Connecting Kids to A+ Health Coverage for Back-to-School Season

May 17, 2017
2:00 p.m. EDT
Agenda

• Overview and Introductions
• Using a School-Based Approach to Children’s Health Coverage
• Improving Health Outcomes for Students
• School-Based Outreach and Enrollment Toolkit
• Campaign Back-to-School Resources
• Questions and Answers
Poll Question: What type of outreach and enrollment activities has your organization found successful for Back-to-School season?

a. School information nights
b. Backpack drives
c. Immunization clinics
d. Adding information to school registration forms
e. We have not done any Back-to-School outreach
Happy, Healthy and Ready to Learn: Insure All Children

A School-Based Child Health Outreach and Enrollment Toolkit

Rebecca Shaw
Project Coordinator, Children’s Programs Department
The School Superintendents Association (AASA)
AASA State Affiliates

• AASA’s 13,000 membership is largely superintendents, but also includes other key administrators, school board members, scholars, and researchers.

• AASA has **seven regions** and **49 chartered state affiliates** enabling us to reach every school district in the country.

• Learn More: [http://www.aasa.org/content.aspx?id=23878](http://www.aasa.org/content.aspx?id=23878)
Our Partnership

• Children’s Defense Fund (CDF) and AASA have long recognized the critical importance of access to high-quality health care to student achievement.

• Since 2011, the two organizations have worked with 15 school districts to identify and enroll eligible children in Medicaid and CHIP in school districts with some of the largest numbers of uninsured children.

• CDF and AASA’s work with health insurance focuses on
  • Systemic change
  • Capacity building
  • Sustainability

Children’s Defense Fund (CDF) and AASA have long recognized the critical importance of access to high-quality health care to student achievement. Since 2011, the two organizations have worked with 15 school districts to identify and enroll eligible children in Medicaid and CHIP in school districts with some of the largest numbers of uninsured children. CDF and AASA’s work with health insurance focuses on systemic change, capacity building, and sustainability.
Children’s Defense Fund State Offices

• During this initiative we worked closely with the following state offices: **CDF-Texas** and **CDF-California**.

• These state offices provide on-the-ground technical assistance, such as guiding uninsured students and their families through the health insurance enrollment process.
Our Vision

You don’t let barriers stand in the way of accomplishing the mission of educating children.

Supt. H.D. Chambers
Alief ISD, Texas
Why is this work important for schools?

Children enrolled in Medicaid miss fewer classes and perform better in school than those uninsured.

#InsureAllChildren

InsureKidsNow.gov
Our Strategy

It’s a simple question:

Does your child have health insurance?

#InsureAllChildren
Does Your Child Have Health Insurance?

☐ Yes  ☐ No  ☐ I don’t know

If you checked “No,” your child may be eligible for free or low-cost health insurance through Medicaid or CHIP.

☐ Please check this box to get more information or assistance in obtaining health insurance for your child(ren).

☐ I would like assistance with renewing my child’s health insurance.

I consent to (School District/Community Health Enrollment Partners) contacting me with more information.

Parent/Guardian Signature ___________________________ Phone: ________________
Date: ________________
Happy, Healthy, and Ready to Learn! #InsureAllChildren

Schools are in a unique position to identify and connect eligible children to health insurance. Our goal in offering this toolkit is to provide school and community leaders and parents and child advocates with a framework to build community support for connecting children to health insurance through schools and to provide the practical steps schools need to take to implement a successful and sustainable campaign. This toolkit sets the stage for school districts to partner with community agencies to identify and enroll eligible students in health insurance through a proven strategy in a simple, routine and cost effective way. When we insure our children, we ensure our future. Asking this simple question, "Does your child have health insurance?" on important annual school forms, is central to ensuring all children in your school district are happy, healthy and ready to learn.

Make sure to visit the Toolkit User’s Guide as you get started.
District Team Self-Assessment - School-Based Child Health Outreach and Enrollment

Directions: For each question below, think about your school district and answer the questions below. Check RED if you haven’t begun work, YELLOW if you have started work, and GREEN if key elements are in place. This self-assessment can be printed and referenced as you and your team work to enroll students in children’s health insurance.

<table>
<thead>
<tr>
<th>First:</th>
<th>Last:</th>
<th>Email:</th>
<th>Zip Code:</th>
<th>School District:</th>
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Be sure to answer all the questions by checking the RED, YELLOW or GREEN circles. All questions need to be answered in order to successfully submit the assessment. You will receive an error message if incomplete.

