



Enrolling Eligible Children & Teens in Medicaid and CHIP Year Round

April 3, 2014 | 2:00–3:15 p.m. EST

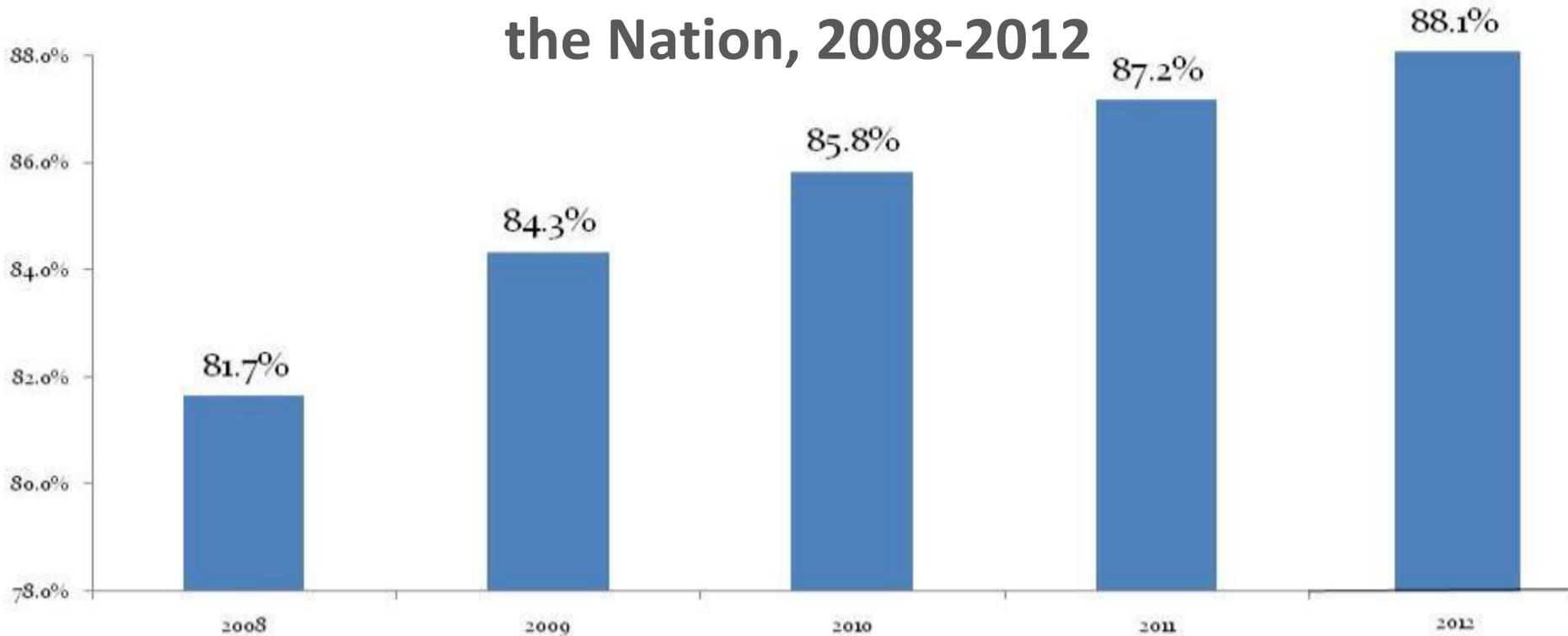
Agenda

- Medicaid and CHIP Enrollment at a Glance
- **The Big Push:** Kids and Teens Enroll Year Round!
 - How YOU Can Get Involved
- Ideas for Outreach and Enrollment
 - Outreach and Enrollment Activities - Grantee in Focus: Foundation for Positively Kids
 - Telling the Story of Enrollment: Children's Defense Fund–Texas



Medicaid and CHIP Participation

Children's Medicaid/CHIP Participation Rates for the Nation, 2008-2012



Source: Analysis of the Urban Institute Health Policy Center's ACS Medicaid/CHIP Eligibility Simulation Model based on data from the Integrated Public Use Microdata Series (IPUMS) from 2008 to 2011.



