Agenda

- Overview and Introductions
- Forging Strong Partnerships between Health and Education Agencies at the Local, State and Federal Levels
- Partnering with School Administrators to Reach and Enroll Students in Healthcare Coverage
- School Nurses: Keeping Every Student Healthy, Safe and Ready to Learn
- The School Nurse Connection to Outreach and Enrollment
- Revamped InsureKidsNow.gov Demonstration
- Connecting Kids to Coverage Campaign Resources
- Questions and Answers
Poll Question: Does your organization partner with schools in your community to reach Medicaid and CHIP eligible students?

A. Yes, but I’m looking for new ideas
B. No, I would like to learn more about partnering with schools
Forging Strong Partnerships between Health and Education Agencies at the Local, State, and Federal Levels

- Joaquin Tamayo
  Office of Elementary and Secondary Education
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ED’s Mission

- ED's mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.
- ED's 4,400 employees and $68 billion budget are dedicated to:
  - Establishing policies on federal financial aid for education, and distributing as well as monitoring those funds
  - Collecting data on America's schools and disseminating research
  - Focusing national attention on key educational issues
  - Prohibiting discrimination and ensuring equal access to education
On January 15, 2016, ED and HHS joined forces to encourage stronger and deeper integration between education and health. ED and HHS also released guidance and a toolkit designed to support communities in the work of improving all children’s education and health outcomes.

Initiative webpage: [http://www2.ed.gov/admins/lead/safety/healthy-students/index.html](http://www2.ed.gov/admins/lead/safety/healthy-students/index.html)

- Joint ED-HHS “Dear Colleague” letter can be found here: [http://www2.ed.gov/policy/elsec/guid/secletter/160115.html](http://www2.ed.gov/policy/elsec/guid/secletter/160115.html)
Healthy Students, Promising Futures

ED and HHS recommend that States and local communities take advantage of the following high-impact opportunities to improve health and education for all students:

1. Help eligible students and family members enroll in Medicaid, CHIP, or the Marketplace

2. Provide and expand reimbursable health services in schools

3. Provide or expand services that support at-risk students, including through Medicaid-funded case management
Healthy Students, Promising Futures

ED and HHS recommend that States and local communities take advantage of the following high-impact opportunities to improve health and education for all students:

4. **Promote healthy school practices through nutrition, physical activity, and health education**

5. **Build local partnerships through partnering with a school-based health center or participating in hospital community needs assessments**
Healthy Students, Promising Futures

The Healthy Students, Promising Futures Toolkit includes:

- Tips on how schools, school systems, and local communities can take advantage of each highlighted opportunity
- Information on how local communities and organizations are taking advantage of these opportunities right now
- Information on the research that supports the effectiveness of each opportunity
Every Student, Every Day

- The White House, ED, HHS, HUD and DOJ call on states, school districts, schools, and communities to join *Every Student, Every Day* in order to address and eliminate chronic absenteeism.

- Chronic absenteeism—or missing at least 10% of school for any reason—affects as many as 7.5 millions students each year.

- Health-related issues are a leading cause of chronic absenteeism among public school students, particularly minority and low-income children.
Every Student, Every Day Resource Package

The federal resource package for *Every Student, Every Day* includes:

- ED, HHS, HUD, DOJ “Dear Colleague” letter with guidance for states, schools, and local communities
- *Every Student, Every Day* community toolkit, including information for health and human service providers
- “Absences Add Up!” national awareness campaign sponsored by ED, the Ad Council, and the Mott Foundation beginning in April 2016
- My Brother’s Keeper School Success Mentor Initiative
- National chronic absenteeism summit in June 2016
- Civil Rights Data Collection release of first-ever national chronic absenteeism data in Summer 2016
For additional information...

If you would like additional information about the *Healthy Students, Promising Futures* and/or *Every Student, Every Day* initiatives, please contact:

- **Joaquin Tamayo**, Office of Elementary and Secondary Education, [joaquin.tamayo@ed.gov](mailto:joaquin.tamayo@ed.gov)
Thank you!

