



Increasing Medicaid and CHIP Enrollment in Hispanic Communities

September 14, 2016

2:00 PM EDT



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

Agenda

- Overview and Introductions
- Enrollment Challenges and Resources to Support Latino Outreach
- Developing an Outreach Strategy for Multilingual Communities
- Improving the Health and Well-Being of Minority Families
- Effective Health Outreach that Resonates with Hispanic Communities
- Pushing the Health Comprehension Needle Forward within the Immigrant Community
- Campaign Resources
- Questions and Answers

The background of the slide is a close-up, slightly blurred image of a computer keyboard. Several keys are visible, each featuring a different social media icon: a blue Facebook 'f', a red and white Twitter bird, a red and white YouTube play button, a blue and white Instagram camera, and a red and white Pinterest 'P'. The icons are arranged in a grid-like pattern across the keyboard keys.

Poll Question: What percentage of your outreach is to the Hispanic community?

- a. 0-25%
- b. 25-50%
- c. 50-75%
- d. Over 75%

Enrollment Challenges and Resources to Support Latino Outreach

Jeanette Contreras

Hispanic Outreach Lead

Division of Professional Affairs

Centers for Medicare & Medicaid Services



InsureKidsNow.gov

Affordable Care Act & Latinos

Open Enrollment: November 1, 2015 – January 31, 2016

- 12.7 million selected plans through Marketplaces
 - 15% self-reported Latinos enrolled (916,917)

Between October 2013 and February 2016 -

- The uninsured rate among Hispanics dropped by 11.3 percentage points (a 27% decline) from 41.8% to 30.5%
 - About 4 million Hispanic nonelderly adults gained coverage

Uninsured Rate Today:

- 19% of Marketplace-eligible uninsured are Hispanic
 - 10.6% of Marketplace-eligible uninsured are Hispanic males
- Almost half of all uninsured individuals are ages 18-34

Enrollment Challenges

- Limited English proficiency
- Fear of immigration enforcement
 - Fear of Public Charge
- Complicated application process
 - Limited access to internet, email or telephone
- Low knowledge of how health insurance works
 - Insurance company notices hard to understand

From Coverage to Care: go.cms.gov/c2c

The screenshot displays the CMS.gov website interface. At the top right, there are navigation links for Home, About CMS, Newsroom, FAQs, Archive, Share, Help, and Print. Below these is a search bar with the text 'Learn about your health care options' and a 'Search' button. The main navigation bar includes buttons for Medicare, Medicaid/CHIP, Medicare-Medicaid Coordination, Private Insurance, Innovation Center, Regulations & Guidance, Research, Statistics, Data & Systems, and Outreach & Education. A breadcrumb trail shows 'OMH > From Coverage to Care'. A secondary navigation bar contains buttons for Home, About CMS OMH, From Coverage to Care (which is highlighted), Research & Education, Resources, and Contact Us. The main content area features a circular icon of a doctor and a patient, the title 'From Coverage to Care (C2C)', and two buttons: 'Resources for You and Your Family' and 'Get Involved in C2C'. A large photograph of a doctor talking to a patient is on the right, with a 'Español' button above it. The footer contains the InsureKidsNow.gov logo and text.

5 Ways to Make the Most of Your Health Coverage



1 Confirm your coverage

- Be sure your enrollment is complete. Contact your health plan and/or state Medicaid office.
- Pay your premium if you have one, so you can use your health coverage when you need it.



2 Know where to go for answers

- Contact your health plan to see what services are covered, and what your costs will be.
- Read the *Roadmap to Better Care and a Healthier You* to learn about key health insurance terms, like coinsurance, and deductible.



3 Find a provider

- Select a health care provider in your network who will work with you to get your recommended health screenings.
- Remember you might pay more if you see a provider who is out-of-network.



4 Make an appointment

- Confirm your provider accepts your coverage.
- Talk to your provider about preventive services.
- Ask questions about your concerns and what you can do to stay healthy.



5 Fill your prescriptions

- Fill any prescriptions you need.
- Some drugs cost more than others. Ask in advance how much your prescription costs and if there is a more affordable option.

For more information about *From Coverage to Care*, visit go.cms.gov/c2c



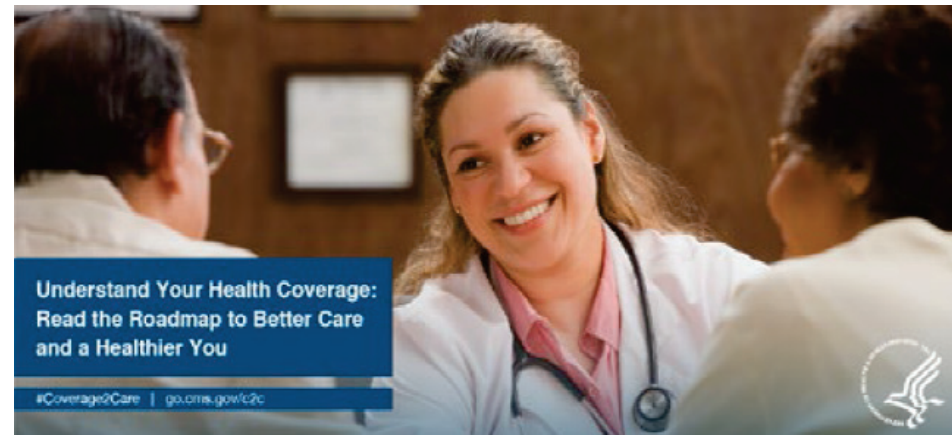
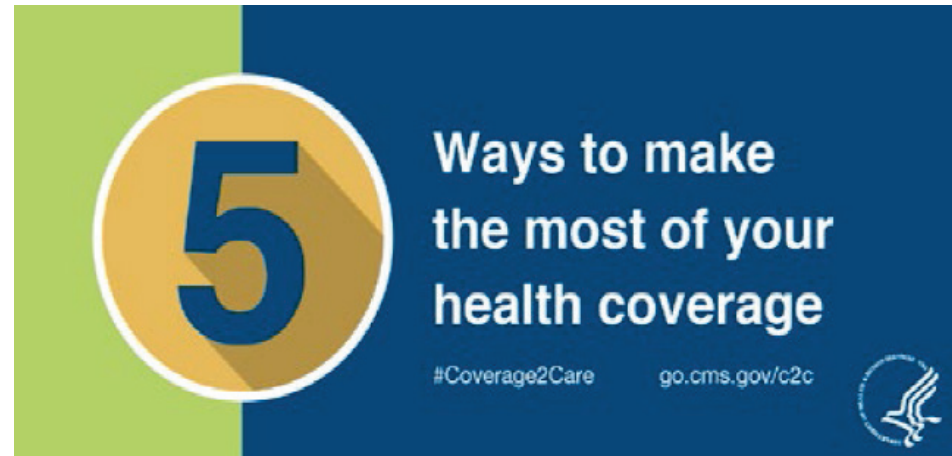
CMS Product No. 11968
March 2016



