



# Reaching and Enrolling Eligible Teens

February 12, 2014 | 2:00 to 3:00 p.m. EST

# Agenda

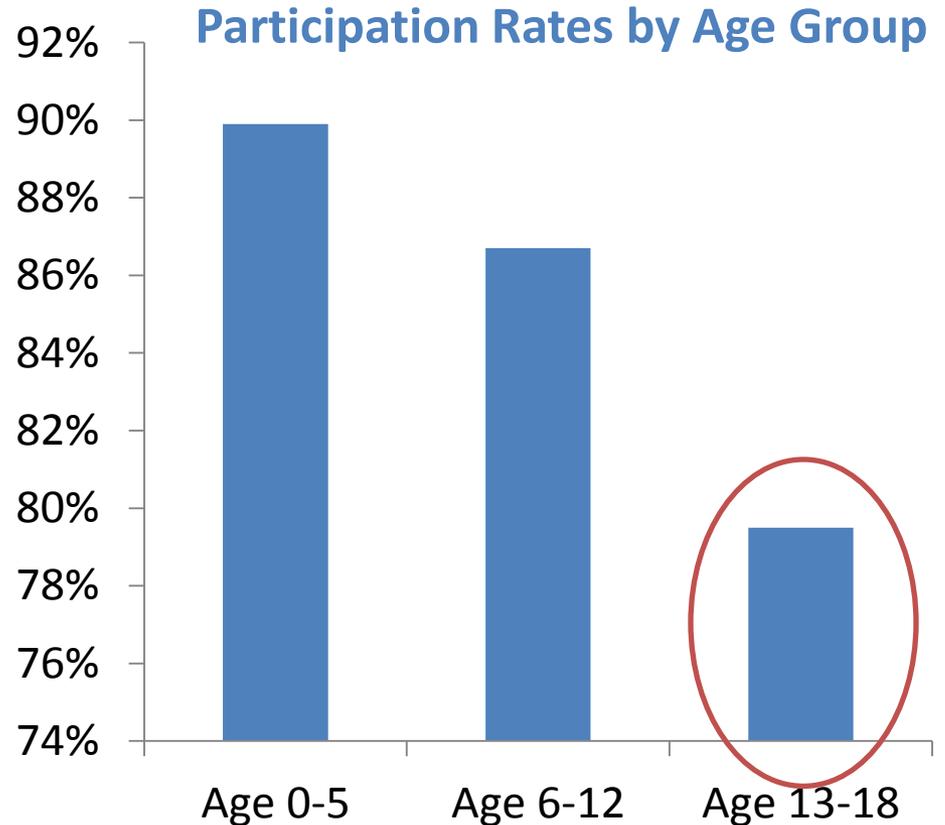
- Why Teen Outreach?
- Addressing the “Teen Gap” in Michigan
- Ideas for Working with School Counselors
- Connecting Kids to Coverage National Campaign Resources



# Why Teen Outreach?

## Participation Rates by Age:

- 89.9% ages 0-5
- 86.7% ages 6-12
- **79.5%** ages 13-18



**Source:** Medicaid/CHIP Participation Among Children and Parents – Urban Institute, December 2012



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# Outreach Barriers

- Parents may feel less urgency to find coverage for older children compared to younger children.
- Parents are not aware their teens qualify.
- Parents feel that there are other resources—such as school based programs—that provide for teens' routine check-ups.



# Tell Us Your Good Ideas!

- Use the “Chat” feature in your webinar control panel to share your most effective strategies for reaching teenagers in your community.