<table>
<thead>
<tr>
<th>Have you estimated the number of uninsured children in your county and school district?</th>
<th>Key Elements Not In Place</th>
<th>Room for Improvement</th>
<th>Key Elements In Place</th>
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<th>Do you have the support of the Superintendent and school districts leaders?</th>
<th>Key Elements Not In Place</th>
<th>Room for Improvement</th>
<th>Key Elements In Place</th>
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<th>Do you have a project leader and interdisciplinary team chosen for children’s health insurance enrollment work?</th>
<th>Key Elements Not In Place</th>
<th>Room for Improvement</th>
<th>Key Elements In Place</th>
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<th>Have you added the health insurance question to annual student enrollment forms?</th>
<th>Key Elements Not In Place</th>
<th>Room for Improvement</th>
<th>Key Elements In Place</th>
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<th>Has a system been established for obtaining written consent from parents to allow data sharing?</th>
<th>Key Elements Not In Place</th>
<th>Room for Improvement</th>
<th>Key Elements In Place</th>
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<th>Do you know the healthcare marketplace open enrollment dates and have you planned enrollment events for school health fairs and parent meetings?</th>
<th>Key Elements Not In Place</th>
<th>Room for Improvement</th>
<th>Key Elements In Place</th>
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InsureKidsNow.gov
**Why**

**Why Build a Team?** As a district or school, you have decided to address the challenge of children without health insurance. The next steps are to 1) build a team; 2) identify uninsured children; 3) add a health insurance question to your annual forms; 4) enroll students and/or develop partnerships to enroll students; and 5) develop a plan for sustainability and evaluation of your effort.

It’s important to build a team of those:
- Who have the authority to make decisions or systems changes;
- Whose function in the school district is related to health and wellness;
- Who have strong connections to parents and community agencies; and
- Who can affect school and district policies.

**Who**

**Who Should Be on the Team?** Critical to the foundation of the CDF/AASA proven strategy are the superintendent, the district information technology lead and the district’s coordinator or director of school health.

The buy-in and engagement of the superintendent will facilitate implementation, compliance and replication of the health insurance initiative. The superintendent is a bully pulpit in your community. It provides an important platform from which to advocate an agenda that healthy children are better learners, so schools have a role in identifying students without health insurance and helping them obtain coverage. The superintendent represents your team’s vision for healthy children and can engender support throughout the community.

**How**

**How Do You Build Successful Teams?**

Successful teams regularly reassess to ensure they have the right internal and external mix of people, partnerships, potential and power. They call on their networking skills to get to know “who’s in the room” at meetings and conferences, who can be engaged and to whom the team should communicate progress or project needs.

Successful teams are not only diverse in terms of areas of expertise or influence, but they need to continually seek to educate and expose others in the district and community to enrollment efforts. Teams can broaden their membership to include community businesses, local and state political representatives, and district union representatives which may prove beneficial for action planning and sustainability.
How Do You Build Successful Teams? Successful teams regularly reassess to ensure they have the right internal and external mix of people, partnerships, potential and power. They call on their networking skills to get to know "Who’s in the room" at meetings and conferences, who can be engaged and to whom the team should communicate progress or project needs.

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Successful teams keep things simple and piggyback on systems already in place. Teams need to identify the appropriate routine district forms where a question about a child’s health insurance can be added. The school enrollment form is where CDF and AASA recommend school districts begin, but the school enrollment form may not be an annual form in every district. In some school districts, the emergency contact form, the student health card, or another form is required annually at the start of the year. Learn more about adding the health insurance question to key school forms.

Successful teams track data and measure outcomes to evaluate what’s working and what is not. Teams need to develop strong strategic work and sustainability plans right from the start to guide their efforts. Sustainability plans help teams set goals and establish guidelines for achieving and measuring the impact of their activities. Within a sustainability plan, districts should incorporate action plans that will drive implementation for the initiative and capture district successes, challenges and lessons learned. CDF and AASA encourage action planning because successful teams have a plan — and a back-up plan or two.

Successful teams ask questions, take educated risks and are not afraid to modify their plan or their team’s composition.
In the Edinburg Consolidated Independent School District in Edinburg, TX the story of a 12-year-old with a pre-existing health problem and no insurance captures the heartbreak and limitations for children without access to health care. With a debilitating heart condition, Evelyn could not participate in any physical activities and often ended up in the nurse’s office suffering from shortness of breath. The nurse urged Evelyn’s mother to take her to a heart specialist. But her mother, even with a full time job, could not support her family and afford the doctor’s fees. Through the school’s health enrollment outreach efforts, the school nurse referred Evelyn and her mother to an outreach worker who successfully helped them navigate the health insurance application process. Weeks later, Evelyn had open-heart surgery to replace a faulty valve. Now Evelyn’s mother has become an ambassador for the school’s enrollment efforts and has become more involved with her daughter’s education.

