

CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

Campaign Notes eNewsletter – March 11, 2015



Campaign Updates

The Connecting Kids to Coverage National Campaign has lots of news to share!

Join the “Think Teeth” Blog Carnival: The Children’s Dental Health Project (CDHP) is hosting a Blog Carnival to highlight the dental benefits covered under Medicaid and the Children’s Health Insurance Program (CHIP) and to encourage enrollment of eligible children. You don’t need to have a blog to participate! Organizations or individuals can write and post an article on the “Think Teeth” topic on their blogs, eNewsletters or websites at any time during the week of March 16-20, 2015. In addition, CDHP will gather and post all the blogs on one page to demonstrate the widespread support and to strongly emphasize the importance of Medicaid and CHIP enrollment. CDHP will provide participation instructions, including sample language that you can adapt to reflect your personal or organizational perspective. Email Matt Jacob at mjacob@cdhp.org for details.

What’s a Blog Carnival? A Blog Carnival encourages a wide range of organizations and individuals to post blogs and eNewsletter articles on one topic during a set period of time, to elevate public awareness of a particular topic. Members of the public can learn about the issue through the websites and blogs they usually visit, and the collection of all posts in a single place can demonstrate the power of working with a diverse set of partners. The Connecting Kids to Coverage National Campaign has used this method in the past. Check out the 2014 Blog Carnival on year-round enrollment in Medicaid and CHIP hosted by MomsRising.org [here](#).

Partner Spotlight: For more than 15 years, [Special Olympics](#) (SO), a new Connecting Kids to Coverage Campaign partner, has been providing free dental screenings and instruction on correct brushing and flossing techniques to Special Olympics athletes at events through its [Healthy Athletes Special Smiles](#) program. Now, SO is working with the National Campaign to raise awareness about the importance of dental care for children with special health care needs. As part of the effort, SO is showcasing our new flyer for parents of children with special needs, developed under CMS’ [Oral Health Initiative](#). During February, National Children’s Dental Health Month, SO featured the flyer in a “Wellness Wednesday” post on the organization’s Facebook page which was shared with more than 730,000 followers. SO also plans to distribute the flyer throughout the year at Special Smiles screenings in the United States. Learn more about the Healthy Athletes program [here](#).

Now Available! Campaign Webinar on Using Dental Services and Benefits to Motivate Families to Enroll in Medicaid and CHIP: If you missed the February 27, 2015 webinar – “Using Dental Services and Benefits to Motivate Families to Enroll in Medicaid and CHIP”– you can view it [here](#). This 90-minute webinar focused on the instrumental role Medicaid and CHIP play in providing access to oral health benefits for enrolled children. Participants shared outreach tips and experiences enrolling families in Medicaid and CHIP at dental service events. All past National Campaign webinars can be viewed [here](#).

3 Ways to Stay Connected With the National Campaign

- [Share](#) our materials widely. We have an ever-growing range of excellent resources available to use in outreach and enrollment efforts.
- Contact us to get more involved with the National Campaign at InsureKidsNow@fleishman.com or 1-855-313-KIDS (5437).
- Follow the Campaign on [Twitter](#). *Don’t forget to re-tweet or share our messages with your network or use our #Enroll365 hashtag in your posts.*

The Connecting Kids to Coverage National Campaign Notes eNewsletter is distributed throughout the year and provides updates on National Campaign activities. If a friend or colleague forwarded this email to you, [sign up](#) to receive this eNewsletter directly to your inbox.