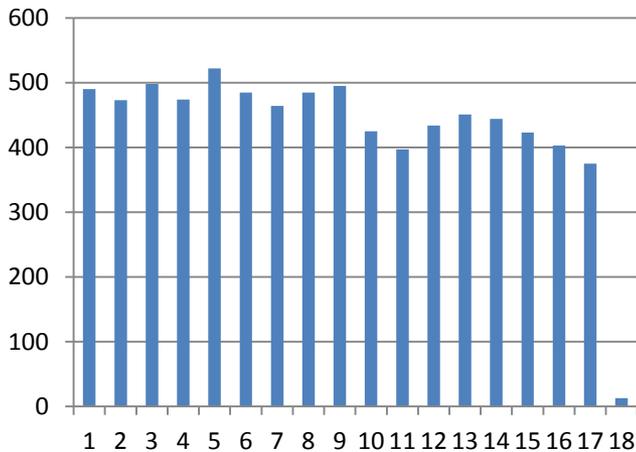
# Coverage Counts: Addressing the “Teen Gap” in Livingston and Washtenaw Counties in Michigan

- **Ruth Kraut**, Washtenaw Health Plan Program Administrator, CMS Coverage Counts Project Director

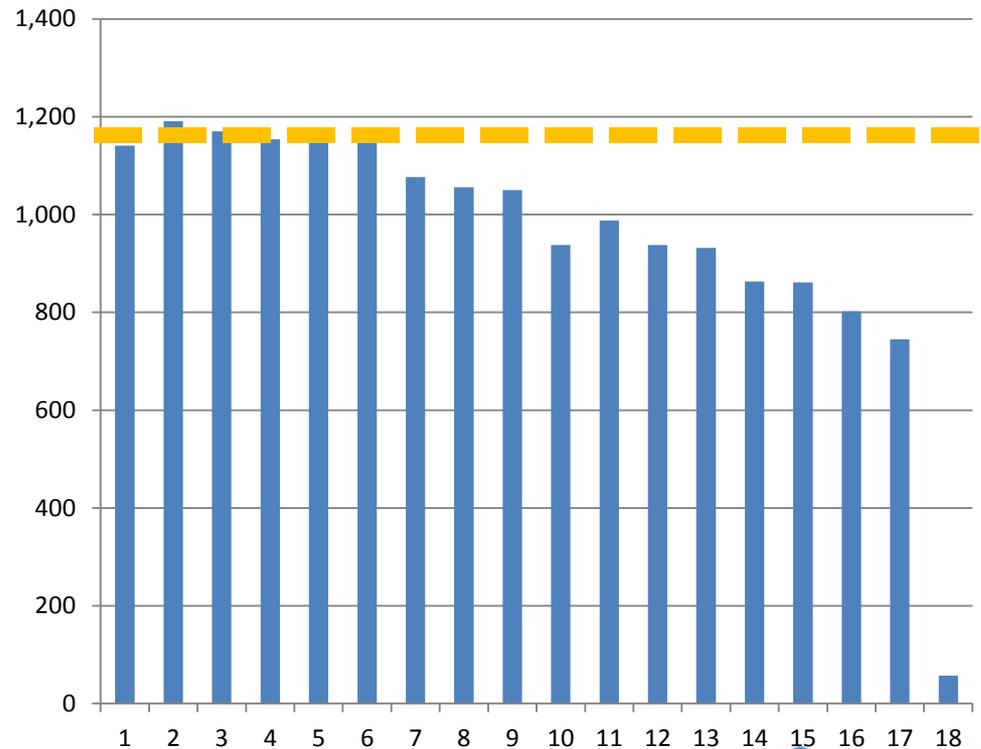


# The Problem: Decreasing Enrollment as Teens Get Older

**Livingston County  
Medicaid Enrollment  
Aged 1-18**



**Washtenaw County Medicaid  
Enrollment Aged 1-18**



Data taken from Michigan  
Department of Human Services  
Green Book, December 2013



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# Why the Teen Drop-off?

- Less contact with doctor
- Misconception about income eligibility levels
- Confusing living situations



# Multilayer Outreach and Education

- Training case managers
- Working with schools
- Education and outreach to parents
- Outreach directly to teens



# Free and Reduced Price Lunch Outreach

- **Goal:** systemize outreach for 2014-2015 school year
  - Requesting permission to follow up on health care
  - Enrollment is by child—many younger children are enrolled while older siblings are not
- **Challenges:**
  - Many different school districts operating differently
  - School privacy laws
  - Reaching families to enroll



# Sample Activity: Outreach to Alternative School Programs

## Objective:

- Students will learn about what Medicaid is and how it is changing in Michigan.