Partnership Toolkit

Contents Include:

- About C2C
- Ways to Collaborate
 - Available Resources
 - Spread the Word
 - Add to the Momentum
 - Host an Event
- Sample language newsletter, blog, and social media posts and graphics
 - *English and Spanish!*



What You Can Do

- Publish an article on your blog
- Post a blurb in your newsletter
- Share the C2C resources on social media using the sample posts and graphics.
- Use the web badge to direct people to go.cms.gov/c2c.
- Include direct links on your website to the C2C resources.

Open Enrollment: November 1- January 31

Stay connected with the Marketplace



- **TWITTER:** @HealthCaregov / @CuidadoDeSalud
- **FACEBOOK:** Healthcaregov or CuidadoDeSalud
- **YouTube Videos:** www.YouTube.com/user/HealthCare.Gov
- Sign up to get email and text alerts @
HealthCare.Gov/Subscribe
 - CuidadoDeSalud.gov en Español
- Updates and resources for organizations are available @
Marketplace.CMS.Gov
- Find local help in your community:
<https://LocalHelp.Healthcare.gov/>

THANK YOU!

Jeanette Contreras

Jeanette.Contreras@cms.hhs.gov

Hispanic Outreach Lead

Division of Professional Affairs

Centers for Medicare & Medicaid Services

Developing an Outreach Strategy for Multilingual Communities

Luisa Soaterna-Castaneda

Text4baby

Senior Multicultural and Outreach
Specialist

ZERO to THREE



ZERO to THREE
Early connections last a lifetime



InsureKidsNow.gov

About ZERO TO THREE



Photo © Kiwi Street Studios

- We help babies and toddlers benefit from the family and community connections that are critical to their well-being and development.
- Our mission is to ensure that all babies have a strong start in life.
- We envision a society with the knowledge and will to support all infants and toddlers in reaching their full potential.

What We Do



ZERO TO THREE fulfills its mission by supporting:

- Parents with practical resources that help them connect more positively, deeply and continuously with their babies.
- Professionals with knowledge and tools that help them support healthy early development.
- Policymakers in advancing comprehensive and coherent policies which support and strengthen families, caregivers and infant-toddler professionals.



**TEXT
MESSAGES**

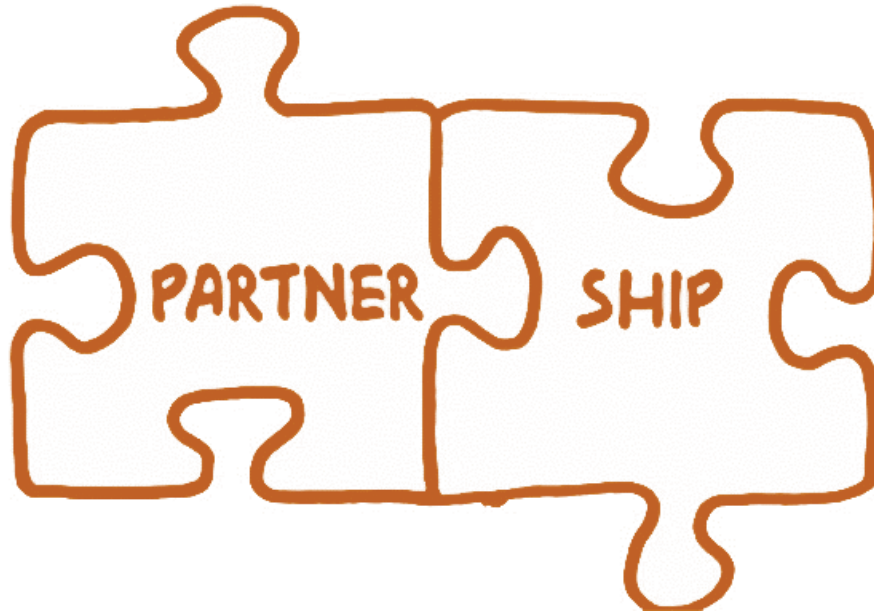
WEBSITE

**Text4baby:
A digital support service
for mothers that need
it most**

**MOBILE
APP**

VIDEO

Text4baby Operational Partners



Text4baby



Public-Private Partnership

“The public-private partnership has achieved getting something from concept to release on a time frame that absolutely could not have occurred within the federal government.”

--T4B Federal Government Partner



“The government was incredibly catalytic as the convener and adding credibility to get Text4baby rolling.”

--T4B Founding Partner

Text Messaging Topics



Have a messaging request:

Email Jodie- jfishman@zerotothree.org

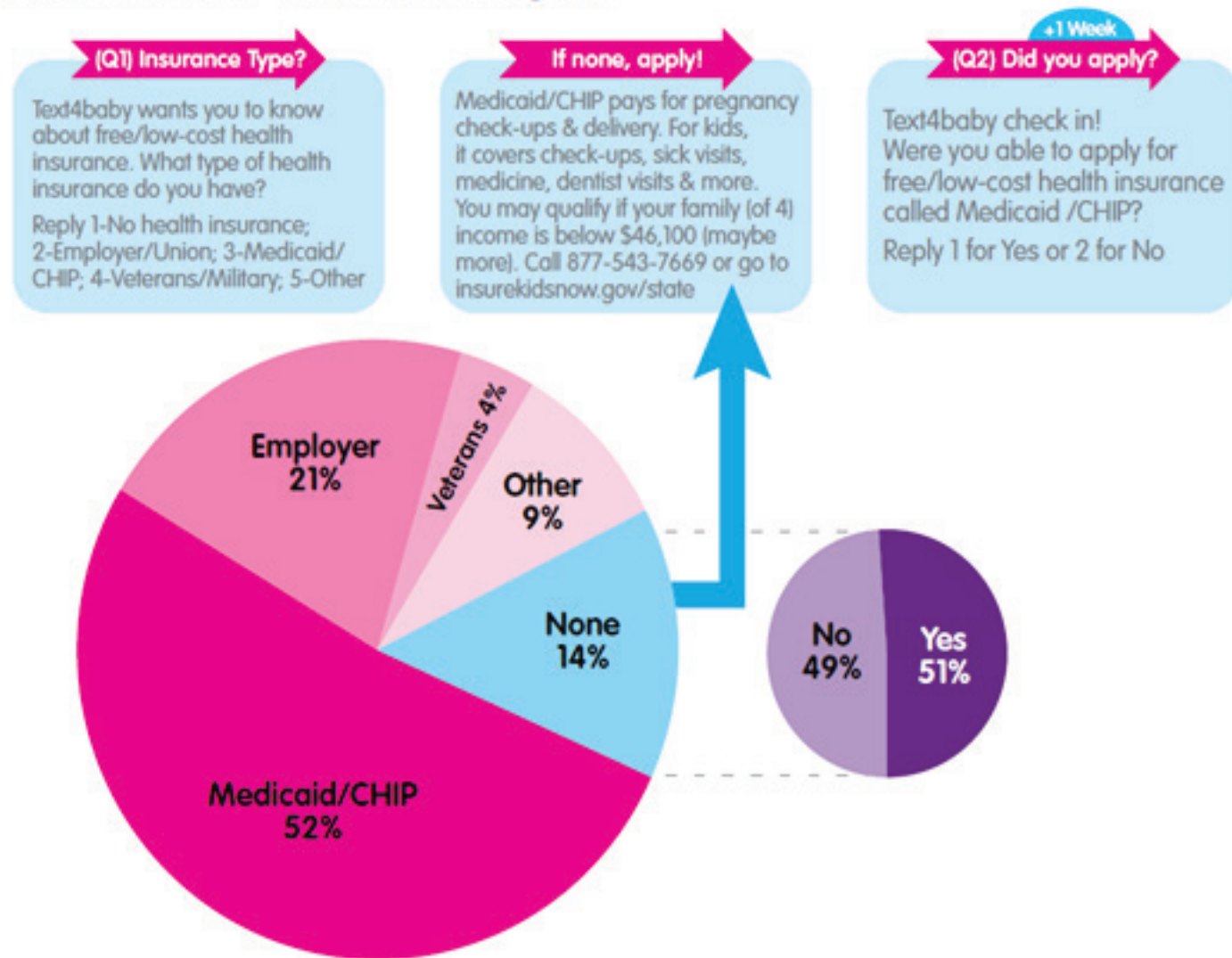
- 
- **5-7% of our moms receive Spanish messages**
 - **30% Identify as Hispanic**
 - **Spanish participants have a higher engagement rate**

Effectiveness in Reaching & Engaging Latinas

- 44% of Text4baby Spanish language participants live in zip codes where 25% (or more) of families live in poverty.
- 35% of Text4baby Spanish-language respondents report being uninsured, and 41% report that they have Medicaid/CHIP.
- 52% of Text4baby Spanish-language respondents report that they asked a doctor or midwife about a Text4baby topic, and just over 25% report that they called a resource number they received in a Text4baby message.

Text4baby Medicaid Messaging

Figure 1: Text4baby Medicaid Module Flow and Results Diagram



(Q1) N = 90,165, Response Rate = 46%; (Q2) N = 4,752, RR = 40% Source: Text4baby Database 3/24/2014

Text4baby Medicaid Messaging

- **August 2013:** Hi Mom! If you NEED health insurance the Health Insurance Marketplace can give you info. Go to www.healthcare.gov to learn more. If you HAVE insurance you may be able to save money on your monthly premium or out-of-pocket costs. Visit healthcare.gov for more information.
- **Nov 2015:** Visit HealthCare.gov or call [800-318-2596](tel:800-318-2596) between November 1, 2015 and January 31, 2016 to get low-cost health insurance or renew last year's plan.
- **Feb 2015:** Reminder! Visit HealthCare.gov or call [800-318-2596](tel:800-318-2596) by February 15 to get low-cost health insurance or renew last year's plan. Enroll or renew health insurance now to avoid the fine! Visit HealthCare.gov/taxes for more information on what this means for your taxes.

Centers for Medicare & Medicaid Services and Text4baby Pilot Project

- In August 2013, CMS awarded Text4baby a 3-year contract to support the implementation of the Text4baby service in four states in collaboration with state Medicaid agencies.
 - California
 - Oklahoma
 - Ohio
 - Louisiana
- The project has given us the ability to:
 - Expand efforts to enroll Medicaid beneficiaries in the service;
 - Customize Text4baby messages to include state-specific information on available health services and benefits and;
 - Assess Text4baby’s impact on improving health outcomes by customizing Text4baby content and messages to improve a range of selected health measures, including:
 - Rates of postpartum care visit attendance
 - Smoking cessation during pregnancy
 - 17P education and support to help reduce preterm delivery
- Project through February 2017



Text Invitation Enrollment: OK & CA



OKLAHOMA (SoonerCare)

In first 4 months:

- 55,418 phone numbers reached
- Over 85% valid phone numbers
- 6,405 enrolled



CALIFORNIA (Medi-Cal)

In first 4 months:

- 258,000 phone numbers reached
- 75% valid phone numbers
- 4,800 enrolled

Outreach Partners

- **1400+ Outreach Partners**
 - Reach **+1M Mom's** in the Community
 - 27% Clinical Service Providers
 - 21% Local Non-Profits
 - Account for **80+% of enrollment**



Info: zerotothree.org/text4baby

Outreach Partners



¡EH MAMÁ, es para ti!

Envía **BEBE** al **511411**
 Recibe consejos **GRATIS** en tu teléfono que te ofrecerán ayuda durante tu embarazo y el primer año de tu bebé.

text4baby



InsureKidsNow.gov

Tools/ Herramientas

Recursos para ti y para tu bebé

Recursos para Ti y para Tu Bebé



Tu bebé te tiene a ti Tú tienes a Text4baby

Textea **BEBE** a 511411

Recibe mensajes GRATIS en tu teléfono, que te ofrecerán ayuda durante tu embarazo y el primer año de tu bebé



Un servicio gratuito de CERO A TRES y Voxiva.

www.text4baby.org



www.fda.gov/pregnancy



PORTAL PARA SOCIOS

ENGLISH

INSCRIBIR

Ayudándote durante el nacimiento y el primer año de vida de tu bebé

EMPIEZA HOY



Tu bebé te tiene a ti.
Tú tienes a **Text4baby**.

