Making Medicaid and CHIP Part of a Safe & Healthy Summer

May 21, 2015 3:00 PM
Agenda

- Overview and Introductions
- Including Health Insurance Enrollment in Summer Food Service Programs
- Safe Kids Worldwide: Keeping Kids Safe and Healthy All Summer Long
- Safe Kids On-the-Ground: The Connection Between Children’s Health and Safety
- Looking Ahead to Back-to-School
- Connecting Kids to Coverage Campaign Resources
It’s always enrollment season for Medicaid and CHIP!

Summer provides opportunities to reach a new network of children and parents.
Including Enrollment at Summer Food Service Programs

- Sonia White
  Director of Coalitions and Planning
Overview of Community Council of Greater Dallas

Founded in 1940—celebrating its 75th anniversary this year

<table>
<thead>
<tr>
<th>CCGD Works To:</th>
<th>Past Issues Addressed:</th>
<th>Strategies to Address Issues:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Identify pervasive social issues in the community</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Assess how best services can be delivered</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Implement action plans for delivering services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Juvenile delinquency and welfare</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Public health</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Childcare</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Fact-based and evidenced-based research projects</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Deploying volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Incubating new services and agencies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Expanding governmental programs where appropriate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Convening collaborative work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Delivering direct services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CCGD Makes Connections to Health Coverage

- Provides youth development services through Community Youth Development grants, targeting specific zip codes in south Dallas.
- Targets at-risk youth and provides college readiness and workforce development services to youth and families.
- Provides enrollment and outreach services through the Affordable Care Act, with 15 Navigators covering 18 counties in north Texas.
- Provides application assistance and outreach in five counties for:
  - CHIP
  - Children’s Medicaid
  - SNAP and TANF
- Houses and manages the 2-1-1 Information and referral phone number for the Dallas region.
  - Last year 2-1-1 answered over 700,000 calls
How We Use Our Connecting Kids to Coverage Grant

- Partnerships with City of Dallas WIC clinics, providing application assistance and outreach at most City of Dallas WIC clinics at least once a week
- Partnerships with Dallas ISD schools and health services, providing outreach at events and receive referrals from school nurses
- Partnerships with other social services, agencies and coalitions
- Partnerships with Summer Food Service Program (SFSP) sponsors and sites to conduct outreach
90% of Dallas ISD Children are eligible for free & reduced price meals

1,300 SFSP sites in Dallas County

7,451,000 meals served in Dallas County
Dallas County Collaborations Around SFSP Program

Dallas County Coalition for Hunger Solutions—promotes community engagement and solutions for hunger issues and food access

Charting the Course – sub-committee focused on out of school time activities, meets monthly

Child Hunger Action Team meets regularly to promote child nutrition programs such as CACFP At Risk meals, SFSP Meals, Breakfast in the Classroom, etc.,

SFSP Sponsor Council meets regularly to provide resources to SFSP sponsors and share best practices
Planning for This Year

- County-wide SFSP kick-off events, June 15-19, 2015—provide unified messaging and mass messaging to make the community aware of SFSP sites; use social media campaign as well
- Encouraging SFSP sites to host mid-summer events to continue messaging and outreach to communities
Challenges/Opportunities to Partnering with SFSP Sites

Are parents present at SFSP sites?

- Choose a site in which parents drop off and/or pick up children from the site—easier to gain access to parents for outreach purposes
- Partner with sites in which they may have special outreach events (kick-off; end of summer; back to school, etc.) to gain access to parents

Existing partnership with SFSP site?

- Establish a relationship with the SFSP site
- Opportunities to collaborate:
  - Recruit volunteers
  - Promote SFSP site in community
  - Co-host special events (kick-off events; end of summer; back to school)
  - Provide place for outreach for CHIP/Children’s Medicaid
National Resources for SFSP Outreach/Best Practices

- Food and Action Resource Center: [www.frac.org](http://www.frac.org);
Contact

- Sonia White, MS
  Director of Coalitions and Planning
  The Community Council of Greater Dallas
  1341 W. Mockingbird Lane; Suite 1000W
  Dallas, Texas 75247
  swhite@ccgd.org
Keeping Kids Safe and Healthy
All Summer Long

- Tareka Wheeler
  Director of Programs
Our Mission

We work to keep all kids safe from preventable injuries
Preventable injuries are the #1 killer of kids in the U.S.

