

CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

Campaign Notes eNewsletter – November 8, 2013



Connecting Kids to Coverage Campaign Updates

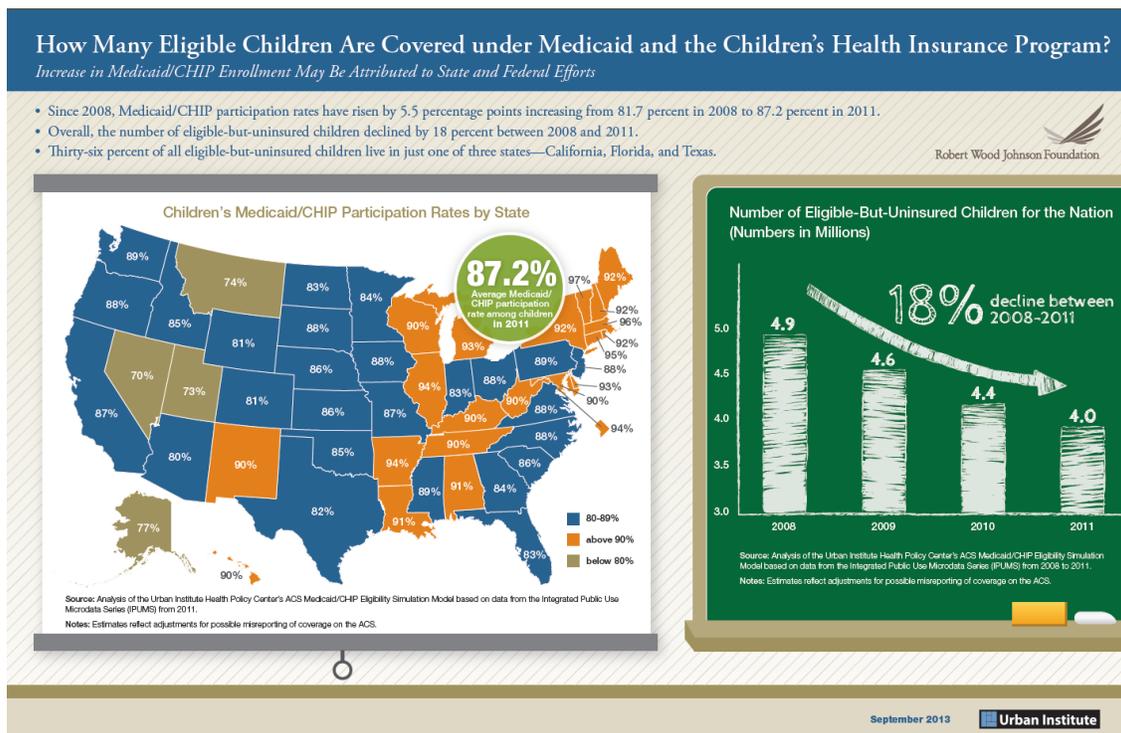
Here are recent updates from the Connecting Kids to Coverage National Campaign:

- New Data From the Urban Institute Show Progress on Children's Health Coverage
- Scholastic eNewsletter Highlights Resources to Keep Students Healthy
- CMS' Think Teeth Oral Health Webinar Available Online

Medicaid and CHIP Participation Rates Rise Again -- Outreach Plays a Role

A study released in September by the [Urban Institute](#) shows that the percentage of eligible children enrolled in Medicaid and CHIP has increased to 87.2 percent in 2011, up 5.5 percentage points from 2008. In fact, 19 states and the District of Columbia had participation rates of 90 percent or higher, compared to just four states and the District of Columbia in 2008. See how your state compares. Check out the [updated map](#) on our Campaign website.

Between 2008 and 2011 there was an 18 percent decline in the number of eligible-but-uninsured children in the United States, according to the study. While many factors are driving the progress on Medicaid and CHIP participation, the work that groups are doing on the ground directly with parents and children is making an important contribution to these impressive numbers.



But our job is not done — there are still 4 million children eligible for Medicaid and CHIP who aren't yet enrolled. Families can apply for Medicaid and CHIP at any time during the year. Connecting Kids to Coverage outreach and enrollment grantees and partners – along with new Navigators and Certified Application Counselors (CACs) -- are continuing to help families with the application process. It's important to tell families that now parents and other family members may also be eligible for health coverage.

Scholastic eNewsletter Offers Resources to Keep Students Healthy Throughout the Year

The Connecting Kids to Coverage National Campaign teamed up with Scholastic to issue a second eNewsletter promoting enrollment of eligible children in Medicaid and CHIP. In addition to directing school administrators and teachers to Medicaid and CHIP outreach materials, the eNewsletter contains a host of ideas for keeping students healthy throughout the year. The eNewsletter features information from CMS, Scholastic, the American Academy of Pediatrics and the National Association of School Nurses on topics such as preventing colds and flu and addressing allergies and asthma. Learn more and [forward this newsletter](#) to members of your network and to school-based organizations in your community.

Think Teeth Oral Health Webinar Now Online

Did you miss the September 26th webinar – Think Teeth: New Developments in Medicaid and Children's Oral Health? The hour-long webinar is now available online. Visit the [webinar](#) page on InsureKidsNow.gov to view this and other past Campaign webinars. During the webinar, we introduced our new Think Teeth oral health materials aimed at educating pregnant women and parents of young children on the best oral health practices. They also focus attention on the dental benefits available through Medicaid and CHIP. You can order these materials for free from CMS' Product Ordering website. Ordering instructions are posted [here](#).

If a friend or colleague forwarded this email to you, you can [sign up](#) to receive the Connecting Kids to Coverage National Campaign Notes directly. You can also follow the Campaign on [Twitter](#). Don't forget to re-Tweet or share our messages with your network.