Envía **BEBE** al 511411

Recibe consejos de salud gratuitos e información de **seguro médico de bajo costo o gratuito para ti y tu bebé** a través de tu celular.

Un servicio gratuito de ZERO TO THREE y Voxiva Inc.



CuidadoDeSalud.gov

CMS Product No. 11613-S
June 2016

Text4baby



InsureKidsNow.gov



Elevator Speech

In English

- FREE
- Text BABY to 511411
- Due Date/DOB
- Zip Code
- 3+ Messages/week
- FREE App
- Msgs end at Baby's 1st Birthday

En español

- GRATIS
- Envía BEBE al 511411
- Fecha prevista del parto/fecha de cumpleaños del bebé
- Código postal
- 3+ mensajes/semana
- App GRATIS
- Mensajes terminan cuando bebé cumple 1 año

¡Sí, se puede!

<https://partners.text4baby.org>

Source: <http://coolmompicks.com/blog/2013/09/13/lisa-simpson-fashion-week-strong-baby-photos-and-more/>



Join T4B Partnership
Únete a la alianza T4B

Promote T4B
Promueve T4B

Order FREE
Materials
Obtén materiales
GRATUITOS

THANK YOU!
¡GRACIAS!

Luisa Soaterna-Castaneda
LSoaterna@zerotothree.org

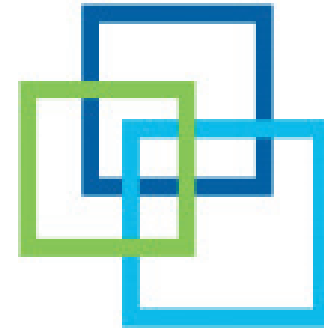
ZERO TO THREE
Senior Outreach Specialist, Text4baby

Improving the Health and Well-Being of Minority Families

Edgar Gil Rico

Senior Director for Innovation and Program
Development

National Alliance for Hispanic Health



**National Alliance
for Hispanic Health**

www.hispanichealth.org



InsureKidsNow.gov

The Alliance

Our Mission: Best Health Outcomes for All

We work to insure that health incorporates the best of science, culture & community.

- Largest and oldest Hispanic network, the nation's experts in Hispanic health.
- Executive, bi-partisan Board of Directors
- Community-based Alliance organization members deliver services to 15 million persons each year; national organization members 100 million.
- Believe in community-based solutions.
- Do not accept funding from alcohol, tobacco, or sugar sweetened beverage companies.



Alliance Members Are...



INDIVIDUALS

- Consumers
- Health Professionals
- Researchers
- Students
- Retirees



ORGANIZATIONS

- Community Based
- National
- For Profit Corporations
- Foundations
- Government
- Hospitals
- Universities



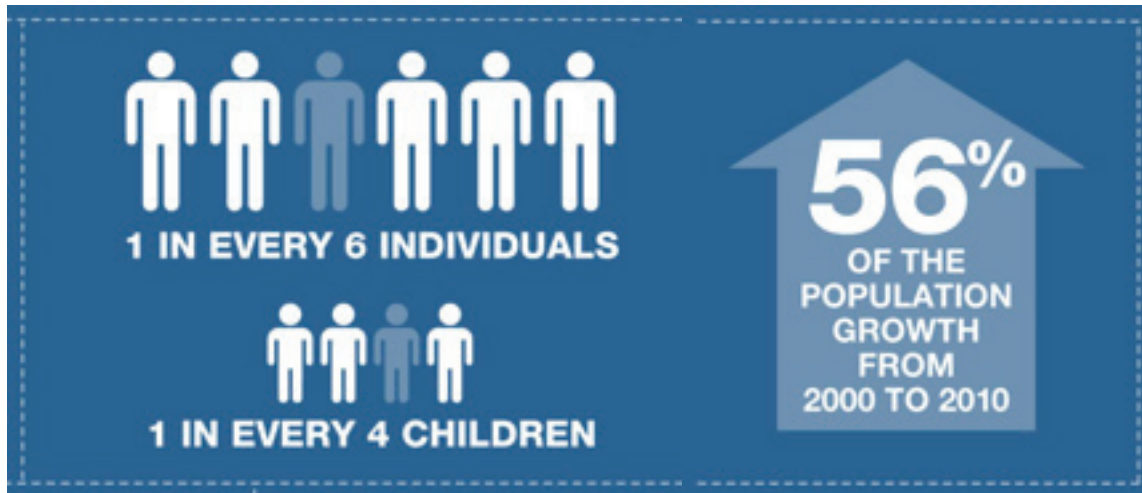
Best in America Seal
Independent Charities
of America

**Charities Under 5%
Overhead**
Combined Federal
Campaign Certification
(CFC #11504)

**Best 50 Non-Profits to
Work For**
Non-Profit Times

Hispanic Population in the U.S.

57.5 Million Hispanics
(54 mainland U.S. and 3.5 million
Commonwealth of Puerto Rico)



Source: U.S. Census Bureau, Population Division. Annual Estimates of the Resident Population by Sex, Age, Race, and Hispanic Origin for the United States and States: April 1, 2010 to July 1, 2013. Release Date: June 2014.
For Puerto Rico: Table 1. Annual Estimates of the Resident Population for the United States, Regions, States, and Puerto Rico: April 1, 2010 to July 1, 2014 (NST-EST2014-01). Release Date: December 2014.


