts about the importance of Medicaid and CHIP. Some of those graphics were featured in this webinar when I discussed the vision of this work and why it is important for schools to have health insurance outreach and enrollment initiatives. In addition, videos and predeveloped messages are included to help increase public awareness, build support, and of course share compelling stories on these programs and its positive impact on children. You can join the conversation using social media with the hashtag



#InsureAllChildren. You can even pair this hashtag with #OpenEnrollment and #BackToSchool and #Enroll365. Next slide. Thank you. If you have any questions, feel free to contact me or ask questions during the Q&A session.

Gabby Duran: Thank you Rebecca for sharing these enrollment stories and your organization's mission and work to insure all children. Before we introduce our next speaker, we're going to answer another poll question. This one is, which groups does your organization engage with for back-to-school outreach? Please select all the groups that apply. It looks like the majority of your back-to-school outreach is being focused on parents and caretakers, and secondly school administrators and school nurses. Teachers and coaches and local media are right about tied. So we're really interested in hearing some of the work that you have been doing to engage these groups, so if you could also share that in your chat box we'll be talking about that in a little bit. Our next speaker is Beth Matthey. Beth is the President of the National Association of School Nurses. Beth?

Beth Matthey: Thank you. I'm really glad to be here today to share information. I'm a long time school nurse, and I've worked in schools with students of all ages. One of the reasons that I'm so glad to be on the call is that I learned that it does take a team effort, and we all have to work together to make sure our children and teens have the tools that they need to succeed. Next slide. First I want to tell you a little bit about NASN, the National Association of School Nurses. Our mission is to optimize student health and learning by advancing the practice of school nursing. We are a membership organization, and we have 50 affiliates in 48 states. That includes D.C. and the overseas nurses in the Department of Defense. I've provided a link here so that those of you on the call can reach out to the organizations in each affiliate. Each affiliate sponsors continuing education conferences at different times during the year for school nurses, and hopefully agencies can arrange to attend these conferences to share resources and to make personal connections. And I've also included a link for the State School Nurse Consultants. The National Association of State School Nurse Consultants has a link and we can give you the contact information for the state school nurse consultant who may also be able to offer state specific guidelines. Next slide. Although the number of students not covered by insurance is getting smaller, and most children do have health insurance, there are those that we are missing, and there are lapses in coverage. Our most at risk families may have situations in the family that take precedence over seeking health care. And as school nurses, we see that. Families that move frequently may not stay on top of their renewal



information. And these are the families that school nurses are able to reach and recognize the situations within the family. We work with our students across all grade levels, and we know the family. As the new school year begins, we want to make sure that all children are covered with health insurance, and we want to be able to provide families up to date information on what is available. Next slide. A recently released study by NASN from the University of Washington determined that there are 95,776 full time equivalent school nurses in the United States. School nurses care for the over 50 million children and teens in our nation's schools. We have our ears listening to the needs of our community, and we are the boots on the ground in the schools. Next slide. So how do school nurses connect families to health insurance? Often, school nurses collect emergency information in the beginning of the year so that school nurses can identify those in need of insurance. A school nurse in New Jersey noted that the information is collected electronically, and parents are asked on the electronic form if the information can be shared with the New Jersey Family Care and/or one of the providers. Then New Jersey Families send out messages to the schools that they are willing to send a representative to have a booth at a back-to-school night or other event where the parents might be. I know I've invited a representative from the community to back-to-school events to share information with families. I would suggest if you would like to attend a back-to-school event, contact the school nurse now to get important contact numbers. It's important to make these connections early in the school year, and it serves several purposes. The information that you share at back-to-school night can get out in the community and into the schools, and school nurses will have a point of contact. It is very helpful for school nurses to have a go to person when a family needs help. School nurses can also place the information that you share about health insurance coverage on the school's website, on the school Facebook pages, or on Twitter as another avenue to share the information. One nurse noted that she always checks the insurance status of children when she is starting to screen the children for vision and hearing. That way if she has a child that she needs to refer, she can also start the conversation about applying for health insurance. Next slide. School nurses are trusted members of the community and accessible to families. I mentioned how we work closely with families and may learn that a family has lost employment. And it may be that they've always had insurance, say with company health insurance, and now they have lost their job and they now longer have that insurance and they don't know how to get coverage. Sometimes when someone qualifies for Medicaid or CHIP, they don't want to accept assistance. So we need to work with the family to help