Find Your State's Participation Rate

Medicaid/CHIP Participation Rates

Select a State to view individual State participation rates.



- Go to [InsureKidsNow.gov](https://www.insurekidsnow.gov)
- Right-hand side: “Spotlight”

* indicates that percentage is statistically different from the national percentage at the $p < 0.10$ level.



Why Now?

- Medicaid and CHIP enrollment is available year round
- Families with eligible parents, children and teens may not realize there is no deadline
- In states expanding Medicaid, more parents will now be eligible



Connecting Kids to Coverage Campaign 2014

MEDICAID/CHIP ENROLL ANYTIME

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

**Medicaid/CHIP
Year Round
Enrollment**
April – May
2014

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





**Connecting Kids to Coverage
National Campaign Resources**

“Kid in Charge” Flyers



**I'M YOUNG,
BUT
I WASN'T
BORN
YESTERDAY.**

I know a good thing when I see it—like health coverage through Medicaid and CHIP. And I'm here to talk it up. It's low-cost or free for children and teens up to age 19. Us kids can get regular check-ups, shots, doctor and dentist visits, hospital care, mental health services, prescriptions and more. And kids in a family of four earning up to \$47,700 a year or more may qualify.

You can enroll any day of the year, but why put it off when you can protect your family (and your finances) today?

To learn more about affordable health coverage for your family, visit HealthCare.gov or call **1-877-KIDS-NOW**.

   © 2014 State of Texas



**SOY JOVEN,
PERO NO
NACÍ AYER**

Reconozco una cosa buena cuando la veo, como la cobertura de salud a través de Medicaid y CHIP. Y yo estoy aquí para hablar sobre esto. Es a bajo costo o gratis para los niños y adolescentes de hasta 19 años de edad. Nosotros podemos obtener chequeos regulares, vacunas, visitas al doctor y al dentista, atención hospitalaria, servicios de salud mental, recetas y más. Y los niños en una familia de cuatro que ganan hasta \$47,700 al año o más pueden calificar.

Se puede inscribir cualquier día del año, pero ¿por qué posponerlo cuando puede proteger hoy a su familia (y a sus finanzas)?

Para obtener más información acerca de la cobertura de salud a un costo bajo para su familia, visite CuidadoDeSalud.gov o llame al **1-877-543-7669**.