Forging Strong Partnerships



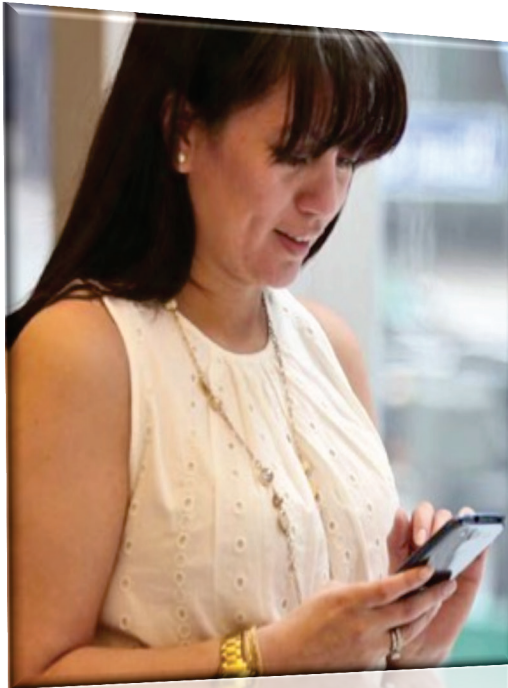
The Hispanic Partnership for Health Insurance Coverage Program Navigator Consortium



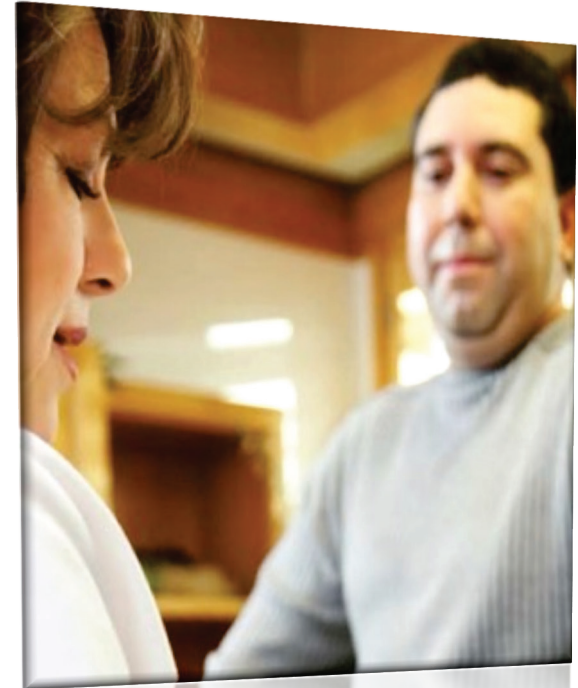
What Did We Know?

- 
- A woman with dark hair, wearing a light-colored blazer, is smiling and looking towards the camera. She is positioned on the left side of the slide.
- Lack of health insurance coverage
 - Low enrollment in ACA, CHIP, etc.
 - Lack of information about health insurance programs, eligibility, enrollment, subsidies, etc.
 - Outreach to educate about health insurance marketplaces

Strategies, Practices & Interventions



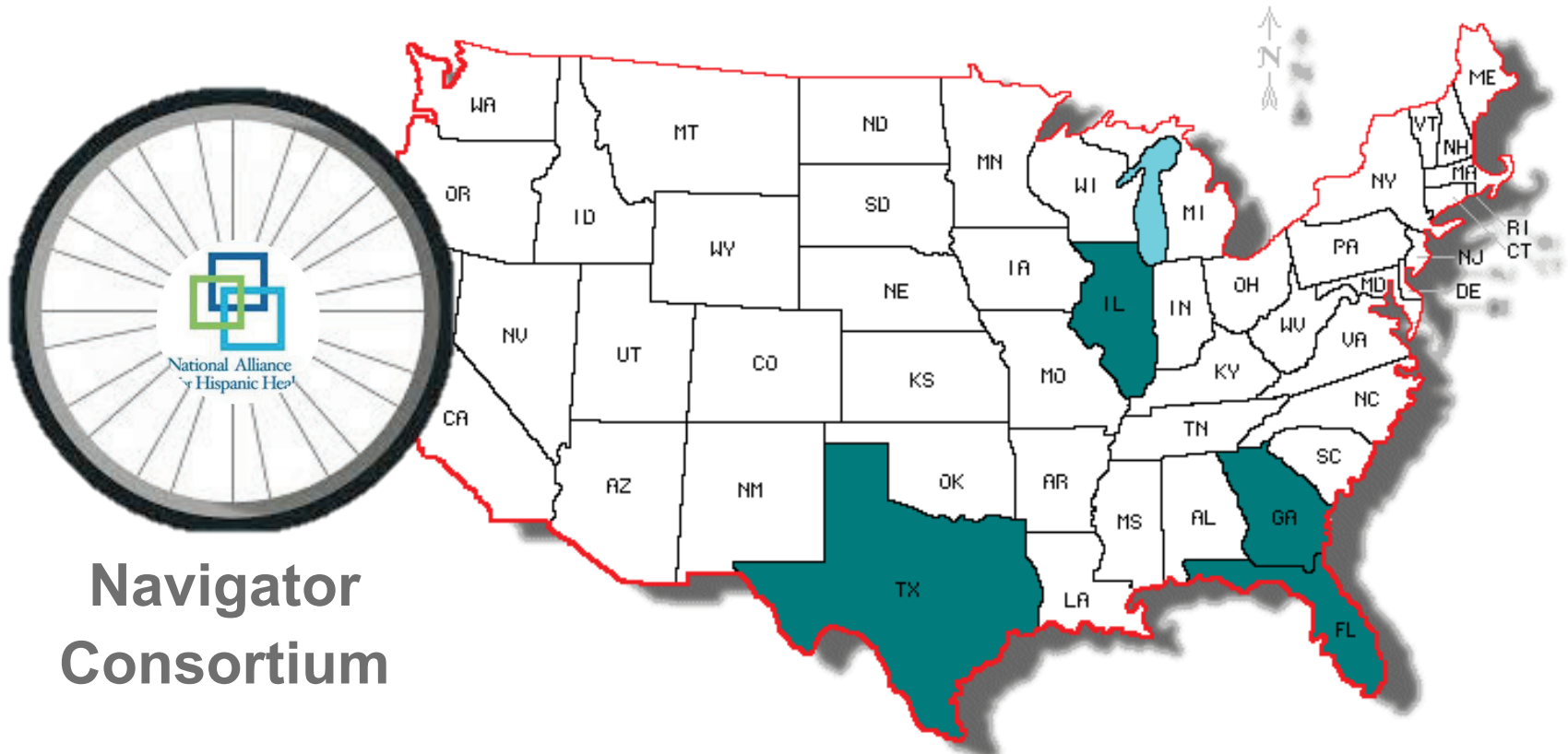
**National Communication
Campaigns and Outreach**



**One-on-one Instruction,
Education and Technical
Assistance**

Strategies, Practices & Interventions

Application and enrollment assistance using a community health worker model in seven U.S. metropolitan areas.