remove the stigma so that kids have the coverage. I had a mother tell me once her child had had a head injury and was having ongoing headaches. The mother was not taking the child to the doctor, and when I followed up she thought the father had the health insurance, but the father had lost his job and no longer had health insurance. So there was a gap in coverage for this child, so we needed to work with this mom to get the child the health care that they needed, but also connect the student to health insurance coverage. It often happens like that. We often find out a child doesn't have health insurance when we refer a child to health care or for dental care. When I find a child who needs care immediately but doesn't have health insurance, like my previous example, I often refer them to one of the federally qualified community health centers. They can offer the health care services on a sliding scale, but also have the navigators to help families get the coverage. Or when a family doesn't follow up with an identified health concern, nurses dig a little deeper and find out what's going on and why they haven't pursued treatment. Maybe lack of money or a lack of insurance. One nurse gave the example of a family who had moved from Texas, and two children came into the school and they weren't complying with the school entry requirements which included a current physical. Both students had failed their hearing and vision screening and needed follow up. The nurse was able to connect this family with care, assisting them with connecting through the website. Eventually both students were fitted for glasses and one child was treated for chronic fluid in his ear. Next slide. So what does this coverage mean? I had a 16 year old student who had sickle cell disease. It means that he can get the medication he needs to stay out of the hospital and remain in school. It also means that when he has a crisis he can get the care he needs in the hospital. It means that a young girl with asthma can have the emergency medication she needs to breathe when she has an asthma exacerbation. It mean she can come to school knowing that her asthma is under control, and it gives the parent the peace of mind because the school nurse has the medication the child needs. It means that a child with a peanut allergy is able to get the emergency medication that will keep them alive if they are exposed to peanuts and develop anaphylaxis. It means that a child is in school learning. There is a strong connection between chronic absenteeism and academic success. Dental caries is the number one health issue of children. Although dental caries are largely preventable, they remain the most common chronic disease of children. And if any of you have had a toothache, you know the discomfort and the pain it can cause. It's difficult for a child to pay attention when they have a toothache. Not only is it important to connect our students to health



insurance and preventive care, some families have never had preventive dental care, and they may not know it's necessary and that the insurance that they now have can cover it. I have had students come to my office with gaping holes in their mouth where a tooth should be. I can't imagine how painful that must be, and they certainly can't be completing complex math problems if they are in pain. School nurses help to make sure families know they can get health and dental care, and then connect them with providers who will take the insurance. We can all help to educate the community. Often if a child isn't covered, the parent isn't covered either. It may be that the parent is not eligible. But we can try to connect and engage with these families. Next slide. For more information, you can visit the NASN website at www.nasn.org. We also have a back-to-school toolkit that will be available in June. NASN provides resources to share with families and information on accessing health insurance. However, at this point we are finding most success when we identify the children that don't have insurance and directly assist those families. It is those families who may move frequently, as I've mentioned, or the family that is in crisis and insurance coverage hasn't been renewed. This is where our one to one connections with the family allow us to identify what is needed and to access the needed resources, which includes insurance. But most often, the point of entry is when the student needs health care. Next slide. Our goal is to keep kids at optimal health so that they can be in school and learning. That's why we say better health, better learning. Thank you.

Gabby Duran: And thank you Beth for highlighting the importance of school nurses and the goal to connect eligible children to health coverage, that as you mentioned, leads to better health and better learning. Before we talk more about back-to-school resources, let's answer our final poll question. If local media has covered your back-to-school activities, what kind of media was it? And it looks like you all have been able to get a good amount of coverage in school or community newsletters, which is great. And then the next one up is a TV interview, which is an amazing grab too for your activities and to spotlight that, as well as some online stories and radio segments. So thank you for your responses. And we are excited to hear more of that experience with media coverage for back-to-school and answer any questions that you might have about this topic. Our next speaker today is Jenna Kelly. Jenna is an Account Executive at GMMB. Jenna?