Compton USD, CA

Martin arrived in Compton, California as an unaccompanied minor without health insurance. His nomadic journey across America included violence, poverty and separation from his mother and siblings. When Martin enrolled in the Compton Unified School District, a staff member connected him to a social worker. As an unaccompanied minor, the district provided gift cards for clothes and food, helped him get eyeglasses and health insurance. With his new insurance, Martin was able to receive the therapy he needed to address the trauma from the violence and his multiple relocations. He credits his successful graduation from high school with honors and admission into 11 universities to the support he received from the school district. Martin is now following his dream of becoming a college graduate and creating a better life for himself and his family.
Join the Conversation!
#InsureAllChildren

“We want children to be well every day so we are looking at policy and practices that support keeping our children in school. Healthier students are better learners.”

— Nurse Manager Gwen Johnson, Houston ISD, Texas

When we insure our children, we ensure our future. Asking the simple question, “Does your child have health insurance?” on important school forms, is central to ensuring all children in your school district are happy, healthy and ready to learn! You can help spread the word in your community, state and across the nation by using #InsureAllChildren in your social media conversations. We invite you to join @childdefender and @AASAHQ as well school districts across the country connect children with the health insurance they need to survive and thrive. Please find messaging and other content to share with your community in the #InsureAllChildren social media guide.

Together we can make sure all children are happy, healthy and read to learn. Let’s #InsureAllChildren
Thank you!

Rebecca Shaw
rshaw@aasa.org
Poll Question: Which groups does your organization engage with for Back-to-School outreach?

a. Parents/caretakers
b. School administrators
c. School nurses
d. Teachers and coaches
f. Local media
School Nurses: On the Frontlines

Beth Mattey, MSN, RN, NCSN
President
National Association of School Nurses
About NASN

50 affiliate organizations in 48 states

www.nASN.org/nASN/about-nASN/affiliates

www.schoolnurseconsultants.org
Optimizing Student Health

School nurses serve on the frontlines as this nation’s safety net for our most vulnerable children, many of whom are eligible for Medicaid or CHIP.
School Nurses in the U.S.

95,776 Full-Time Equivalent (FTE) School Nurses

Optimizing Student Health

• School nurses
  – Listen as they interact with students and families
  – Ask if a family is interested in assistance getting health insurance
  – Connect students and families to healthcare coverage throughout the school year
Connecting to Coverage

- Trusted members of the community and accessible to families
- School nurses have connections to the community
- Website
  https://localhelp.healthcare.gov/#intro
- Federally Qualified Community Health Centers

• What does this coverage mean to families?

  – Children and teens receive preventive, episodic and emergency care

  – Our students are in school, in the classroom, learning

  – Children and teens receive care before it becomes an emergency.
Thank You!

Beth Mattey
bmattey@nasn.org

For more information: www.nasn.org

Every child needs a full time school nurse.
Poll Question: If local media has covered your Back-to-School activities, what kind of media was it?

a. School or community newsletter
b. Op-ed/Letter to the Editor
c. Radio Segment
d. TV Interview
e. Online Story
Connecting Kids to Coverage National Campaign’s School-Based Outreach and Enrollment 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:
- Newsletter and website copy
- Press release and media advisory
- Radio PSA scripts
- Outreach calendar

Download the Toolkit here:
[go.cms.gov/back2school]
School-Based Outreach and Enrollment Toolkit

The Toolkit offers many Back-to-School social media graphics for Facebook and Twitter. Share them on your channels – or work with partners – to reach the community.

Download the Toolkit here: go.cms.gov/back2school
Planning Back-to-School Outreach

Connect with Your School Community

• Identify school partners
• Design your outreach approach
• Embed enrollment in school activities
Thank you!

Jenna Kelly

Jenna.Kelly@gmmb.com
Back-to-School & School-Based Outreach

During the school year, there are a variety of ways to let parents and caregivers know that their children and teens may be eligible for free or low-cost health insurance through Medicaid and the Children’s Health Insurance Program (CHIP). With health insurance, they can get the immunizations, check-ups, eye exams, dental visits and other care they may need to fully participate in classroom, after-school and summer activities. Schools are great partners to help reach and enroll families with children who are eligible for Medicaid and CHIP.

Back-to-School & School-Based Outreach Materials

The Campaign has outreach tools and materials to support school-based outreach efforts. Below are outreach materials specifically tailored for Back-to-School and other school-based outreach. You can learn about how others have used these and other campaign materials in our eNewsletters, webinars, and videos.

Campaign materials—including tools for other initiatives—can be found in the Outreach Tool Library.

Back-to-School Toolkit

Use this go-to resource to cultivate relationships with school staff and to partner with schools on activities to get kids covered and keep them covered.