Millions more children are injured every day.

It’s a global epidemic.
Our Work

Safe Kids Worldwide provides coalitions with resources to deliver community programs.

Road Safety
- Child Passenger Safety
- Teen Driving
- Pedestrian
- Bike/Motorcycle
- Distraction

Home Safety
- Fire, Burns, CO
- Poisoning
- Suffocation
- Falls
- Drowning

School, Sports & Play
- Sports Safety
- Drowning
- Pre-K Start Safe

Emerging Issues
i.e.: Button Battery; TV Tip-overs, Laundry Packets
Our Impact

Number of unintentional injury fatalities among children 19 and under, 1987-2013 in U.S.

- 16,501 in 1987
- 7,645 in 2013
- 4,342 in 2020

GOAL: 50% reduction in deaths by 2020
How We Work

RESEARCH
Collect and Analyze Data; 4-6 reports annually

PROGRAMS
Support grassroots network of 400 US coalitions and 25 global members

AWARENESS
Reach parents, caregivers, educators and kids

ADVOCACY
Advocate for new and improved laws
Our Reach

- **400+** Coalitions in the United States
- **22+** Network Member Countries
REACHING COMMUNITIES THROUGH PRE-SCHOOL BASED EDUCATION PROGRAMS
Start Safe Program

- Designed to give preschool teachers, fire and life safety educators and other safety experts the tools they need to reach preschool children and their families.
- Free resources that were created to meet the learning needs of young children and adults with low literacy skills.
- Focus on underserved communities and Head Start Programs

www.safekids.org
Safe Kids Worldwide offers three components to the Start Safe program:

- Start Safe: Fire
- Start Safe: Water
- Start Safe: Travel

Safe Kids is revamping the program for 2016 to be comprehensive and provide educational tools and resources for keeping families safe at home, at play and on the way.
Start Safe Program: Resources

- Educator’s Guides
  - Introduction to Start Safe
  - Lesson plans
  - Interactive games and extension lessons

- Educational Materials
  - Tips sheets you can use to reach parents and caregivers with the important information they need to make changes at home.

Educator’s Guides

- Introduction to Start Safe
- Lesson plans
- Interactive games and extension lessons

Educational Materials

- Tips sheets you can use to reach parents and caregivers with the important information they need to make changes at home.
Start Safe Program: Pre-schoolers

Children’s Activities

- Activity sheets and interactive games to reinforce safety messages.
Get Connected

• Partner with your local Safe Kids coalition to integrate injury prevention into your outreach. - [www.safekids.org/coalitions](http://www.safekids.org/coalitions)

• Visit [www.safekids.org](http://www.safekids.org) to find education materials in English and Spanish for parents and caregivers.

• Attend the Safe Kids Childhood Injury Prevention Convention July 29–August 1 in Washington D.C. to learn about new programs and resources you can take back to your community. - [www.prevcon.org](http://www.prevcon.org)
Thank You

Tareka Wheeler
Director of Programs
202-662-0615
twheeler@safekids.org
Safe Kids Tampa: The Connection Between Children’s Health and Safety

- Bevin Maynard
  Supervisor, St. Joseph’s Children’s Advocacy Center
About St. Joseph’s Children’s Hospital - Tampa

Focus Areas: Educated over 49,000 people

Lead Agency for Safe Kids Greater Tampa
- Unintentional Injury Prevention
- Community and School Based

Family Support and Resource Centers
- Direct access to caregivers

The Safety Store at SJCH
- KidCare application assistance “Office”

Mobile Medical Clinic

Legislative Advocacy

Prevent hospital re-admissions
Safe Kids Greater Tampa: Active Members

- Government entities
- Foundations and Non-Profits
- Religious Organizations
- For Profit Businesses
- Health Insurance Companies
- Child Advocates/Volunteers
- Pediatricians
Unintentional Injury Prevention

Safe Kids Greater Tampa

- Child Passenger Safety
- Bicycle/Pedestrian Safety
- Water Safety
- Home Safety
Community Events

- Attended **195** Community Events
- Talked to **5,000** People

January 2014 - April 2015
Community Event Follow Up Tools

Do You Have Health Insurance for Your Child?
The Kids Healthcare Foundation—Providing Florida’s Children with Access to Quality Health Care

Information Needed to Assist You

We are collecting information to assist you with your Florida KidCare application or renewal. Please fill out the information below so we can better serve you. Thank you in advance for your assistance!