Jenna Kelly: Great, thank you so much. So as mentioned, I work for GMMB, a communications agency that has been working with the Connecting Kids to Coverage Campaign. One of the big things that we helped with was a



School-Based Outreach and Enrollment Toolkit. This premiered last year at the very end of the summer, so really the very start of that back-to-school period. But now it's available still and it's a great time to start planning back-to-school as we've been talking about for this webinar. So I just wanted to run through some of the features of the toolkit. Next slide. All right. So this toolkit is really a go to resource and guide to cultivating relationships with school staff like school nurses, and also partnering with your school community on activities that can get kids covered and help keep them covered in Medicaid and CHIP. So it includes things like tips for identifying, connecting, and working with members of the school community that can serve as partners for outreach. That's anyone from teachers to coaches to school counselors to school nurses, those people who have really direct touchpoints with children and families in your school community and can help provide that bridge to talk about the importance of health coverage. The toolkit also provides strategies and guidance for including enrollment in existing school processes. So one thing that we have heard is successful on the ground in a couple of instances is working a question about enrollment into all new student registration forms. So any time a new student is joining the school community, they fill out paperwork. If one of the questions on there is about health coverage, you get an automatic flag that that student may not be insured, and that is someone who can be referred to community organizations doing enrollment to take the next step there and get that child covered. There are also lots of great events that work for outreach and enrollment like parent night, PTA meetings, back-to-school night, opportunities to talk to parents one on one and work in that question of enrollment and insurance. And this toolkit really walks through the guiding principles for setting up those conversations and working that discussion into regular school activities. Up next on the next slide, you'll see that there are also a variety of templates included in the toolkit. Ready to use outreach and enrollment resources, things like a messaging guide that can help you frame your conversation with parents, but also with members of the school community to set up the importance of Medicaid and CHIP. And then it also has a lot of different school communication templates that are ready to go and ready to use. Things like newsletter and website copy, a press release and media advisory, radio PSA scripts, and an outreach calendar that lines up with the school year and ties into different key moments like report cards going out and integrating messaging or a printout into that time of year. Like night, different times when you might meet with parents and when school and health are both at the top of a parent's mind. So these templates will help you with everything from that school based



engagement like website copy that you can feature on your school site to media engagement. As I mentioned, the press release and media advisory template are in here, that can help you make inroads into your local community inside and outside of the school doors. Finally, on the next slide, you'll see that there are also a lot of opportunities to engage on social. Back-to-school is a big time for conversation about kids, school, health, education, all of those issue areas that get parents thinking about enrollment. So the toolkit has many social media graphics that can be featured on Facebook and Twitter, suggested post copy and captions, and a link to the full library of the Connecting Kids to Coverage Campaign social media graphics. They're fun, they're cute, and they're eye catching. So great things to push out through your social media channels to get the attention of your community. Next slide.

Gabby Duran: Great. Thanks so much Jenna, and really here we just wanted to cover the importance of planning back-to-school outreach. We know it's a big task, but in addition to referencing the many resources such as the one that Jenna just covered and materials being shared today, it is helpful to create a plan. As you assess your school community to identify partners and challenges, you can begin to create a back-to-school strategy. A few steps you can accomplish early in the process include identifying school partners, developing an outreach approach, and growing existing embedded enrollment activities or proposing new initiatives that can identify, enroll, and link children to health care. Thank you again Jenna for sharing those resources that are available in the School-Based Outreach and Enrollment Toolkit and identifying helpful tips for back-to-school outreach planning.

Jenna Kelly: Of course. If there are any questions, I'm available.

Gabby Duran: Thank you so much. So now we're going to cover some more back-to-school resources. No matter what stage you find yourself in the back-to-school planning process, the Connecting Kids to Coverage National Campaign has the resources you need for a successful back-to-school season. The School Based Outreach and Enrollment Toolkit takes you through each step of the planning process and points to campaign resources that will support your efforts. Once you have your basic plan in place, you can use the tip sheets on working with schools as well as past webinars to source ideas about successful events and activities around outreach and enrollment. Next slide. You can visit the Back-to-School page to find all the school based resources right in one place. Next slide. In addition, using the