## Project:

- A social media campaign for young adults, 15-20. Includes 20 tweets, 10 Facebook posts and 5 Instagram pictures with captions.

## Question for us:

- Will we get ideas for a social media campaign?



# Working with Colleges

- University of Michigan, Eastern Michigan University, Washtenaw and Lansing Community Colleges
- EMU, WCC have early college programs
- General tabling—can look up individuals and make appointments immediately



# For More Information

- Contact **Ruth Kraut**
- Email
  - [krautr@ewashtenaw.org](mailto:krautr@ewashtenaw.org)
- Phone
  - (734) 544-3068



# Reaching Teens Through School-based Clinics

- **Paula Hester**, Executive Director, Oregon School-based Health Alliance



# Why the SBHC?



*“The health center has helped me a lot over the past few years and I literally would not be nearly as good as I am now if they weren’t here and willing to help kids like me. We could be so much worse off but because of them we’ve had help.”*



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# Meeting the Teen Need

- Routine physicals, well-child, and sports exams
- Diagnose and treat acute and chronic illnesses
- Treat minor injuries/illnesses
- Provide vision, dental and blood pressure screenings
- Administer vaccinations
- Prevention and treatment alcohol and drug problems
- Promote health education, counseling and wellness
- Provide/connect students with mental health counseling
- Prescribe medication
- Provide reproductive health services



# What Students Reported

- 99% report being comfortable receiving health care in their SBHC
- 97% report they think its easy to talk to the Health Center staff
- 95% said they are likely to follow the advice of the Health Center staff
- 92% said receiving care at the Health Center helped them keep their healthy behaviors
- 80% report that they were unlikely to receive care outside of the SBHC
- 78% said the care received at the Health Center helped them change their unhealthy or risky behaviors

# Enrollment

- Uninsured rate dropped from 12.3% to less than 6% between 2008 and 2011
- All SBHCs assist uninsured patients to apply for insurance or refer them to a local application assister
- 39% of students were uninsured at their first visit in 2011



# Strategies that Work

- I have been using various approaches to reach the teens including:
  - ✓ notes to class to come to the clinic to schedule appointments,
  - ✓ texts/phone calls
  - ✓ focus group with a health class
  - ✓ involve parents in the outreach

~ Carol O'Neill Shaw, Community Health Worker



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**Health coverage for Oregon teens like YOU!!!**

**Health coverage that is all about you!**

Healthy Kids will pay or help pay for the bill when you go to the doctor, dentist, or school based health center. Healthy Kids provides no-cost or low-cost coverage for Oregon teens up to age 19 and covers the health care you need like medical, dental, vision, and mental health including chemical dependency and addiction.

It doesn't cost anything to apply so check out Healthy Kids today!

1-877-314-5678

**www.OregonHealthyKids.gov**

(OHA 09/11)