Date

Child’s Name

Parent or Guardian’s Name

Address

City, State, Zip

Phone

Cell Phone

E-mail Address

Location Where You Received Florida KidCare Information

Signature

My signature indicates my permission to share the above contact information with The Kids Healthcare Foundation for the purpose of providing information and/or assistance in applying for or renewing KidCare enrollment.
Contacting Your Local Safe Kids Coalition

Safekids.org/coalitions

SAFE KIDS COALITIONS IN THE UNITED STATES

Our coalitions in the United States take action to provide proven and practical ways to keep kids safe. They host safety events, conduct workshops in everything from schools to hospitals, advocate for effective legislation, and distribute safety devices such as car seats, smoke and carbon monoxide alarms, helmets, and personal floatation devices. Just as important, they also teach parents, caregivers and children how to use these important resources correctly.

The best news is that there is a good chance there is one near you. To get involved or to learn more about what our coalitions are doing in your community, please click on your state listed below.

To find out more about events in your area, go directly to our events section.

Find Safe Kids in Your State

- Safe Kids Alabama
- Safe Kids Alaska
- Safe Kids Arizona
- Safe Kids Arkansas
- Safe Kids California
- Safe Kids Colorado
- Safe Kids Connecticut
- Safe Kids Illinois
- Safe Kids Indiana
- Safe Kids Iowa
- Safe Kids Kansas
- Safe Kids Kentucky
- Safe Kids Maine
- Safe Kids Maryland
- Safe Kids Nebraska
- Safe Kids Nevada
- Safe Kids New Hampshire
- Safe Kids New Jersey
- Safe Kids New Mexico
- Safe Kids New York
- Safe Kids North Carolina
- Safe Kids South Carolina
- Safe Kids South Dakota
- Safe Kids Tennessee
- Safe Kids Texas
- Safe Kids Utah
- Safe Kids Vermont
- Safe Kids Virginia
Poll Question

Have you started your Back-to-School outreach planning?

A) No way! Summer just started
B) Not yet, but starting soon
C) We’ve started planning
D) We already have Back-to-School all planned
Looking Ahead to Back-to-School

Perfect Time to Start Planning!

- Great time for outreach to eligible families as they prepare their kids for school
- Targets parents when they are thinking about their kids’ health care (e.g., immunizations, physicals, etc.)
- Schools are trusted sources of information for parents
Reaching Parents and Children During Back-to-School Season

Join Back-to-School activities in your school community like supply drives, immunizations and screenings, school registration days, Back-to-School nights, working with athletic programs and fundraisers.

Identify schools with high number of uninsured children—from preschool/daycare through community college.

Build relationships with school staff, parent liaisons and leaders within the school districts.
Build Referral Networks and Distribute Materials

School-based partners

- School nurses
- Counselors
- Social workers
- Coaches
- Health clinics
- Vocational schools, community colleges
- Head Start, daycare, pre-schools

With health insurance, they’ll be ready for whatever the school year brings.

Kids who have health coverage are better prepared to do well in school and succeed in life. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to $47,700 a year or more may qualify.

Go to InsureKidsNow.gov or call 1-877-KIDS-NOW to learn more.

Visit HealthCare.gov to learn more about affordable health coverage for your family.
Connecting Kids to Coverage Campaign
Resources
Customizable Print Materials

You may choose to insert your program name(s), your state’s annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos.

Please Note: You may request these changes on all customizable materials.

Your program name(s)

Your state’s annual income eligibility limit for a family/household of four

Your website and/or phone number

Up to two logos

Available in English and Spanish

Some available in Chinese, Korean, Vietnamese, Hmong and more.
Turnkey Resources

- TV and radio public service announcements
- Live read radio scripts
- Template print articles
- Web banners and buttons
- Social media posts and graphics

URL: http://www.insurekidsnow.gov/professionals/index.html
Outreach and Enrollment Best Practices

- All webinars available online

- Outreach Video Library
Keep in Touch With the CKC Campaign!

- Contact us to get involved with the National Campaign at InsureKidsNow@fleishman.com or 1-855-313-KIDS (5437).
- Sign up for eNewsletters here: public.govdelivery.com/accounts/USCMS/subscriber/new
- Follow the Campaign:
  - Twitter: @IKNGov
Thanks!