best practices and resources shared in the webinar, look for communication channels in your community to get the word out about back-to-school enrollment information and activities. You can use the many templates available on InsureKidsNow.gov to submit and pitch your work to newsletters, websites, and local media, as well as leverage your own organization's social media channels to share the importance of getting kids covered. With summer approaching, another useful approach to engaging eligible families is to identify upcoming summer and back-to-school activities in your community. These activities and events are perfect ways to share information about Medicaid and CHIP and talk with families about enrollment and reenrollment. Make a list of these upcoming events to share your messages and materials with children and families in your communities. Some examples of successful back-to-school activities include information sessions, summer camp registration, vaccination clinics, and backpack giveaways. In addition to the School-Based Outreach and Enrollment Toolkit, you can find a number of other back-to-school resources including the 10 Things Schools Can Do one pager and the Get Covered Get in the Game guide. We also include social graphics, templates, and more. You can also customize most of our materials to support your outreach efforts, and we provide materials in both English and Spanish and a number of other languages. The process to customize materials takes approximately two weeks. All of our outreach videos and previous webinars are also available in the Outreach Tool Library on the Insure Kids Now website. You can view past school based outreach webinars for more information on back-to-school outreach. The outreach videos are short videos showcasing a variety of outreach and enrollment practices from groups across the country. There are several ways you can stay up to date with the latest Medicaid and CHIP outreach strategies and stay connected to the Connecting Kids to Coverage Campaign. To expand your outreach, connect with the campaign on social media, follow @IKNGov on Twitter for campaign updates and share resources across your social media channels. Don't forget to share or tag messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid, and #CHIP. We would love to see what you are doing in your communities. You can also sign up to receive our Campaign eNewsletters. They are distributed throughout the year and provide updates on campaign activities. Additionally, we also love to hear from you. If you have any questions or want to share an outreach and enrollment story, email our team at connectingkids@cms.hhs.gov. Now I would like to hear from you about some of your back-to-schoolwork, how your organization is planning to help enroll students in Medicaid and CHIP this back-to-school season and also share



past examples of back-to-school outreach and enrollment work. Please share your examples in your chat box and I will read some of them to the group. I'm going to kick it off by having Jodi Ray, who is Instructor Program Director of Florida Covering Kids and Families at the University of South Florida share some of her organization's back-to-school outreach and enrollment work. Jodi?

Jodi Ray: Yes, thank you. So Florida Covering Kids and Families approaches back-to-school every year from a statewide approach. One of the first things that we set up to do each year is to bring the stakeholders and the partners together, and we like to approach back-to-school strategically. So we take into consideration what our campaign goals will be for the year and set some goals that prioritize putting children's health insurance coverage at the top of everyone's to do list. And whether we are talking about community partners and stakeholders, parents with an uninsured child, schools, it doesn't matter who we're engaging. We have a multifaceted campaign that we put into place that includes some of the things that you've already heard: community outreach, building partnerships, and prioritizing being able to work one on one with families to enroll or renew their coverage. I said another essential component of our outreach campaign centers around building referral networks, and that goes back to looking at some of those partners that you've already reviewed in some of these slides. But not forgetting that those representatives and entities are more broad than just your typical usual suspects that we want to look at, not just for social workers and school nurses. We are looking at the Head Starts, the daycares, the health clinics, the vocational community colleges, the private and faith based, the alternative schools. So we want to be broad in terms of how we're looking at and approaching our back-to-school outreach and making sure that we're not leaving anybody in the gap. And we've developed an outreach plan that will help us address that, as well as knowing what partnerships we need to engage. And also looking at what would be effective in terms of building and participating in event planning for those periods for back-to-school. We want to make sure that we're targeting our time with events strategically and effectively. You don't want to go back to events that maybe killed a couple of hours or you spent four hours standing at tables but didn't really result in the past in reaching your target population. So knowing who your populations are at events or whether you are putting together your own event, ensuring that you have the right folks at the table and the right resources in place, that you are going to bring in those key target families that need access to health coverage. And looking at some of the things that