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Partnering with School Administrators to Reach and Enroll Students in Healthcare Coverage

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WyKisha R. McKinney
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About Us

• AASA and CDF have been working together on school-based outreach and enrollment in health insurance since 2011, under a grant from CMS, where we worked with eight school districts across four states.

• In 2013, through support from the Atlantic Philanthropies, CDF and AASA are working with seven public school districts in two of the three states with the highest numbers of eligible, but unenrolled students – California and Texas.
The Role of School Administrators

- Organizations emerge and change through strong leadership
- Superintendent endorsement ensures that the initiative will reach the level required to make a difference
- Ensures that community agencies will collaborate to help make your initiative successful
How School Administrators Support Medicaid and CHIP Enrollment

- Meet with leadership of community health agencies to strengthen commitment of the partnership
- Participate in national dissemination activities related to CDF/AASA initiative:
  - Presentations at AASA National Conference or other national conferences for their state administrators
  - National blogs about CDF/AASA initiative
  - Articles in local newspaper, and/or television or radio spots
- Participation in annual site visits and Community of Practice
How to Connect with Local School Districts

- **Be Aware of Timing:** School districts plan their budgets and initiatives in the Spring.
- **Form Relationships:** Form relationships with those at the highest levels and see them frequently.
- **Speak their Language:** Speak to districts in a language they know and understand about the things they care about.
- **Work Collaboratively:** Schools are hierarchically structured. Understand the politics/respect the hierarchy; working within the system, not around it.
HISD School-Based Health Insurance Enrollment

- Participated in 3 previous cycles of health insurance outreach
- Current cycle in partnership with CDF/AASA
- Estimated 14% uninsured
- Significant number of students not eligible for CHIP/Medicaid
- Achieved target goal of enrolling >1200 families
Incorporating Health Insurance Status Questions into School Processes

- Does your child have health insurance?
- District wide enrollment/registration documents provide foundation
  - Existing families vs. new enrollees
- Student information system allows tracking and guides outreach
- Parent contact by nurse/other essential personnel another source outreach
Back-to-School Season: Opportunities for Student Enrollment in Health Coverage

- Communicate to families about events
  - Parent/Teacher Events
  - Open House
  - District Wide Robo Calls about Outreach Events
  - Partner/Community Events
  - Health Fairs
Resources and Tips

- Be systematic and intentional
- Partners are essential
- Stay up to date on changes in school registration procedures
- Align with district practices
- Identify key school staff and provide training
- Begin with sustainability in mind
- Health care access must include parent education about utilization
Resources and Tips

- Tailor approach to district
  - District size – targeted approach
  - Organizational structure
  - Gaps in services
  - School Nurse visits
  - EMS transports by region/area
AASA/CDF Back-to-School toolkit

- Health insurance enrollment identified as #1 High Impact Opportunity to improve school-based health
- Engage with community partners to address wrap-around accessible health services – school-based clinic partners, mobile clinics
Thank you!

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School Nurses: Keeping Every Student Healthy, Safe and Ready to Learn

- Beth Mattey
  President
National Association of School Nurses
bmattey@nasn.org
School nurses serve on the frontlines as this nation’s safety net for our most vulnerable children, many of whom are eligible for Medicaid.
School nurses

- Listen as they interact with students and families
- Ask if families are interested or need help getting health insurance
- Connect students and families to free or low-cost healthcare coverage throughout the school year
Optimizing Student Health

- How do school nurses support connecting kids to coverage?
  
  https://localhelp.healthcare.gov/#intro

- How best to work with school nurses?
Better Health. Better Learning™

What does this coverage mean to families?

- Children and teens can get regular check-ups, vaccines, doctor and dentist visits, hospital care, mental health services, prescriptions and more
- When eligible parents get enrolled it is more likely their children will get enrolled and get the preventive care every child needs
Thank you!

