



Engaging Non-Traditional Partners to Increase Medicaid and CHIP Enrollment

May 12, 2016 3:00 PM EST

Agenda

- Overview and Introductions
- Advocating for Healthier Environments for Children in Child Care Facilities
- Integrating Healthcare Assistance into Federal Housing Initiatives
- Developing a Culture of Health
- Connecting with Small Businesses to Inform Families of Healthcare Options
- Questions and Answers



The background of the slide is a close-up, slightly blurred image of a computer keyboard. Several keys are visible, each with a different social media icon. From top to bottom, the visible icons include a blue Twitter bird, a red and white YouTube play button, a blue and white Facebook 'f', a blue and white YouTube play button, a blue and white Facebook 'f', a blue and white YouTube play button, a red and white Pinterest swirl, and an orange and white YouTube play button. A semi-transparent blue rectangular box is overlaid on the center of the keyboard, containing white text.

Poll Question: Are you partnering with non-healthcare related organizations in your outreach efforts?

- a. Yes, but want to hear more ideas**
- b. No, looking to expand our partner network**

Advocating for Healthier Environments for Children in Child Care Facilities

Melanie Brizzi

Senior Director of Child Care
Services

Child Care Aware of America



Child Care Aware[®] of America

- Child Care Aware[®] of America
 - Who we are...
 - What we do.....

www.childcareaware.org



Child Care Development Block Grant

Reauthorization Act of 2014

The Child Care Development Block Grant (CCDBG) Reauthorization Act of 2014 requires state agencies to provide consumer education about the following:

- The availability of child care assistance
- The quality of child care providers (if available)
- Research and best practices in child development
- State/Territory policies related to the social-emotional, behavioral or mental health of young children (e.g., policies about the use of PBIS or suspension/expulsion policies for early childhood programs)
- Programs and services available under the Individuals with Disabilities Education Act (IDEA)
- The following government-funded assistance programs:
 - Temporary Assistance for Needy Families (TANF)
 - Head Start and Early Head Start
 - Low-Income Home Energy Assistance Program (LIHEAP)
 - Supplemental Nutrition Assistance Program (SNAP)
 - Women, Infants and Children (WIC) program
 - Child and Adult Care Food Program (CACFP)
 - Medicaid and State Children's Health Insurance Program (SCHIP)



Child Care and Child Care Resource and Referral Offices

- Over 400 agencies provide CCR&R services across the county
- CCR&Rs provide a variety of services for families and providers such as referrals for families looking for child care, family eligibility determination for fee assistance, provider training and coaching, implementation of projects designed to improve the quality and capacity of child care
- Child Care Aware can help connect you to the agencies providing CCR&R services in your area www.childcareaware.org



Child care providers and the agencies that work with them make great partners

- High quality child care providers work intentionally to engage families.
- Some states are embedding the requirements for family engagement including the provision of information about key resources within their child care requirements
 - QRIS- 23 states have links to community resources as a QRIS standards for centers, 18 states for family home providers
 - Public funded pre-K provider requirements- Indiana's On My Way Pre-K



Finding Eligible Families Through Non-Traditional Child Care Partners

- Child Care Development Fund (CCDF) Lead Agency and Intake Agents.
- Child Care Aware and your state and local Child Care Resource and Referral (CCR&R) agencies
- Other family referral services such as Help Me Grow.
- Local provider groups and associations.
- Child care providers especially those that take CCDF vouchers and/or participate in the Child and Adult Food Care Program (CACFP).
- Faith-based early care and education programs.
- Publicly funded pre-K programs serving low income families.
- Partners focusing on multi-generational approaches to poverty reduction including home visiting programs, United Ways, and workforce initiatives such as Goodwill Industries.



Healthy Child Care-Healthy Communities

This is a project funded by the Robert Wood Johnson Foundation.

Partnership with Alabama, Colorado, Indiana, Missouri, New York and North Carolina to advocate for healthy active living practices in child care through advocacy and state plan implementation. Customized assistance will include:

- Development and implementation of individualized technical assistance plans
- Sharing of best practices between states
- Development of advocacy and/or training tool kits on healthy, active living best practices
- Creating and supporting state teams focused on making child care settings healthier
- Identifying other partners interested in promoting nutrition, physical activity, screen time, breastfeeding or sleep in child care settings

<http://usa.childcareaware.org/healthychildcare>



Next Steps/Contact Us

- Contact information for state and local CCR&R agencies
- Future toolkits from Healthy Child Care-Healthy Communities
- Information on our website and through our call center



Thank you!