   © 2014 State of Texas

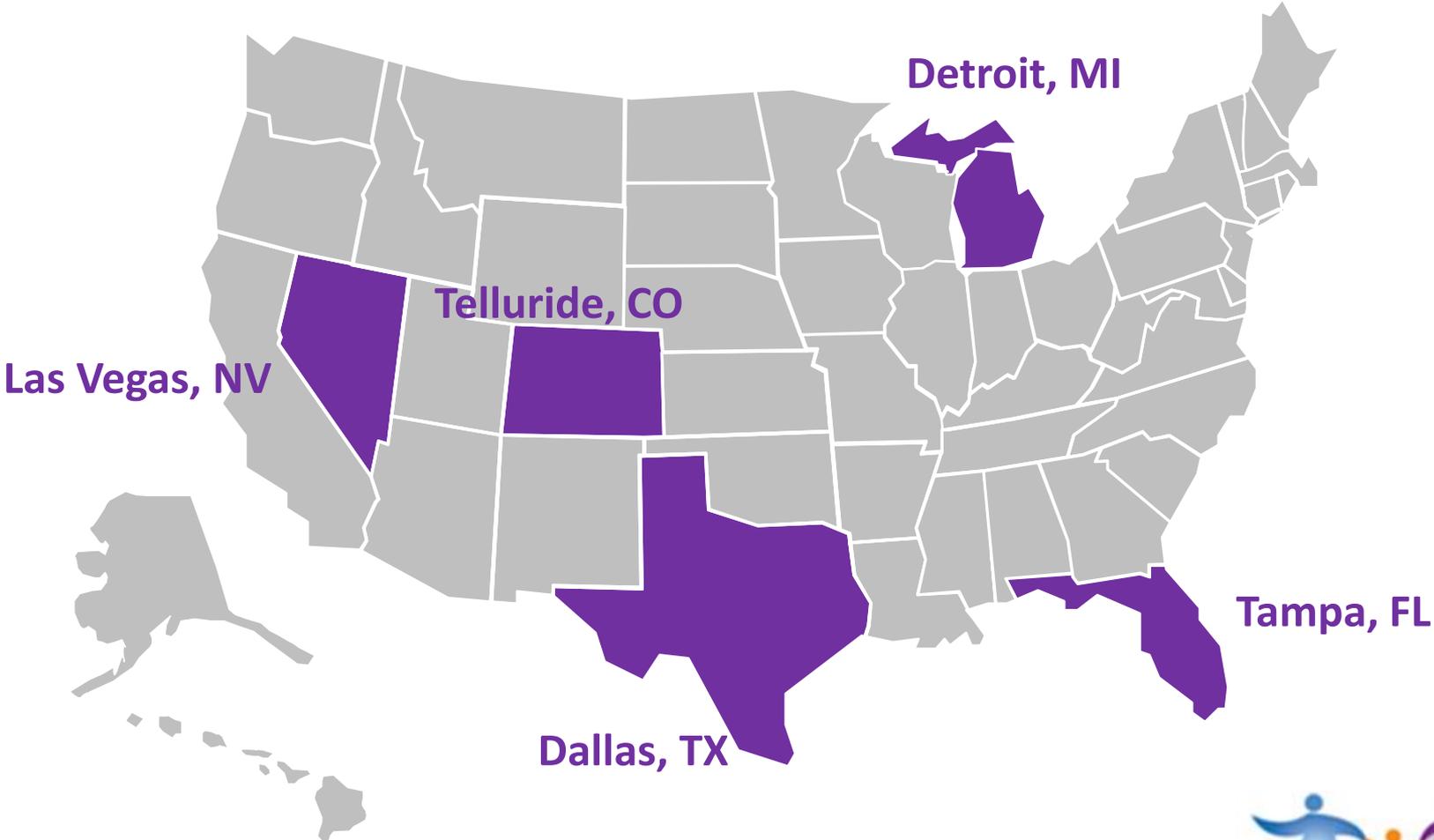


“Kid in Charge” PSA

- Radio PSA and radio readers available in English and Spanish



Target Markets



How YOU Can Get Involved

- Help spread the word to eligible families
 - Plan outreach and enrollment activities
 - Customize materials with local information
 - Social media graphics and posts
 - Web buttons for your organization's site
 - Radio PSA and live radio readers
 - Web video
 - Connect with your local application assistors to refer families!



Order Your Materials TODAY

- Print materials available to download or customize:
insurekidsnow.gov/professionals/outreach/strategies/index.html
 - Available in English and Spanish
 - Some materials available in Chinese, Korean and Vietnamese
 - Additional translations coming soon – Tagalog, Haitian Creole, Portuguese and Hmong

Customization Guide:

[insurekidsnow.gov/professionals/outreach/strategies/customization_guide .pdf](https://insurekidsnow.gov/professionals/outreach/strategies/customization_guide.pdf)



Outreach to National Organizations



Sample Partner Activities: What You Can Do

Include Campaign information in your organization's newsletter or e-blast.

Distribute Campaign Materials through places where your organization works.

Share Campaign Social Media Posts with your organization's Facebook and Twitter followers.

Connect with application assisters in your community to establish a referral system.

Contact us if you need help getting started:

InsureKidsNow@fleishman.com

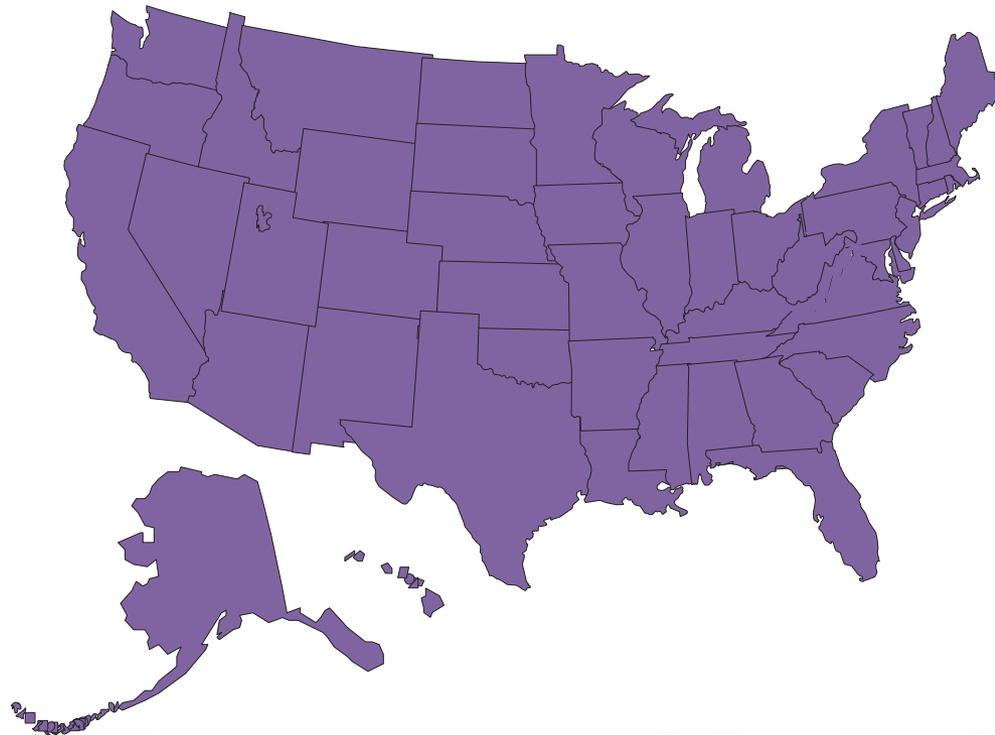


InsureKidsNow.gov

Campaign Field Desks

Call: 1-855-313-KIDS

Email: InsureKidsNow@fleishman.com



Poll

- What resources are you most likely to use in your outreach?
- What other resources would your organization find useful for your outreach and enrollment efforts this spring?





Questions & Answers

Outreach and Enrollment Activities

- Grantee in Focus: *The Foundation for Positively Kids*, Las Vegas, NV
- Yvonne Moore, Vice President Patient Relations



About Positively Kids

A non-profit, children's health agency providing a variety of healthcare services for children throughout Clark County since 1996

Employs only board-certified pediatric physicians and licensed nurses and social workers to provide care in programs

Partnering with the Clark County School District (CCSD) to provide children's well and sick healthcare at three elementary school-based health clinics (SBHC)



Tips, Tools and Tactics

- Keep your eye on the prize!
- Make applying as accessible as possible
- Use tools you know are effective for outreach
- Organize and communicate with your team
- Streamline paperwork when possible
- Follow up with team and clients



Clark County School District Partnership (CCSD)

Initial Strategies

- Media launch to inform community of PK-HIP roll-out.
- Introductory letters and scheduled CCSD site visits with school administrators.
- In mid-November, school release forms were sent home with children in their backpacks to screen families for insurance referrals.

Informational Seminars

- Monthly programs are held at Clark County schools to provide information about the Affordable Care Act (ACA) and the benefits of securing health insurance for children and families by enrolling in Medicaid or Nevada Check Up.



School Release Form

Please complete form and submit to your school's health office.

Free Application Assistance

Please Check:

- My child(ren) does does NOT have health insurance.

- Please contact me so that I can find out about free to very low cost health insurance programs for my child(ren). A representative may call me to schedule an interview by telephone, in person, and/or help register for one of several group information/enrollment workshops. I understand the information shared in this interview will be confidential.

How does the PK-HIP program work?

PK-HIP is focused on getting your uninsured children in your school enrolled in Medicaid. Our bilingual enrollment specialist will be available to assist families. We will offer monthly information seminars, one-on-one application assistance, and monthly enrollment workshops using community and/or school computer laboratories where we can help groups of families to apply at the same time. All enrollments are on-line and confidential. PK-HIP will help assist parents to use Nevada's new web-based system for Medicaid application enrollment, complete annual renewals and to determine a child's/family's eligibility.