**Healthy Kids**  
The Love is in the Care

Final  
Healthy  
Teens Ad



**InsureKidsNow.gov**

# Ideas for Reaching Teens Through School Counselors

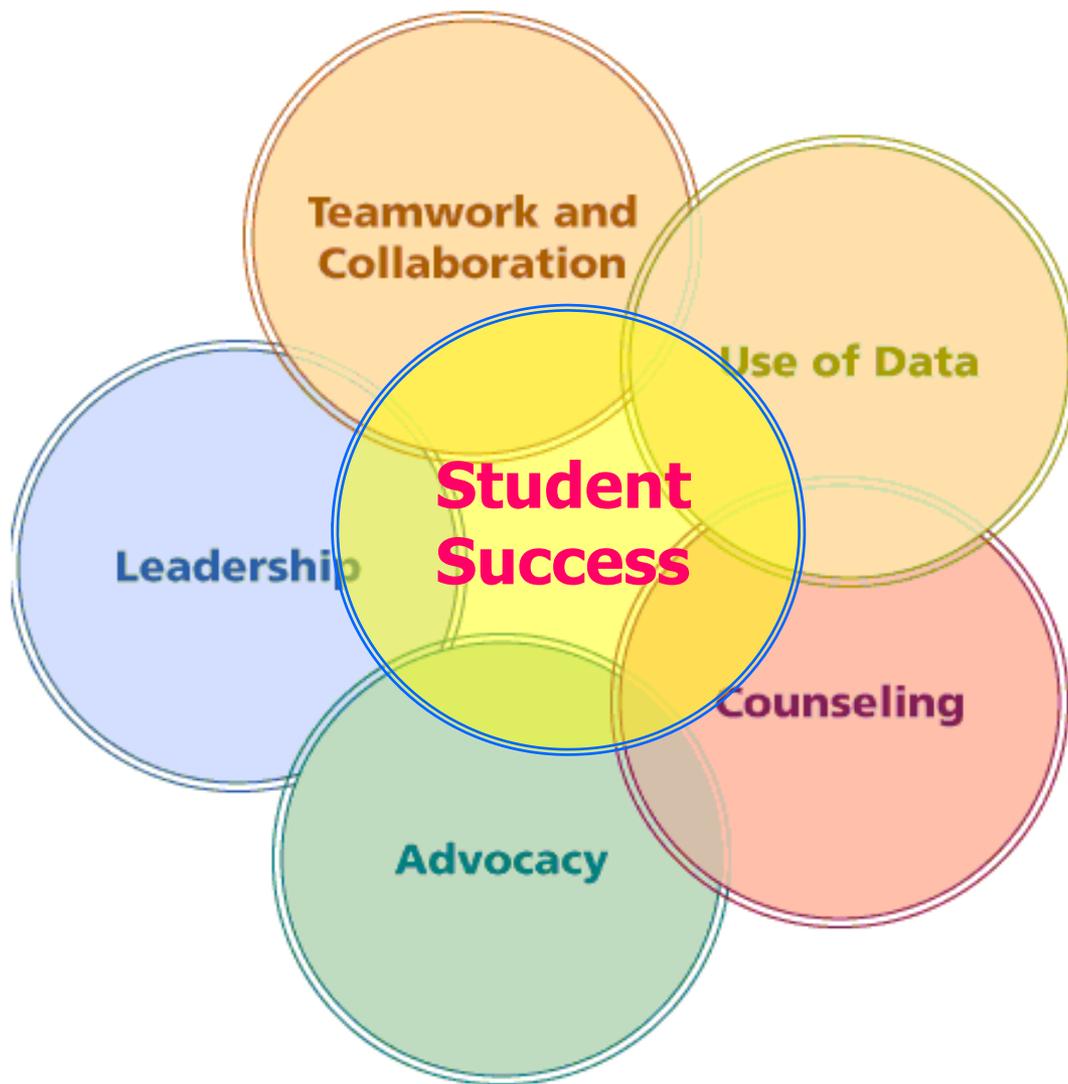
- **Amanda Fitzgerald**, Director of Public Policy, American School Counselor Association