Melanie Brizzi
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Child Care Aware

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571-303-2328



Integrating Healthcare Assistance into Federal Housing Initiatives

John Hall

Field Office Director

HUD Indianapolis Field Office



U.S. Department of HUD

- Department of Opportunity
 - HUD's mission is to create strong, sustainable, inclusive communities and quality, affordable homes for all.
 - HUD is a \$45 billion agency. Approximately eighty-five percent of its total budget is comprised of rental assistance to 5.5 million residents of HUD-subsidized housing, including 2.17 million households assisted with Housing Choice Vouchers, and grants to homeless assistance programs.
- Health and Housing Stability
 - Strategic Objective 3C: Promote the health and housing stability of vulnerable populations.



Connecting with HUD Field Offices

- Office of Field Policy and Management
 - Public facing office, only division occupying 100 percent of 65 HUD field offices
 - Ensures the effective pursuit of the Secretary's initiatives and special projects – including Strategic Priority 3C
 - Field Office Directors, reporting to Regional Administrators
- Web presence
 - hud.gov – “State Info” – “Contact My Local Office”
 - http://portal.hud.gov/hudportal/HUD?src=/program_offices/field_policy_mgt/localoffices



HUD Indianapolis Office

- Office of Public and Indian Housing
 - Sixty-one PHAs; 36,639 Housing Choice Vouchers
- Office of Multifamily Housing
 - Approximately 88,000 FHA Multifamily units
- Office of Fair Housing and Equal Opportunity
 - Fielding 200+ fair housing complaints annually
- Office of Community Planning and Development
 - Direct funding relationships with 25 units of state and local government
 - Direct funding relationships with 42 nonprofit housing and service providers



Local Projects

- ACA Enrollment Efforts
 - Coordinated access to HUD-assisted multifamily developments
 - Women on Wheels and Garden on the Go
 - Cooking lessons and grocery coupons
 - Public information campaigns through network of public housing authorities
- Integrated Healthcare and Housing
 - Avondale Meadows HUD-assisted multifamily development
 - Onsite Health-Net clinic (federally qualified health center)
 - Onsite YMCA fitness center
- Critical incentive in state-based allocation of Section 42 tax credits



Priority and Special Initiatives

- Smoke-free Public Housing
 - As of September 2014 just 18 percent of public housing authorities had implemented smoke-free policies.
 - Proposed regulation would require 100 percent implementation within 18 months of adoption of the rule.
- Lead Hazard Control and Healthy Homes
 - Coordinating with CDC and agencies across government
 - http://portal.hud.gov/hudportal/HUD?src=/program_offices/healthy_homes
- Every Student, Every Day
 - Collaborative initiative aimed at address underlying causes of chronic absenteeism.



Thank you!



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Developing a Culture of Health

Elizabeth Colvin, JD

Director

Insure Central Texas





M Station Apartments: 2012 Property of the Year
Platinum LEED Certified, Onsite Community Learning Center,
Day Care Center, Smoke Free Policy, Sports Courts, Play Areas



InsureKidsNow.gov



Enrolling in and keeping healthcare coverage is an integral component of our goal to empower our residents and neighbors to achieve educational success, financial stability, and healthier lifestyles.



Common Goal: Improve Financial Stability

**Financial
Stability**

**Tax
Preparation**

- **Health Insurance Enrollment**
- ITIN Acceptance Agent
- FAFSA Preparation
- Benefits Screening

- **Health Insurance Navigation**
- **Health Literacy & Advocacy**
- Individual Financial Coaching
- Self-Employed Coaching
- Credit Counseling
- Financial Education Classes
- Scholarship Mentoring
- Emergency Savings Account



InsureKidsNow.gov

Community Financial Center



[InsureKidsNow.gov](https://www.insurekidsnow.gov)

Open Enrollment: Retail / Volunteer Model

- Offer enrollment at two Community Financial Centers
- Combine enrollment with Tax Preparation (VITA), Cash for College, and Financial Coaching
- Open 7 days a week during Open Enrollment
- Walk-in, no appointment required
- 60 Volunteer Certified Application Counselors



Cumulative Impact Since October 2013

- **16,800** individuals enrolled
- **\$44 million** claimed in Premium Tax Credits
(annualized)



2016 Enrollment Overview

- 4,510 individuals enrolled
- \$12.8 million claimed in Premium Tax Credits
- 95% qualified for financial assistance
- 90% have income at or below 250% FPL
- 46% speak a language other than English
- 45% of families enrolled had 1 or more uninsured adults