Beth Mattey
President
National Association of School Nurses
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www.nasn.org
The School Nurse Connection to Outreach and Enrollment

- Elizabeth Clark MSN RN NCSN
  Boulder Valley School Medicaid Coordinator
  Colorado Director to National Association of School Nurses
  Elizabeth.clark@bvsd.org
Boulder Valley School District

- Boulder Valley is the 7th largest school district in Colorado encompassing over 400 square miles
- The student population is apx. 30,000 students
- It is a mixture of urban, rural, and mountain communities
- There are 22% of students with free and reduced lunch
There are 11 school nurse consultants that average 3000+ students

The school nurse consultants average 4-6 schools
Role of School Medicaid Coordinator

- Manage school Medicaid program
- Create community partnerships to support health needs of students
- Promote outreach and enrollment across the district
Tactics of Outreach

- Outreach and enrollment staff meet with health services teams multiple times a year
- School offices have flyers and brochures
- School and district newsletters
- Link on district website
  - General information about income eligibility
  - Referral form for follow-up
Enrollment Process

- Creating a client centered model
  - Uses a direct referral model – referral form is completed by parent or district staff and the enrollment tech contacts the family directly
  - Most of the application is completed over the phone and the family drops off documentation, reviews application, signs it, turning a hour long application to a brief process of submitting the legal documents
  - Eligibility can be determined immediately
School Nurses are Essential Outreach and Enrollment Advocates

School nurses daily identify students with unmet health needs:

- Dental, vision, eye care needs
- Chronic disease management, including behavioral health
- Students with attendance concerns
School Nurses Serve as a Liaison to Community Health Services

- School nurses understand the complex health system in their communities
- Parents trust the school nurses and the school district staff
- A personal connection to support the family to seek health insurance is needed
Healthy Kids Initiative

- Boulder Valley has a partnership with the Housing and Human Services Dept. to provide two outreach and enrollment specialists in the school district.
- Enrollment specialists work daily with school nurses completing referrals and enrollment assistance.
- Attend school activities, registration, PTA meetings, health fairs, summer food programs, etc.
Enrollment Success

- Since 2008, the partnership with the county has resulted in over 5,500 children enrolled in Medicaid & our state health plan
- Last year there were 265 children enrolled, with a 96% approval rate, only 4% denied
- 49% were new to Medicaid
- Colorado now has 5% of children lacking health insurance
Billy’s Story
School Nurses are Key for Outreach and Enrollment

- School nurses serve on the front-line as this nation's safety net for our most vulnerable children, many of whom are eligible for Medicaid.
- Use resources available such as outreach materials on https://www.insurekidsnow.gov/
Thank you!

Elizabeth Clark MSN RN NCSN
Boulder Valley School Medicaid Coordinator
Colorado Director to National Association of School Nurses
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Revamped InsureKidsNow.gov Demonstration

- Dave Conlon
  Acting Technical Director
  Division of Communication & Outreach
  CMS
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Timeline: Dawn of History

- Version 1: April 1999
- Version 2: October 2000
- Version 3: April 2001
- Version 4: November 2009
Why Redesign?

Audience Drivers
- IKN was originally consumer-focused
- Evolved to focus on consumer (primary) + outreach partners (secondary)
- Evolved again to outreach partners (primary) + consumers (secondary) especially with the advent of healthcare.gov

Marketing Drivers/Opportunities
- Medicare Access and CHIP Reauthorization Act (MACRA)
- New wave of outreach initiatives & activities
- Upcoming collaborative agreements (grants) awards

User Expectations Drivers
- Mobile-first design
- Shareable experiences—social media integration
- Site wayfinding
- Discoverability of resources

Technology Drivers
- Critical issues & deferred maintenance
- CMS infrastructure changes
- Responsive design: any device, anytime, anywhere
- Modernization

"Marketing is a process not a project...your website should be your key focal point for that process. It's your home base on the internet. So, you want to make sure that not only is it redesigned on a continuous basis but it is kept current, content is posted on a regular basis, you are using it as a hub for your marketing strategy and really when it comes to redesign, it's not just redesigning for the sake of doing something new, it might be something related to your marketing strategy..."