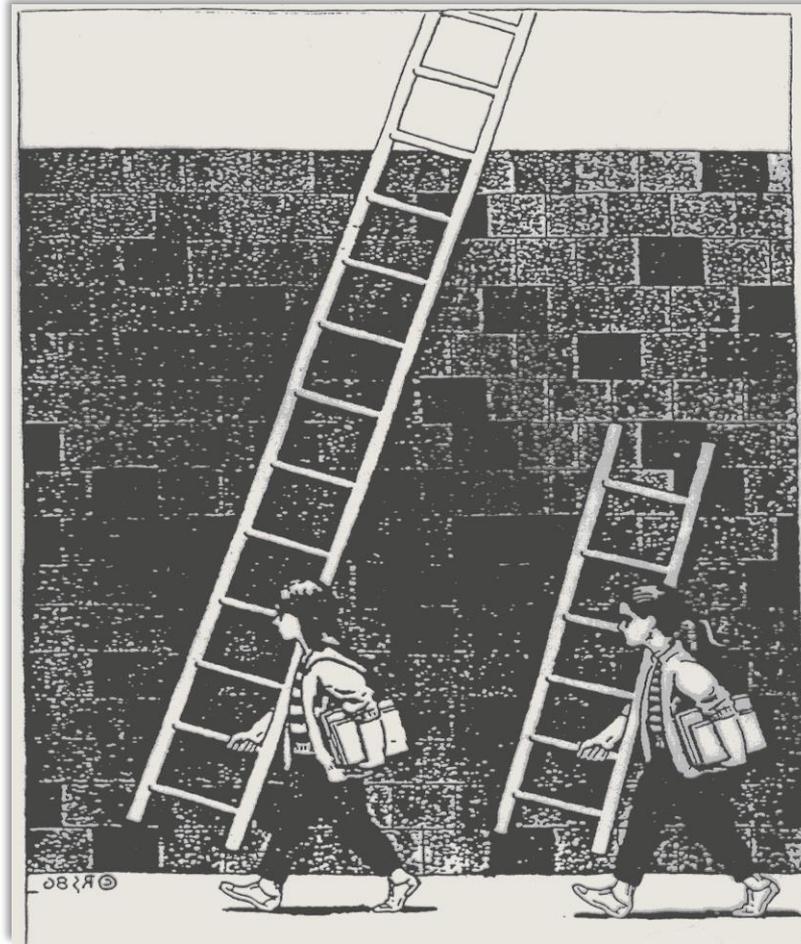
# Tell Us Your Good Ideas!

- Does your organization work with local school counselors? What are some examples of your successful activities?





# The Roles of School Counselors



# Reaching Parents and Students

- Report cards, progress reports & emails
- Parent/Teacher Conferences and Back-to-School nights
- Social Media
- School staff that coordinates community partnerships
- Advisory Council/school improvement teams



# How ASCA Communicates

- E-newsletter that goes out to more than 35,000 school counseling professionals
- Website/social media/ASCA SCENE
- Other outreach
  - Bimonthly magazine
  - Message boards and listservs
  - Webinars, podcasts and professional development opportunities



# For More Information

- Contact **Amanda Fitzgerald**
- Email:
  - [afitzgerald@schoolcounselor.org](mailto:afitzgerald@schoolcounselor.org)
- Find your state association here:  
[http://www.schoolcounselor.org/school-counselors-members/about-asca-\(1\)/state-associations](http://www.schoolcounselor.org/school-counselors-members/about-asca-(1)/state-associations)