Enrollment & Tax Preparation Intersections

- Overlapping constituencies
- Overlapping calendar
- Similar infrastructure needs
- Access to tax/ACA expertise
- Just-in-time education + assistance
- Complimentary / Joint Outreach



Partnerships

- Medical Providers serving Complex Medical Needs
- Organizations serving the self-employed and gig economy
 - Musicians, artists
 - Taxi drivers, truck drivers, Uber drivers
 - Food service, caterers
- Community College students / health programs



Resources

- Foundation Communities: www.foundcom.org
- Enrollment Program: InsureCentralTexas.org
- Example of Health & Housing Partnership:
Dalton Duffie on www.centralhealthstories.org
- Find IRS VITA sites:
[http://irs.treasury.gov/freetaxprep /](http://irs.treasury.gov/freetaxprep/)



Thank you!



Elizabeth Colvin, JD

Director

Insure Central Texas

Open all year to assist you with ACA, Medicaid, CHIP and MAP

A program of Foundation Communities

Elizabeth.Colvin@foundcom.org



Connecting with Small Businesses to Inform Families of Healthcare Options

Bahar Basseri

Program Assistant

The Children's Partnership



The Children's Partnership

The Children's Partnership (TCP) is a research, policy, and advocacy organization working to ensure that all children, especially those at risk of being left behind, have the opportunities and resources they need to grow up healthy and lead productive lives. Since 1993, we've served as a trusted resource on recognizing what is needed now to improve the well-being of children today and tomorrow. TCP works in California and nationally with staff in Los Angeles, Sacramento, and Washington, DC.



Challenge

- The Affordable Care Act (ACA) made comprehensive changes to the health care system and provided new opportunities for coverage to uninsured Californians and Americans across the country.
- In California, many of these families and their children may be eligible for
 - no- or low-cost health coverage through Medi-Cal or
 - for financial assistance through Covered California's individual marketplace.
- Yet many **remain uninsured**.



Opportunity

Small businesses can play a critical role in connecting these families and their children to coverage.

In fact, **1 in 3** of the remaining uninsured children in California has a parent working for a small business.

Covering children is good for families and employers alike! Studies show that when children have health insurance, their parents are less stressed, miss fewer days of work, and are more productive.



Two Affordable Opportunities for Small Businesses to Help Connect Families to Coverage

1. Easily compare options and offer an affordable insurance plan.

In California, small businesses are eligible for tax credits to help provide health coverage for employees and their dependents through Covered California for Small Business.

2. Provide information about how their employees and their families can enroll in individual insurance through Medi-Cal or Covered California.

Many uninsured children and families of employees working for small businesses may be eligible for no- or low-cost health coverage through Medi-Cal or for financial help through Covered California's individual marketplace.



Strategy

1. Engage small business community
 - Small Business California
 - Small Business Majority
 - Health Law Guide for Business
 - The California Endowment
 - Covered California
 - And other partners
2. Assess need & develop strategies
3. Create tools & resources
4. Follow up



Materials

The Children's Partnership



Your Small Business Is a Key to Connecting Employees' Children to Health Insurance

Under the ACA, there are opportunities for small business owners to help connect employees and their families to no- or low-cost health coverage through **Medi-Cal** and **Covered California**.

Helping your employees and their children get health insurance is important because studies show that when children have health insurance, their parents are less stressed, miss fewer days of work, and are more productive.

TWO AFFORDABLE OPPORTUNITIES

- 1 | Easily compare options and offer an affordable insurance plan.** Through Covered California for Small Business (CCSB), you can get tax credits to help provide health coverage for employees and their dependents. To get individualized help to determine which options are best for your employees and their families, contact a Covered California Certified Insurance Agent in your area: <http://bit.ly/coveredcasagent>. You can apply for CCSB throughout the year: <http://www.coveredca.com/small-business>.
- 2 | Provide information about how to get individual insurance through Medi-Cal and Covered California.** If you do not offer insurance, the ACA encourages small employers to provide information about how your employees and their dependent children can get individual health insurance. (If you offer insurance and your employee does not enroll in it, they may not be eligible for subsidies through Covered California.) Many uninsured children and families of employees working for small businesses may be eligible for no- or low-cost health coverage through Medi-Cal or for subsidies through Covered California's individual marketplace. For instance, a family of four with an income of less than \$64,505 can have their kids' coverage fully paid for through Medi-Cal. For more information, visit <http://www.coveredca.com/medi-cal/>. Individual plans through Covered California are available during an annual open enrollment period, which is usually November through January, or anytime during the year if a family experiences a qualifying life event, such as having a baby, getting married, or moving. Medi-Cal enrollment is available year round.