**Navigator
Consortium**



InsureKidsNow.gov

Strategies, Practices & Interventions

National Communication Campaigns

Partnership with Univision



Calls by Hispanic consumers to the *Su Familia* Helpline

One-to-one sessions at *¡Vive tu vida!*
Get Up Get Moving! events



Strategies, Practices & Interventions

National Communication Campaigns



¡Vive tu Vida! Get Up! Get Moving! events with over 150,000 participants to date and over 400 community partners each year.

<https://www.youtube.com/watch?v=T7izTmvpYpE>



InsureKidsNow.gov

Strategies, Practices & Interventions

National Communication Campaigns



InsureKidsNow.gov

Strategies, Practices & Interventions

Día del niño - Event



- Kick-off event to announce “From Coverage to Care” (C2C)
- A Health Walk and Family Festival Promoting healthy lifestyles
- A 2-mile walk from National Museum of Mexican Art and ending at UIC

Strategies, Practices & Interventions

Día del niño - Event



- CMS + CHHC Navigators
- Resources in English & Spanish
- 2,000 families



Lessons Learned

- **Reach and follow up:** Using trusted vehicles and partners = success in tailored information and support to large numbers of Hispanics.
- **Structural barriers:** Unaffordable for many modest income in states not expanding Medicaid; legal status barriers from purchasing in Marketplaces.
- **Collaboration:** Traditional media, national & local partnerships, and social media are all needed to promote information about health insurance enrollment.

National Alliance for Hispanic Health



Text **“INSPIRE”**
to 805722



Text **“INNOVATE”**
to 805722



Text **“ENGAGE”**
to 805722

THANK YOU!

Edgar Gil Rico

emg@healthyamericas.org

National Alliance for Hispanic Health

Effective Health Outreach that Resonates with Hispanic Communities

Cristela Gomez

PCMH Coordinator

Brownsville Community Health Center



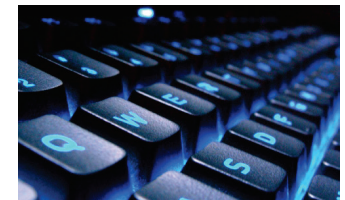
Outreach & Enrollment Strategies & Best Practices

Identify Barriers Families Have To Enrollment

- **Transportation** – Work with Social Services Department to find resources for patients or work with your county/city transportation department for vouchers or assistance programs for transportation.
- **Use of Technology** – Many patients are not tech savvy and prefer one on one assistance from an assister or Navigator.
- **Internet Access** – Many patients do not have access to the internet. We set up an Internet Café for those patients that do not have a computer at home or internet access and who prefer to submit applications on their own.
- **Language Barriers** – Have translators available. Provide materials in English and Spanish and at a level they can understand. (3rd, 5th).
All the information you are providing might be overwhelming to the client so be patient and verify that they understand the information you are providing.
- **Literacy Barriers** – Build trust with the client, many times clients do not disclose their issues because of embarrassment or other issues.
Make clients feel comfortable.



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



Outreach & Enrollment Strategies & Best Practices

BUILDING TRUST IN YOUR COMMUNITY

- Build your reputation as a trustworthy source
- Expand your Accessibility – evening hours, weekend hours, home visits.



BUILDING PARTNERSHIPS

- School District – Parental Involvement Department, Health Services,
- Migrant Department, Department for the Homeless
- City and County Organizations
- Religious Organizations
- Special Population Institutions
- Other non-profit organizations



Outreach & Enrollment Strategies & Best Practices

NAVIGATOR Program

- **Access To Assistance-** Have Navigators available evenings and weekend hours to accommodate working parents.
- **Workshops-** Schedule Workshops for your clients but include other community partners to include their clients and or staff.
- **Enrollment Events-** Coordinate enrollment events and provide community resource information or other services to make it beneficial to the families. For example; Back To School Fair or Health Fair
- **Outreach in the Community (Door to Door)-** Partner with Promotoras/Community Health Workers who conduct home visits. They are a valuable referral source. Focus on new communities, new neighborhoods, or colonias where access might be an issue.
- **Participate in Coalitions-** Coalitions are a great resource, they provide valuable networking opportunities, find out about other community partners best practices, upcoming events, and other outreach strategies.

Outreach & Enrollment Strategies

EDUCATING PARENTS AND FAMILIES

- **Go Where Families Gather** – Church activities, many times churches offer classes and other activities to parents and their kids. Many times the coordinators are looking for presenters on resources available to the community.
- **Parent Meetings at the Schools** – Work with the Parental Involvement Department at your local school district. Many times Parent Liaisons schedule parent meetings and are in need of presenters.
- **Radio Talk Show Segments** – Many Radio Talk Shows offer 15 segments or Q&A sessions to discuss community resources available to the community especially on new initiatives.
- **WIC Offices** – Contact your local WIC offices to see if you can set up a table and or present during their scheduled classes.
- **Housing Assistance Meetings** – Many Housing assistance programs require their clients to attend meetings.
- **Parks and Recreation Activities** – Zumba Classes, registration events, space availability to conduct enrollment out of their Community Centers.

Lessons Learned

EDUCATE , EDUCATE, EDUCATE

- Make families aware of hours and locations where Navigators are available to assist with applications.
- Schedule some evening hours and weekend hours to accommodate working families.
- Educate families on Public Charge. Many families are afraid of the Public Charge issue, even though they are eligible for assistance. Provide written materials on Public Charge.
- Educate parents on the importance of keeping and maintaining their usernames and passwords. Find creative ways to make this easy practice for the clients.

THANK YOU!

Cristela Gomez

cgomez.bchc@tachc.org

Brownsville Community Health Center

Pushing the Health Comprehension Needle Forward within the Immigrant Community

Maria Romero-Mora
Director of Programs
Tides Center



History

CCHI is a statewide association of community based outreach and enrollment organizations whose focus is helping children and families access affordable, quality health coverage and care. CCHI was created in 2007 to provide an **advocacy voice and support** to the Community Health Initiatives (CHIs) in their missions.



CCHI's Members are Local, Community-based Partnerships

Local community-based collaboratives whose mission is ensuring all children and adults receive comprehensive health coverage. CHIs are, for the most part, non-profit organizations that are county-based, public-private partnerships.