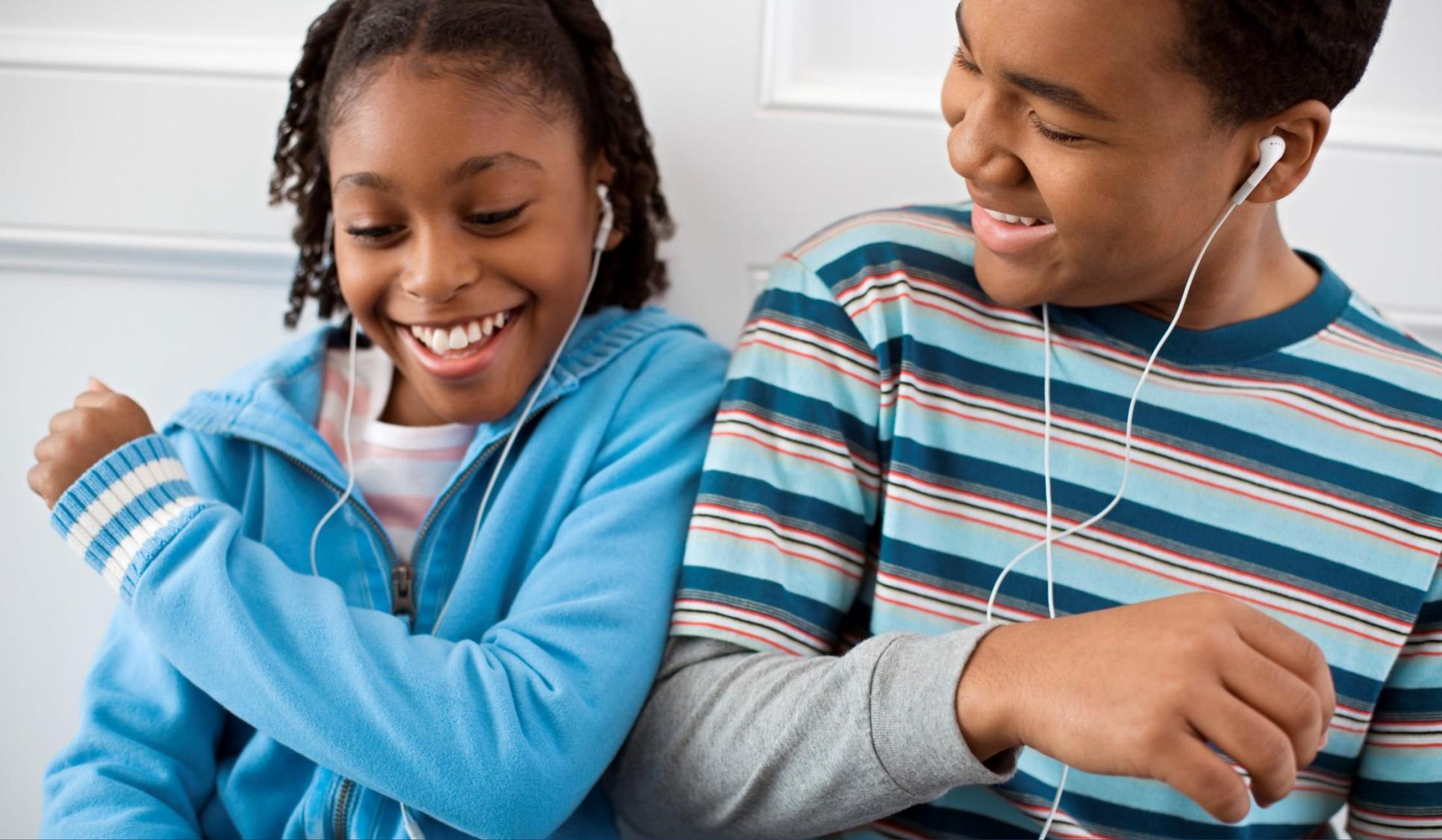
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# Questions & Answers



**Connecting Kids to Coverage  
National Campaign Resources**

# Outreach Materials

**Health coverage for teens who just want to have fun**

Now your teens can have fun and get the health care they need. Medicaid and CHIP offer free or low-cost health insurance for children and teens up to age 19. That means check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more are covered. Children and teens in a family of four earning up to \$47,100 a year or more may qualify.

Go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW to learn more.

For more information about new, affordable health insurance options for the whole family through the Health Insurance Marketplace, visit [HealthCare.gov](http://HealthCare.gov).