we have on the docket, particularly under our grants, the MACRA grants. One of the best practices that came out of that discussion was, when you are looking at enrollment events, and a lot of these enrollment events will couple free health services and immunizations with some of these other kinds of vendor supports and resources. The most benefit they get out of those events is when they co-locate where those actual health services are being provided at those events. Because those are where families are coming in and really focused on the health care of their child at that moment. Rather than being mixed in with a lot of other vendors and a lot of other resources where people are milling around, where they can actually catch people where they are focused on accessing health care services. We find the conversations are much more fruitful and productive than when they co-locate with the vendors. Also, ensuring that you follow up with the people that you're reaching at these events. So when you go out to these events, it's not enough to just have brochures to hand out and it's great to promote the programs, but you want to have the ability to follow up with those families that you've had contact with. Because a lot of these events, back-to-school events, often don't allow for one on one assistance at those events, families don't often show up with the ability to sit down and do an application. So making sure you have some method of being able to reach back out to the families and bring them in and sit down with them and do an application is really important. Also, taking advantage of participating in school advisory committee meetings and school health committee meetings, another great opportunity. We have projects that are getting a lot of success out of sending out postcards with the back-to-school packets with their local number on it so that they are driving folks back to them. Also utilizing those Connect-Ed, I don't know if it's called that in every state. But where the school does outbound calls for different things, it might be a school event, it might be just information that has to go out. At no cost to the project, you can sometimes get a principal at that level or an administrator level to do outbound calls letting people know about the CHIP or Medicaid program, and then also providing the direct contact to your project so that you can follow up with families that need the assistance. We have seen that being very successful. We had one project that reportedly got 200 calls after one of those Connect-Ed calls went out to families. Also utilizing your clinics within the hospitals or children's hospitals. A lot of them have mobile units that are going out and doing immunizations and back-to-school physicals. So taking advantage of those, and sometimes you can partner with them to provide that enrollment assistance while they are out in the community, particularly communities that tend to be hard to reach where transportation can be a



problem. So being able to partner up with some of those kind of resources. The YMCAs, the Boys and Girls Clubs, sometimes we'll do some kinds of these health events as well that you can couple with. So you don't necessarily have to come up with your own event. And also, don't forget your free and walk-in clinics, because they are seeing the uninsured. So it is a really good opportunity to not only see those kids, but very often they are walking in with parents who don't have health coverage as well. These are some of the things that we're doing in Florida that have been successful, and some of the approaches that we take going into back-to-school. Thank you.

Gabby Duran: Great, thank you so much Jodi, that was really helpful and gives a really great perspective on the on the ground work that you all have done and the success that you have seen and additional tips. So we appreciate your efforts too. Next slide. So we have one additional resource for your back-to-school planning. It's the Guide to School Based Outreach for Health Coverage Enrollment from the Center on Budget and Policy Priorities. This guide focuses on describing key ingredients of successful school based outreach programs so that new and experienced practitioners alike can benefit from what others have learned. And the guide is available to download on their website. And we have been collecting your questions throughout the webinar and wanted to take the opportunity to address some of those questions. If you haven't asked a question yet, you can type it in the chat box now, and we will also be answering questions after the webinar. We have one question here for Rebecca at AASA. Would you like to talk about the school district, who would you talk to at the school district to get the question of, Does your child have health insurance? Put on the back-to-school form.

Rebecca Shaw: Yes. Logistically, you would talk to your information technology/IT department so they can update your school databases with the field about the question. But I would also encourage you all to build a team that is multidisciplinary, so it includes administrative staff like superintendents and principals so you have their buy-in and engagement, and also school health professionals like school nurses.

Gabby Duran: Great, thank you so much. And Beth, we have a question for you. Can you please talk to us about an example where a community organization built a strong partnership with school nurses that helped to enroll more students?

Beth Matthey: Yes. We have a federally qualified health center nearby that we refer students to. That's been very successful and very helpful. I know in



the beginning of this school year, they came to the lead school nurses' meetings. They contacted our state school nurse consultant and all the lead nurses were together to get updates for the new school year. This federally qualified health center brought in information and pamphlets and telephone numbers for us to reach out to them if they had questions. And I know when I was talking, I mentioned how much a personal contact really helps. Because then you have that relationship building going on. So it may not be that I can give them the name of a parent, but I can connect them together, refer the parent to them and give them a name and say, please talk to this person, or this is who you need to call. And then I can follow up and make sure it happened. So that has just been really helpful with this organization. I heard that handing out the large brochures and whatnot, but it does give us those contacts when we need them. So it's very helpful.

Gabby Duran: Great, we appreciate that Beth. I think that everyone can really learn a lot from those kinds of stories of community organizations building those partnerships. We did want to give one shout out to Covering Kids and Families in Indiana. They were able to share their guidebook to school linked outreach with us. So we'll be sure to pass that around. We appreciate sharing one of your guides and tips there. And again, that's all the questions that we have time for today. We wanted to thank you for joining the webinar, and we wanted to remind you that there are campaign resources available for download on the InsureKidsNow.gov website. Also, a recording of this webinar will be available on the website in about two weeks. If you've missed any past webinars, please check out the webinar archive on InsureKidsNow.gov. Thank you again, and best of luck with your back-to-school outreach. Have a great day.