Barriers to Enrollment

- Culture of going to the doctor when sick...
- Culture of going to the doctor when immunizations or physicals are needed... for example, back to school season
- Language
- Mixed immigration status
- Health literacy
- Trust
- Eligibility rules

Outreach, Enrollment, Retention

- Enrollment events
 - 5 de Mayo events
- Café meetings/ Parent meetings at schools
- Comadre/ Word of mouth

2 Month Long Version/ Initial Case Management/ Member Follow-Up

CHI staff will contact each enrollee's family 2 months after the effective date.

Additional follow-up will be provided as needed.

Primary Informant Name	New Address	New Phone(s)
		1. 2.
App ID:	Language:	
1. _____	2. _____	HAS:
3. _____	4. _____	Date:

1. Have you received a packet from the _____ program? YES / NO
2. Have you received your child(ren)'s medical insurance cards? YES / NO
 - a. The dental cards? YES / NO
3. Do you have a place where you usually take your child(ren) to when he/she is sick or you need advice about his/her health other than the Emergency Room? YES / NO
4. In the past 2 months, has your child(ren) had any reason for a doctor's visit? YES / NO
 - a. If YES when...



Medical Home “Utilization”

- Patient navigator model by Sacramento Covered
- Promotoras model by CHI of Kern County
- OERU



Resources and Tips

- Employ assisters from the community
 - Bilingual
 - Bicultural
- Work with county/state staff to identify barriers and best practices
- Provide training for assisters
- www.cchi4families.org
- For Enrollers: Best practice webinars / materials

Contact Information

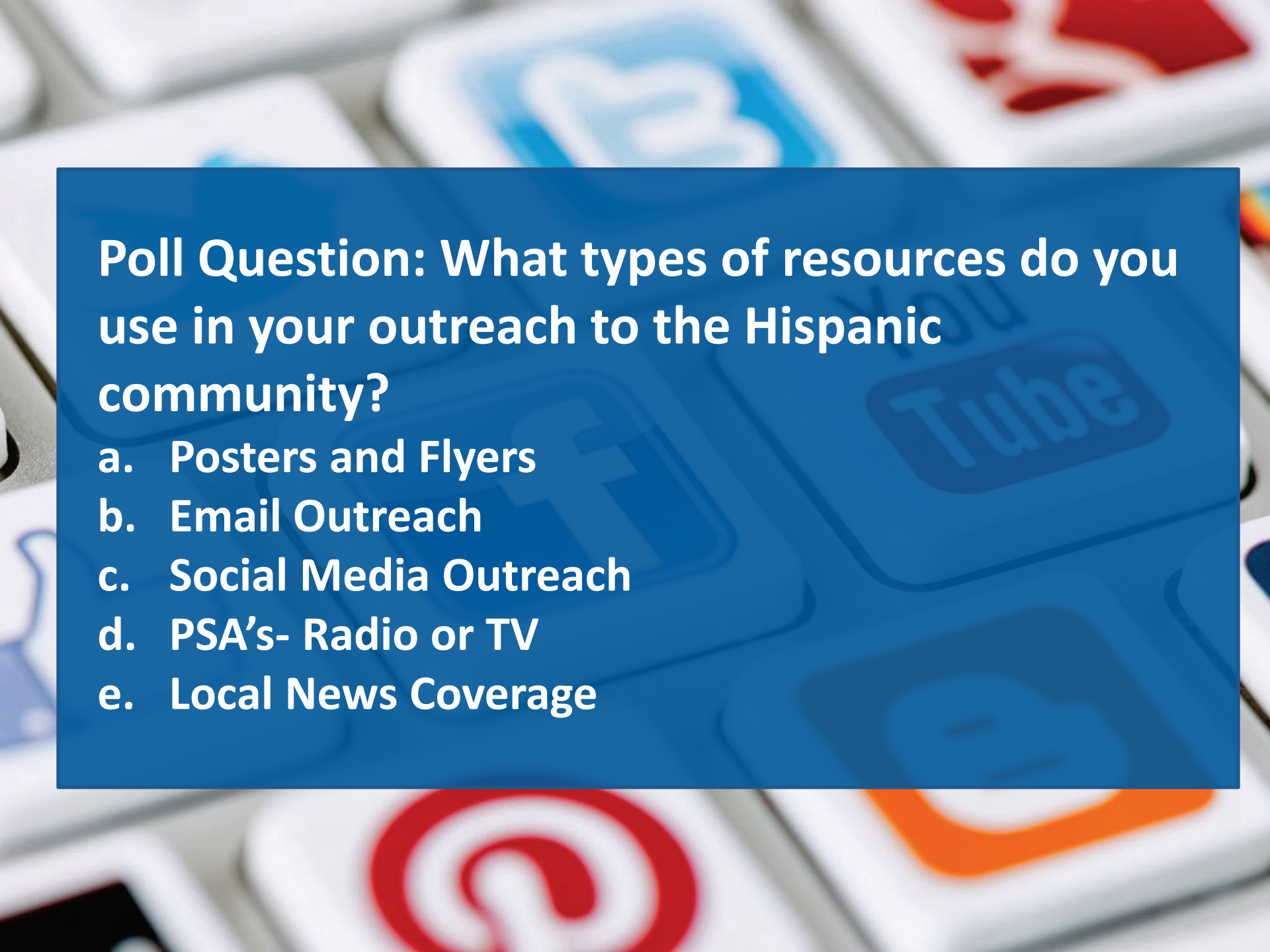
www.cchi4families.org

E-mail: cchi@cchi4families.org

916-404-9442 x 106

THANK YOU!

Maria Romero-Mora
mromero.mora@cchi4families.org
CCHI 4 Families

The background of the slide is a close-up, slightly blurred image of a computer keyboard. Several keys are visible, each featuring a different social media icon: a blue Facebook 'f', a red and white Twitter bird, a red and white YouTube play button, a blue and white Instagram camera, and a red and white Pinterest 'P'. The icons are arranged in a grid-like pattern across the keyboard.

Poll Question: What types of resources do you use in your outreach to the Hispanic community?