School-Based Outreach and Enrollment Toolkit
Tips for Back-to-School Season

Use Communication Channels in your Community

• Newsletters, websites, and phone systems
• Social Media
• Earned Media
Tips for Back-to-School Season

Engage in Summer and Back-to-School Activities

Saturday, August 1, 2015 – Back-To-School Care Fair sponsored by the Junior League of St. Petersburg at Enoch Davis Recreation Center located at 1111 18th Ave. South in St. Petersburg. 33705 - set up from 6 am to 7:15 am. Fair hours from 8:00 AM - 12:00 PM with registration ending at 11:00 AM. Free physicals, dental exams, vision and diabetes screenings, immunizations, free school supplies, and community agency information. Contact Julie Dodd carefair@stspete.org, #727-668-3122 (350 registration fee for vendors – over 2,000 attendees).

Sign Up ___ Jenn Mosleh ___ Email ___ Jenn mosleh@baycare.org

Saturday, August 8, 2015 – Back To School Event – Howard W. Blake High School @ 9AM-1PM 1701 North Boulevard, Tampa. FJ 33607 Contact: Tina Young Phone: 813-276-5671

Sign Up ___ Lynnette Lacy ___ Email ___ Lynnette.lacy@baycare.org

Saturday, August 8, 2015 – Operation Backpack – from 10am to 2pm – sponsored by the First United Methodist Church of Tarpon Springs - 501 E. Tarpon Ave. 34689 – no appointments needed, school physicals, backpack for all elementary students, games and more (Contact Bonnie Pasco or Sandy Koulas @ 937-3271, ext. 19 or righttrack@funcarponsprings.org)

Sign Up ___ Jenn Mosleh ___ Email ___ Jenn.mosleh@baycare.org

Saturday, August 8, 2015 – 13th Annual Back-To-School Health & Safety Fair at Prince of Peace Lutheran Church - 6pm - 1pm - 466 Missouri Ave. Largo 33770 – Over 30 family services and health (Faye Beslisky or Jane @ 685-9699 or Faye@poplargo.org) (500 attendees) Susan Arends with Sunshine covering this one.

Sign Up ___ Derek Anderson ___ Email ___ djanderson@mail.usf.edu

Two weeks before school starts: Monday, August 10, 2015 - People That Love Church & Mission - 22nd Annual Back To School Event – 11am – 819 5th Ave. N, St. Petersburg, FL 33701. Registration is required beginning on Monday, July 7 thru Friday, August from 10 am to 2 pm. Parental guardian must bring proof of dependent children, birth certificates, Social Security cards & DCF letter to pre-registration where families will be given a numbered ticket for admission - this must be presented at event - free back packs & school supplies for all registered kids when accompanied by parent/guardian. Email Pastor Fink or Jeff Poresky at peoplethatlovew@yahoo.com. More information at www.peopletthatlove.com

Sign UP ___ Derek Anderson ___ Email ___ djanderson@mail.usf.edu
Back-to-School Outreach Resources

- School-based Outreach and Enrollment Toolkit
- School-based outreach materials
- “10 Things Schools Can Do” One Pager
- “Get Covered. Get in the Game” Strategy Guide
- Multimedia materials
Customizable Materials for Back-to-School

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**

Learn how to request material customization here:
Outreach and Enrollment Best Practices

Outreach Video Library


Webinar Archive

- “School Based Outreach Strategies to Reach Medicaid & CHIP-Eligible Students”
- “Back-to-School and School-Based Enrollment Strategies: Tried, True & New Ideas to Reach Families”
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
Share Your Back-to-School Work
School-Based Health Enrollment Guide

Guide to School-Based Outreach for Health Coverage Enrollment
By Shelby Gonzales and Jodi Kwarclany

About This Guide
To find children and family members who could be eligible for free or low-cost health insurance coverage, schools are among the best places to look. A 2016 report from the Urban Institute and the Robert Wood Johnson Foundation found that nearly half of the nation’s uninsured-but-eligible people live in families with at least one school-age child.

For years, community organizations, health care providers, school leaders, and other civic-sector actors have used a variety of school-based outreach strategies to increase enrollment in Medicaid, the Children’s Health Insurance Program (CHIP), and, in recent years, to subsidized coverage in the Affordable Care Act’s marketplaces. These strategies have demonstrated that school-based efforts can be a fruitful path for expanding health care coverage.

This guide shares strategies that school-based outreach groups identify as key to the success of their work and describes lessons learned to help groups avoid approaches that have yielded disappointing results.

This resource builds on more than two decades of health coverage outreach experience at the Center on Budget and Policy Priorities, a review of literature on school-based outreach, consultation with national experts, and interviews with key people from 11 school-based outreach programs, including groups funded by Atlantic Philanthropies. The interviews took place between November 2015 and March 2016 and include outreach leaders, application assistance providers, school district employees, school-based health centers, and community organizations.

Questions?
Thank you!