Health Insurance Marketplace



InsureKidsNow.gov



CMS Form No. 8295-6

- Fliers for teens available on [InsureKidsNow.gov](http://InsureKidsNow.gov)



# Potential Partners for Reaching Teens

- Local TV that sponsor HS sports broadcasts
- School nurses, counselors
- Coaches, athletic directors
- Community sports leagues
- Driver's education classes
- African American sororities
- Community service requirements in schools
- Employers/local businesses
- ESL classes
- SAT and other standardized test prep classes
- Malls
- Community/teen centers



# Outreach Materials

- Print materials available to download or customize:

<http://insurekidsnow.gov/professionals/outreach/strategies/index.html>

- Available in English and Spanish
- Some materials available in Chinese, Korean and Vietnamese
- Translated materials coming soon – Tagalog, Haitian Creole, Portuguese and Hmong



# Public Service Announcements (PSAs)

- TV PSA, radio PSA and radio readers available in English and Spanish



# Outreach Videos



[http://www.insurekidsnow.gov/nationalcampaign/campaign\\_outreach\\_video\\_library.html](http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html)



InsureKidsNow.gov

# Connect with the Campaign

- **Website:** [www.InsureKidsNow.gov](http://www.InsureKidsNow.gov)
- **Connecting Kids to Coverage National Campaign Notes eNewsletter:**  
<https://public-dc2.govdelivery.com/accounts/USCMS/subscriber/new>
- **Twitter:** @IKNGov  
<https://twitter.com/IKNGov>

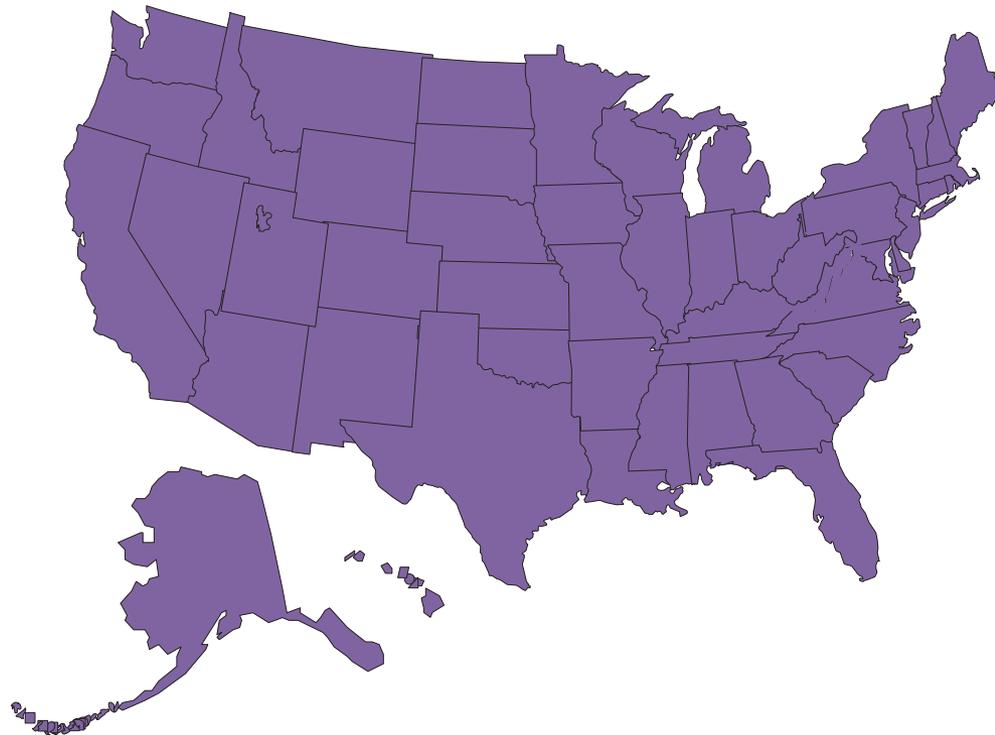


# Support through Field Desks

## Field Desks

Call: 1-855-313-KIDS (5437)

Email: [InsureKidsNow@fleishman.com](mailto:InsureKidsNow@fleishman.com)



# Connecting Kids to Coverage Campaign 2014

**Marketplace  
Open  
Enrollment**  
October 1, 2013 –  
March 31, 2014

**Medicaid/  
CHIP Enroll  
Anytime**  
April – May  
2014

**Back-  
to-  
School**  
June –  
August  
2014





**Thanks!**