1/3 of uninsured children in California have a parent working for a small business.

To connect families to health coverage, you can:

- Provide employees with Covered California materials at new employee orientation, and let them know that their children may qualify for Medi-Cal at no or low cost.
- Contact a Covered California Certified Insurance Agent to meet with your employees.
- Include health insurance information with paychecks. Download a template at the link below.

For more information about how to get health insurance and resources to print for employees, visit: www.childrenspartnership.org/smallbusinessforkidshealth



January 2016

Do you and your children need health insurance?

Affordable health insurance is available for many children and families!

You and your children may be eligible for no- or low-cost health insurance through **Medi-Cal** year round and through **Covered California** during an annual open enrollment period, which is usually November through January.

You and your children can also enroll anytime during special enrollment if you have experienced a qualifying event, such as having a baby, getting married, or moving.

When children have health insurance, their parents are less stressed, miss fewer days of work, and are more productive.

GET HELP TO GET COVERED

Online: Go to www.CoveredCa.com

By Phone: Call 1-800-300-1506

In Person: Go to www.coveredca.com/get-help/local to find help near you.

The Children's Partnership www.childrenspartnership.org/smallbusinessforkidshealth

January 2016



InsureKidsNow.gov

Outreach Activities

- Web pages
 - Small business employers
www.childrenspartnership.org/smallbusinessforkidshealth
 - Public
www.childrenspartnership.org/our-work/health-care/small-business-for-kids-health
- E-blast
 - Our audience
 - Partner's audience
- Social media
 - Facebook
 - Twitter
 - Blog post



Lessons Learned

- Build on trust with small business community
- Enthusiasm at state level is high
- Relationship building takes time
- Follow through, follow through, follow through
- Negative perceptions of ACA among the business community exist
- Outreach requires resources



Next Steps

- Identify additional opportunities and partners at state level
- Identify local associations that represent business communities of color
- Identify ways to work with individual businesses to pilot



Thank you!



The Children's Partnership
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(310) 260-1220

www.childrenspartnership.org

www.childrenspartnership.org/our-work/health-care/small-business-for-kids-health





Connecting Kids to Coverage Campaign Resources

Tip Sheets



10 Things Local Businesses Can Do

Millions of children in the United States are uninsured, but are eligible for health coverage under Medicaid or the Children's Health Insurance Program (CHIP). Many of their parents and family members may be eligible for Medicaid, too. Outreach and enrollment efforts are needed to help link them with coverage and the health care they need. Local businesses can help spread the word about the availability of children's health coverage to both customers and employees, and help connect families with eligible children to application assistance.

Consider the following activities:

1. **Target businesses that operate in communities where families with eligible children reside.** Ask owners or managers to post information about Medicaid and CHIP on store bulletin boards, at point of sale displays, or place flyers in shopping bags. Make sure materials provide information about how families can apply for children's health coverage. Public address system announcements, for example, in supermarkets or department stores, can direct shoppers to in-store displays or activities related to enrollment.
2. **Engage businesses that appeal to the groups you are trying to reach.** Think about where families with children shop, eat out, or buy school supplies. Ethnic grocery stores or restaurants, hair and nail salons, discount stores and movie theaters are just some examples of businesses that have helped with outreach.
3. **Work with businesses that may help families address health needs.** Local pharmacies are a great place to conduct outreach on health coverage programs. Pharmacists understand the struggles families face affording medicines and they are considered a trusted source of information.
4. **Enlist utility companies, banks and other businesses that communicate with customers regularly.** Arrange for information on Medicaid and CHIP to be included as a monthly bill stuffer. Sometimes utility companies can target neighborhoods where eligible children may live by sending special consumer bulletins to customers in specific zip codes. Large companies may have a regular spot on local TV or radio stations. Ask them to devote some airtime to Medicaid and CHIP outreach.



Ways to Engage the Faith Community

Millions of children in the United States are uninsured, but are eligible for health coverage under Medicaid or the Children's Health Insurance Program (CHIP). Many of their parents and family members may be eligible for Medicaid, too. Outreach and enrollment efforts are needed to help link them with coverage and the health care they need. Trusted community institutions, such as faith-based organizations and places of worship, can help spread the word about the availability of health coverage for children and adults and can help connect families to application assistance.