~ Spinweb Strategy Sitdown October 22, 2014
InsureKidsNow.gov: Version 5.0

Requirements Highlights:

- Support new outreach & enrollment focus (primary) while continuing to serve beneficiaries/prospective beneficiaries (secondary)
- New Information Architecture (IA) for a more intuitive flow through the site
- Increase calls to action, decrease clutter, and let go of the words
- Increase visual interest
- Make our content easily shareable
- Adopt DigitalGov Web Design Standards

Minimum Viable Product (MVP) designed & built in 3 months

- No loss of existing functionality for users
- Create & launch an initial version that can then be used for iteration and enhancements
IKN Revitalized: Homepage Details

- Kept but updated identity (logo) and “hero” image from IKN v4
- Brief intro text for site and its purpose
- Flat design & IKN color palette (working)
- Discoverability of navigation
- Calls to action for users
- Intuitive naming of links and pages
- 4 Flexible multi-purpose spotlights
- Encourages “freshness” of content and return visitors
- DigitalGov fonts, sizes, and other recommended elements

“Make it simple. Make it memorable. Make it inviting to look at.”

~ Leo Burnett
IKN Revitalized: Less Reading, More Sharing

- Create content users can skim to help users find what he or she is looking for faster or make things discoverable
- Move longer text to a presentation-specific page—better for search engines
- Users can now share our pages to his/her personal or organization’s social media accounts via AddThis sharing tool
- Keep users on the site by bringing content onto the site via embedded content
- Future growth potential for “related site resources”

“Do what you do so well that they will want to see it again and bring their friends.”

~ Walt Disney
Outreach Materials: No More Mystery Meat

- Single location for increased exploration and discoverability
- Jump-down “table of contents”
- Outreach partners know what to expect from a download—both file types and appearance
- Minimum Viable Product: More to come including:
  - File size
  - Search/Sort/Filter
  - Related items
  - Share from here
  - More ideas to follow!

“Design is not just what it looks like and feels like. Design is how it works.”

~ Steve Jobs
Mobile Devices: Responsive Design

- Approximately 1/3 of IKN traffic is from a mobile device and slowly but steadily increasing
- Replaces the separate mobile site with its separate content
- It’s the same website, just smaller
- All content is available and updated at the same time
- Integration with sharing also available on mobile devices
- All content is translated into Spanish
- New site is optimized for mobile phones and desktops
- Tablet design in the future

"There is beauty when something works and it works intuitively."

~ Jony Ive
The Future

April 11 release: Bug squashing
- Navigation cleanup
- Homepage responsive design fixes
- Map improvements/replacements
- “Behind the Scenes” fixes

On the Horizon:
- Revised color palette
- Cross-linking related site resources
- eNewsletter web section enhancements
- Library improvements
- Tablet mobile strategy
- HRSA partnership and dentist finder enhancements

Not to mention the regular content updates…
Explore & Tell Us What You Think

- Check out the site: https://www.insurekidsnow.gov

- Email and tell us what you think: ConnectingKids@cms.hhs.gov
Thank you!

Dave Conlon
Acting Technical Director Division of Communication & Outreach
CMS
Email: David.Conlon@cms.hhs.gov
Tip Sheets

Download here: https://www.insurekidsnow.gov/library/index.html
Get Covered. Get in the Game.

Posters

Fact Sheets

Direct Mail Insert

Download here: https://www.insurekidsnow.gov/library/index.html
Template Materials

- Web Banners and Buttons
- Social Media Graphics
- Language for Facebook and Twitter posts
- eNewsletter Copy

Find materials here:
https://www.insurekidsnow.gov/library/index.html
Customizable Materials
Posters, flyers, palmcards and tear pads

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

Learn how to request material customization here:
Multimedia Resources

- All webinars available online

- Outreach Video Library

Alameda County, California partnered with school-based clinics, school administrators and community groups to help enroll diverse populations in Medi-Cal and the Children's Health Insurance Program.
Keep in Touch With the CKC Campaign

- Sign up for eNewsletters here:
  - public.govdelivery.com/accounts/USCMS/subscriber/new

- Email us at:
  - ConnectingKids@cms.hhs.gov
Join the Conversation

- Follow the Campaign:
  - Twitter: @IKNGov

- Engage with the Campaign on social media
  - Retweet and share messages using the hashtags #Enroll365, #Medicaid, #CHIP
Thanks!