

CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

Campaign in Action: Partnering with Businesses; Using Outreach Video to Expand Social Media Reach



Children's Defense Fund-Texas Promotes Fiesta Mart Inc. Partnership, Video Shared Across Social Media Channels

Children's Defense Fund-Texas (CDF-Texas) and Fiesta Mart Inc. have been working together for more than 10 years connecting kids to coverage at enrollment events held at the Texas-based grocery stores. When the partnership was featured in a Connecting Kids to Coverage National Campaign Outreach Video on the importance of working with local businesses, CDF-Texas used the video as an opportunity to connect with other potential partners. CDF-Texas shared a link to the video through its Twitter and Facebook channels. Additionally, the organization incorporated the video into [an online article about children's health coverage for Texas Well and Healthy](#), a grassroots, statewide campaign to ensure Texans have access to health coverage (pictured below and continued on next page).

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An initiative of Kids Well Texas Cover Texas Now Getting To The Finish Line

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Connecting Kids to Coverage: A Role for Each of Us

Undeniably, there is a lot of buzz right now around the new health care law. Here are some key points we keep hearing:

- If you're between the ages of 19 - 64 and don't have health insurance, visit [Healthcare.gov](#) to find competitively priced coverage options that meet your needs and budget;
- The open enrollment period ends March 31, 2014. Don't delay;
- Most people qualify for [financial assistance](#) to help lower their cost.

Knowing how and when you may qualify for affordable health coverage is important information. There is one crucial point not listed above, though, that we want to highlight for families:

For Texas families with children under age 19 who earn between 138% - 200% of the federal poverty level, (i.e. a family of four earning between about \$32,500 - \$47,100), the March 31st enrollment deadline does not apply to their children. Stated another way, children who qualify for health care coverage through CHIP or Children's Medicaid may apply any time throughout the year, and they can do it [here](#). [Note: Parents of children deemed eligible for CHIP must still apply for coverage for themselves through the Marketplace by March 31.]

Connecting Kids to Coverage
Houston, Texas

Helping families understand and navigate the often challenging, confusing process of getting health care, especially for their kids, is important work. And, it takes a community to make an impact. One great example of community players working together to make a real difference is the 15-year partnership between the organization [CDF Texas](#) and the Texas grocery chain [Fiesta Mart Inc.](#) Together, they raise awareness and increase enrollment in CHIP and Children's Medicaid through outreach at Fiesta supermarkets. Meeting families where they live, learn, work, and in this case, shop for food, has proven to be quite an effective strategy in reaching eligible uninsured children and connecting them to coverage.

The partnership between CDF Texas and Fiesta, which has enrolled tens of thousands of our state's uninsured children in Medicaid and CHIP, and has been recognized as a national best practice, is the featured subject of [this new short video](#) by the Centers for Medicare and Medicaid Services.

The video speaks to the important role businesses can have in building up not only the economic prosperity of a community, but in lifting up the health and wellbeing of children and families, too.

"We were shopping for beans and rice and came out with health insurance!" is a really great line. But, don't take our word for it, [watch for yourself](#), and share it on Facebook or Twitter to spread the word about an effective solution to getting more children and families covered.