Here are some ways to engage faith groups in Medicaid and CHIP outreach and enrollment activities:

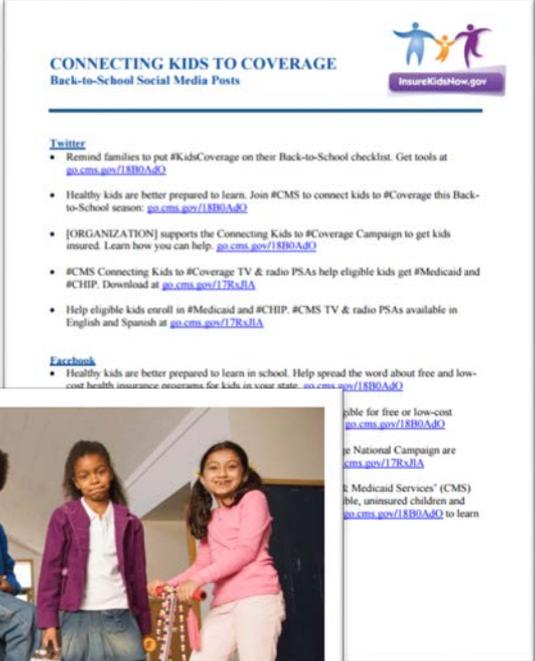
- **Provide informational materials about how eligible children, teens and adults can apply for Medicaid and CHIP.** Customize Campaign materials with your organization's contact information and distribute to local faith groups. These materials can be published in newsletters or bulletins, shared in announcements or incorporated into sermons or group discussions.
- **Participate in events, either at places of worship or community events sponsored by faith-based organizations.** Provide information and application assistance to families whose children take part in child care programs, after-school programs, summer camps and other activities.
- **Work with faith-based emergency relief efforts, such as food pantries and shelters.** Families that seek help with food and housing are often also in need of health coverage for children and adult family members.
- **Enlist parish nursing programs or other health professionals representing faith organizations.** Provide them with the tools they need to share information about Medicaid and CHIP when they make home visits to people who are ill, or to new parents.
- **Encourage faith leaders to join your events and engage with local media.** As well-known and respected community members, their words carry weight with the public. You can also encourage them to submit the Campaign template articles in English and Spanish to your local newspaper as an op-ed.

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



CONNECTING KIDS TO COVERAGE
Back-to-School Social Media Posts

Twitter

- Remind families to put #KidsCoverage on their Back-to-School checklist. Get tools at go.cms.gov/18B0AdQ
- Healthy kids are better prepared to learn. Join #CMS to connect kids to #Coverage this Back-to-School season: go.cms.gov/18B0AdQ
- [ORGANIZATION] supports the Connecting Kids to #Coverage Campaign to get kids insured. Learn how you can help: go.cms.gov/18B0AdQ
- #CMS Connecting Kids to #Coverage TV & radio PSAs help eligible kids get #Medicaid and #CHIP. Download at go.cms.gov/17RsJIA
- Help eligible kids enroll in #Medicaid and #CHIP. #CMS TV & radio PSAs available in English and Spanish at go.cms.gov/17RsJIA

Facebook

- Healthy kids are better prepared to learn in school. Help spread the word about free and low-cost health insurance programs for kids in your state: go.cms.gov/18B0AdQ

able for free or low-cost
go.cms.gov/18B0AdQ
National Campaign are
go.cms.gov/17RsJIA
& Medicaid Services' (CMS)
ble, uninsured children and
go.cms.gov/18B0AdQ to learn



Find materials here:

<https://www.insurekidsnow.gov/library/index.html>

Customizable Materials

Posters, flyers, palmcards and tear pads

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

An extra hand for parents with their hands full

Now you have one less thing to worry about. 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.

LOGO 1 LOGO 2

Health Insurance Marketplace

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. Y los padres podrían ser elegibles para Medicaid también. 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.



Learn how to request material customization here:

<https://www.insurekidsnow.gov/downloads/materialscustomizationguide-english.pdf>



Outreach and Enrollment Best Practices



- All webinars available online

<http://www.insurekidsnow.gov/professionals/webinars/index.html>

- Outreach Video Library

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



InsureKidsNow.gov

Keep in Touch With the CKC Campaign

- Sign up for eNewsletters here:
 - public.govdelivery.com/accounts/USCMS/s/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 and #CHIP





Questions & Answers



Thanks!