- a. Posters and Flyers**
- b. Email Outreach**
- c. Social Media Outreach**
- d. PSA's- Radio or TV**
- e. Local News Coverage**

School-Based Outreach Toolkit

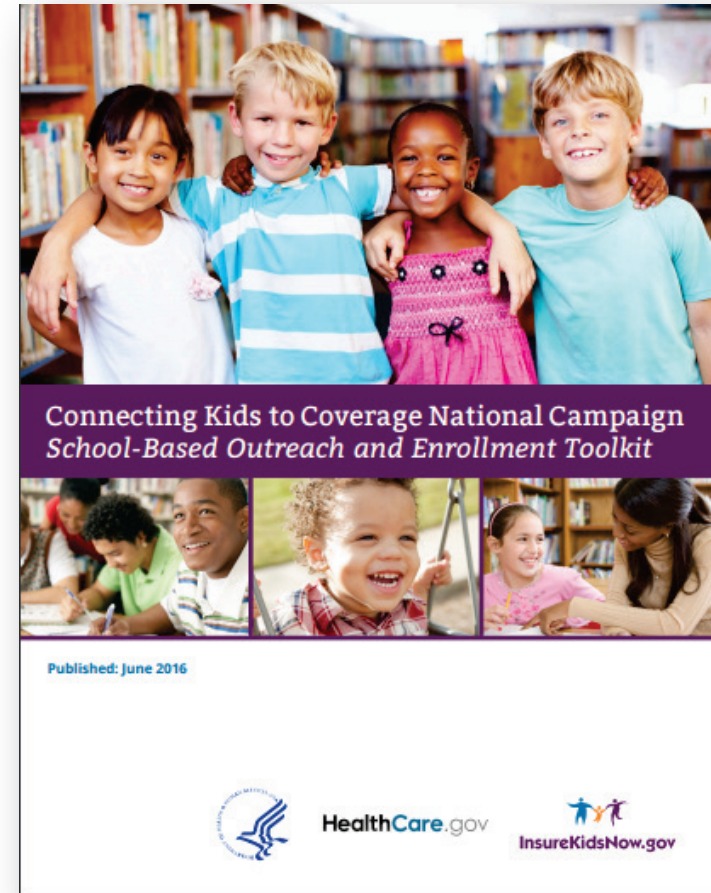
Jenna Kelly
Account Executive
GMMB



School-Based Outreach and Enrollment Toolkit

- Guide to partnering with schools to enroll children in Medicaid and CHIP
- Tips for identifying inroads with members of the school community like superintendents, principals, school nurses, and school counselors
- Strategies for integrating enrollment into existing school processes

Download the Toolkit here:
go.cms.gov/back2school



School-Based Outreach and Enrollment Toolkit

The Toolkit also features ready-to-use tools like message guides, templates, and resource links

Templates include:

- Social media posts
- Newsletter and website copy
- Press release and media advisory
- Radio PSA scripts
- Outreach calendar

Download the Toolkit here:
go.cms.gov/back2school

Template Communications

Newsletters and Websites

Newsletter text (for community newsletters and bulletins, eBlasts, blogs, etc.)

Having health insurance is critical for our children to thrive at school and in life. In fact, children with ared with their insurance options these programs cover ions, mental health om unexpected milles — children and if your child is already y can get the care ling up or renewing [X]. Get your children

Twitter Posts

Image 1: Three children smiling. Text overlay: "An extra hand for parents with their hands full." Health Care logo.

With #Medicaid & #CHIP, kids health will be covered —one less thing to worry about. #Enroll365 [WEBSITE LINK]

image: <https://www.insurekidsnow.gov/downloads/library/online/twittergraphic-muddykidsblue-english.png>

Image 2: A young girl smiling. Text overlay: "Make sure this year's school's pictures included a winning smile."

#Medicaid & #CHIP cover shots, dentist visits, & more—another reason to smile! #Enroll365 [WEBSITE LINK]

image: <https://www.insurekidsnow.gov/downloads/library/online/enroll366-smile-tw.png>

Image 3: A group of diverse children. Text overlay: "#Enroll365 Can we have a word with you?"

Access to health care helps kids succeed in school. Are yours covered? #Enroll365 [WEBSITE LINK]

image: <https://www.insurekidsnow.gov/downloads/library/online/twittergraphic-kidshaveaword-english.png>

Image 4: A healthcare professional talking to a child and a parent. Text overlay: "#Enroll365 Well-child visit: covered."

#BacktoSchool physical? #Covered by #Medicaid & #CHIP. Find out how to enroll: [WEBSITE LINK]

image: <https://www.insurekidsnow.gov/downloads/library/online/twittergraphic-annualphysical-english.png>

Unexpected. Make w-cost coverage is these programs cover rescriptions, mental ou can get in-person teens covered today.

nd don't forget to social media graphics pling of available

Figure, visit: Medicaid or CHIP program guidelines.

versions. (No. w20178).

ool Enrollment Toolkit 21

InsureKidsNow.gov School-Based Outreach and Enrollment Toolkit 22

Connecting Kids to Coverage

CAMPAIGN RESOURCES

Additional Campaign Resources



- Outreach Materials— Customizable Posters/Palmcards, Videos, Tip Sheets
- Informational Webinars
- “Campaign Notes” eNewsletter
- Ready-Made Articles, Radio Scripts
- Digital Media Tools
- TV & Radio PSAs (forthcoming)

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

Medicaid and CHIP

OMB Product No. 1832

**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/library/print/materialscustomizationguide-english.pdf>

Digital Media Tools



- Social Media Graphics & Guide
- Web Buttons & Banners
- Sample Posts

Examples of Material Topics

- Oral Health
- Vision
- Teens
- Sports



Children services, on turned by for



Product #11804

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.



Outreach and Enrollment Best Practices

- Outreach Video Library
 - <https://www.insurekidsnow.gov/webinars-videos/video/index.html>
- Webinar Archive
 - <https://www.insurekidsnow.gov/webinars-videos/webinars/index.html>

Keep in Touch With the CKC Campaign

- Follow us @IKNGov
- Engage with the Campaign on social media
 - Re-tweet, share or tag messages using the hashtags #Enroll365, #KidsEnroll, #Medicaid and #CHIP
- Sign up for eNewsletters here:
 - <https://www.insurekidsnow.gov/newsletter/subscribe/index.html>
- Email us at: ConnectingKids@cms.hhs.gov



QUESTIONS?



InsureKidsNow.gov

THANK YOU!



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