Release of Information/Parent Authorization

- I give permission for application information to be exchanged with representatives of Nevada Department of Welfare and Supportive Services about the status of my child(ren) application to complete the enrollment process.

This consent is valid for 12 months from the date signed.

Name of Child(ren) Uninsured	Date of Birth	Name of School





Channels for Referral



“Be Positively Covered”

Materials/Message Distribution

- Email blasts to school leadership
- Video clips posted to school system websites
- PSA scripts for parent phone broadcast system and CCSD Newsletters
- Posters in target school offices, multipurpose rooms, nurses/social worker offices
- Flyer and palm card distribution at events
- Spring paid media launch (radio, TV) and press outreach in English and Spanish



“Be Positively Covered” Activities and Events

- Immunization week events and health fairs
- Title I school activities
- The Village (monthly food distribution)
- New school enrollment orientation and teacher in-service presentations



“Be Positively Covered” Looking Ahead

Follow-up and Feedback

- End-of-the-year meetings with staff from targeted schools for feedback

Preparing for Summer

- Identify year round schools for outreach during the summer



Community Partners

- Salvation Army
- Southern Nevada Health Department
- Ramirez Group, CARE, Latino Chamber of Commerce
- AmeriCorps Member
- Boys & Girls Club (14 club sites)
- Computers for Kids, Inc.
- Southern Nevada United Way
- City of Las Vegas and Metro Police
- Maternal Child Health Women's Coalition
- Southern Nevada Immunization Health Coalition

“The Village” Partners:
Elaine Wynn, Communities and Schools, Eye Care 4 Kids, Three Squares, Future Smiles, After-School All-Stars, and PK-HIP travel monthly to various schools



Contact Us



Contact Yvonne Moore, MSW
Vice President of Patient Relations
(702) 525-7873
yvonnemoore@positivelykids.org



InsureKidsNow.gov



Storybanking: Using Personal Stories in Outreach and Enrollment

What Makes a Good Story?

Engaging story

- Clear narrative
- Health needs that are addressed
- Security/peace of mind

Effective spokesperson

- Comfortable speaking and answering questions
- Someone who others can identify with



Why Details Matter

Health-related

- Surgery, medicine and doctor access
- Ongoing care
- Have they used their plan yet?

Personal demographics

- Race, age, citizenship
- Income
- Family details



Telling the Story of Enrollment

- Children's Defense Fund–Texas, Houston, TX
- Laura Guerra-Cardus, Associate Director
- Anat Kelman Shaw, Communications Director



Children's Defense Fund–Texas

A strong, effective, independent voice for *all* children



Storytelling: Questions to Think About

Why collect personal stories?

Who should collect stories?

Where do we collect stories?

How to collect stories?



Impactful Use of Stories

Stories are **informative, transformative** and they **bring people together**.

- Move policy
- Raise public awareness/outreach and enrollment
- Empower families
- Earned media – reporters love them!
- Fund development



Steps for Collecting Stories

1. Get Staff Buy-In

- Everyone must buy in to the vision (policy, outreach, communications, development staff, volunteers)
- Best staff to lead story collection efforts are those who have the greatest contact with families
- If you don't have a lot of contact with families, engage your partners who do



2. Develop Database

- Helps identify the questions you need to ask



Steps for Collecting Stories, continued

3. Develop the Story Collection Forms

- i.e. Family intake forms
- Must be simple or won't be used



4. Use Them!

- Share them with your organization as the reporter liaison or a 'story bank' partner as the liaison
- We recommend always ensuring family permission for every time the story is used



Best Practices in Story Collection

ALWAYS treat people with dignity, courtesy and respect

- The stories or images you collect do not belong to you. They are the experiences of real people with rights and feelings

Relationships matter

- A person may be more willing to share their story if you help them in some way. Help them to understand why their experience matters and how they are part of a greater whole. Building trust, especially among those disenfranchised and disconnected, is important

