Increasing Medicaid and CHIP Enrollment in Hispanic Communities

September 14, 2016
2:00 PM EDT
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
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
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
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

InsureKidsNow.gov
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
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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
About ZERO TO THREE

• 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.
Text4baby:
A digital support service for mothers that need it most
Text4baby Operational Partners

Zero to Three
Early connections last a lifetime

CTIA
Wireless Foundation™

Voxiva
Better health in your hands
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

3+/week

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) Insurance Type?
Text4baby wants you to know about free/low-cost health insurance. What type of health insurance do you have?
Reply 1-No health insurance; 2-Employer/Union; 3-Medicaid/CHIP; 4-Veterans/Military; 5-Other

(Q2) Did you apply?
Medicaid/CHIP pays for pregnancy check-ups & delivery. For kids, it covers check-ups, sick visits, medicine, dentist visits & more. You may qualify if your family (of 4) income is below $46,100 (maybe more). Call 877-543-7669 or go to insurekidsnow.gov/state
Text4baby check in! Were you able to apply for free/low-cost health insurance called Medicaid/CHIP?
Reply 1 for Yes or 2 for No

(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](http://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** 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** 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
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
Tools/Herramientas

Recursos para Ti y para Tu Bebé

Tu bebé te tiene a ti
Tú tienes a Text4baby

Texto BEBE a 511411
Recibe mensajes GRATIS en tu teléfono, que le ofrecerán ayuda durante tu embarazo y el primer año de tu bebé

Un servicio gratuito de CERO A TRES y Vaxxiva.
www.text4baby.org

FDA U.S. FOOD & DRUG ADMINISTRATION
www.fda.gov/pregnancy

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 Vaxxiva Inc.

Text4baby
InsureKidsNow.gov
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


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
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

| InsureKidsNow.gov |
Hispanic Population in the U.S.

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

Forging Strong Partnerships

The Hispanic Partnership for Health Insurance Coverage Program Navigator Consortium

CMS
Centers for Medicare & Medicaid Services

InsureKidsNow.gov
What Did We Know?

- 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
Strategies, Practices & Interventions

National Communication Campaigns

Partnership with Univision

Su Familia
The National Hispanic Family Health Helpline
1-866-783-2645
SuFamilia@hispanichealth.org

Calls by Hispanic consumers to the Su Familia Helpline

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

ALIANZA PARA LA SALUD HISPANA
1-866-783-2645
LUNES A VIERNES 9AM-8PM ESTE 6AM-5PM PACÍFICO
UNIVISION.COM/REFORMADESALUD
¡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
Strategies, Practices & Interventions

National Communication Campaigns
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.
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
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.
Outreach & Enrollment Strategies & Best Practices

BUILDING TRUST IN YOUR COMMUNITY

• Build your reputation as a trustworthy source
• Expand your Accessibility – even 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.

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<th>Primary Informant Name</th>
<th>New Address</th>
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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
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
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
Connecting Kids to Coverage

CAMPAIGN RESOURCES

InsureKidsNow.gov
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**

Digital Media Tools

- Social Media Graphics & Guide
- Web Buttons & Banners
- Sample Posts
Examples of Material Topics

- Oral Health
- Vision
- Teens
- Sports
Outreach and Enrollment Best Practices

• Outreach Video Library

• 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?

[Image: Two adults holding two children in front of a vehicle.]
THANK YOU!