Steward the relationship carefully

- You may lose a person and the ability to use their story if you mistreat, overburden or overuse them



Best Practices in Story Collection

It may be appropriate to overprotect people

- Shift manager at Pizza Hut → shift manager at a national restaurant chain
- Has schizophrenia → lives with mental illness

If the subject of a story is a minor, special attention is needed

- There are international guidelines for journalists reporting on children:
www.unicef.org/media/media_tools_guidelines.html



Practical Story Collection Tools

- Google Doc spreadsheet template:

Primary Liaison to Story Sharer	Story Sharer Name	Story Sharer Age	Story Summary	Has an uninsured child under 19?	Special Notes	Story last used...	Permission to quote or summarize?	Willing to Speak to Reporter?
<i>Laura G.C.</i>	<i>Anat K.</i>	<i>36</i>	<i>Mother of 2 children under age 5; both got CHIP through Healthcare.gov</i>	<i>no</i>		<i>Oct 1, 2013</i>	<i>yes</i>	<i>yes</i>

Story Sharer City	Story Sharer Zip	Story Sharer Phone	Story Sharer Email	Preferred Method of Contact	Language(s) spoken	Source Org	Source Contact Name	Source Email	Source Phone	Photo ?
<i>Houston</i>	<i>77009</i>	<i>713....</i>	<i>akelman@....</i>	<i>Phone after 10am</i>	<i>English, Spanish</i>	<i>CDF-TX</i>	<i>Vicki J.</i>	<i>vjohnson@...</i>	<i>713...</i>	



Practical Story Collection Tools

- Simple online form:

The screenshot shows the Children's Defense Fund website. At the top, there is a logo with the text "Children's Defense Fund" and the tagline "A strong, effective, independent voice for all the children of America". Below the logo is a navigation menu with links for "store", "multimedia & news", "state offices", and "jobs". A secondary navigation bar contains "About Us", "Programs & Campaigns", "Policy Priorities", "Research Library", "Take Action", and "Support Our Work". The "Take Action" link is highlighted in blue. Below this, there is a section titled "TAKE ACTION" with a photo of three children. To the left of this section, there are links for "Take Action Online", "Advocacy That Works", "CDF Events", "CDF Action Council", and "Share Your Experience". The main content area features a "SHARE YOUR EXPERIENCE" form. The form includes a consent statement: "CDF May Use My Story to Further Its Mission" with radio buttons for "Yes" and "No", and a note: "By responding 'Yes' you have read and agreed to CDF's Terms of Use." The form fields are: "First Name", "Last Name", "Email Address" (with a note: "Your email address will not be displayed publicly."), "Phone" (with a note: "Your phone number will not be displayed publicly."), "City", and "State". There is a large text area for "Tell Us Your Story" and "Submit" and "Reset" buttons at the bottom. On the left side of the form, there is a "Get Email Alerts" section with fields for "email address" and "zipcode", and a "submit" button. Below that is a "DONATE NOW" button with the text "CDF needs your help more than ever".



Blogs, Social Media, Tumblr, Facebook

- Create visual stories with photos and text overlay (<http://letsenrolltx.tumblr.com>)

"Getting health care will give my mom peace of mind."



"I used to put off going to the doctor when I needed to because of my high deductible, and now I don't have to do that anymore."



"Getting Covered Means Finding Peace."



"Having health care is extremely essential."



Name: Lupita

Occupation: Cleaning Services

Why is having health care important to you?

Though my kids have been covered, I haven't been able to go to the doctor for three or four years. Having health care is extremely essential, and being able to get a well woman's check up is very important.

Affordable health insurance "will actually help me grow my business."

- Jennie Johnson,
Houston

"Health insurance is a responsibility I take seriously."



Einestein received in-person enrollment assistance from *Insure Central Texas*.

Outreach Videos



http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html



InsureKidsNow.gov

Four Key Takeaways

1. Once set up, story collection can be simple!
2. Stories are incredibly helpful and worth the investment!
3. Caring for the story sharers is key!
4. If you need help, partner with others who have story collection tools!



Poll

- How do you use personal stories?





Questions & Answers



Thanks!