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

May 17, 2017

2:00 p.m. EDT

InsureKidsNow.gov

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

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

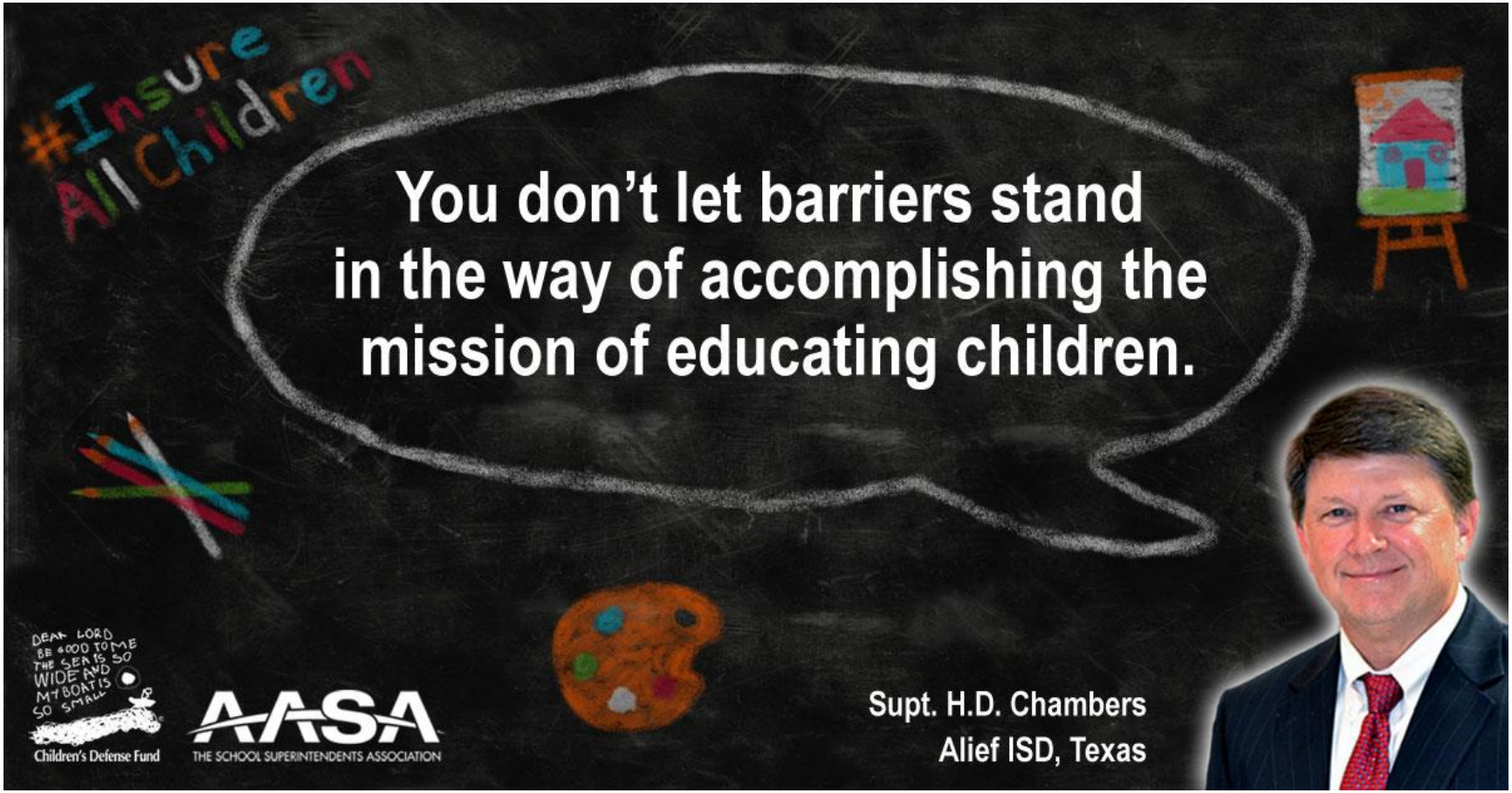
AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

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


#Insure All Children
You don't let barriers stand in the way of accomplishing the mission of educating children.
DEAR LORD BE GOOD TO ME THE SEA IS SO WIDE AND MY BOAT IS SO SMALL
Children's Defense Fund
AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION
Supt. H.D. Chambers
Alief ISD, Texas

Why is this work important for schools?

InsureKidsNow.gov

Our Strategy

It's a simple question:

Does your child have health insurance?

Children's Defense Fund

AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

#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: _____

For the full toolkit go to: http://www.insureallchildren.org

www.InsureAllChildren.org

Build
Identify
Reach
Enroll
Sustain

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.

First: Last: Email: Zip Code: School District:

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

Build
Your Team

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 superintendency 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.

More

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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 school 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.

***District Spotlight*: Building Successful Teams**

Mountain View School District, El Monte, California

The Mountain View School District in El Monte, CA, creatively built a multi-disciplinary team that included the superintendent, school board members, key school administrators, school nurses, school office managers, community liaisons and health clerks. To build community, establish need, and get buy-in, the district brought key team members "on board" a "Gilligan's Island" themed-tour of their community. The "crew" boarded a bus for their "three-hour tour," which took them to visit several local health clinics serving children and families in the El Monte community. At each site, the school district team learned about the great need in their community for assistance with health insurance enrollment, as well as the myriad of services offered to their students. The strongly motivated team then developed a seamless referral process to guarantee that all uninsured children in the district would be connected to the enrollment assistance needed.

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Stories from Local Districts

Story

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.

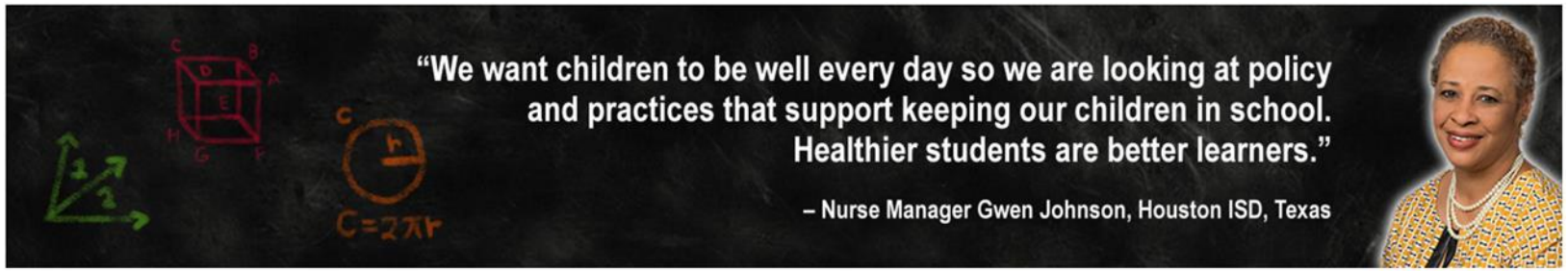
Edinburg CISD, Texas

Story

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.

Compton USD , CA

Join the Conversation! #InsureAllChildren



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 we help 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

AASA
THE SCHOOL SUPERINTENDENTS ASSOCIATION

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

NASN
National Association of School Nurses

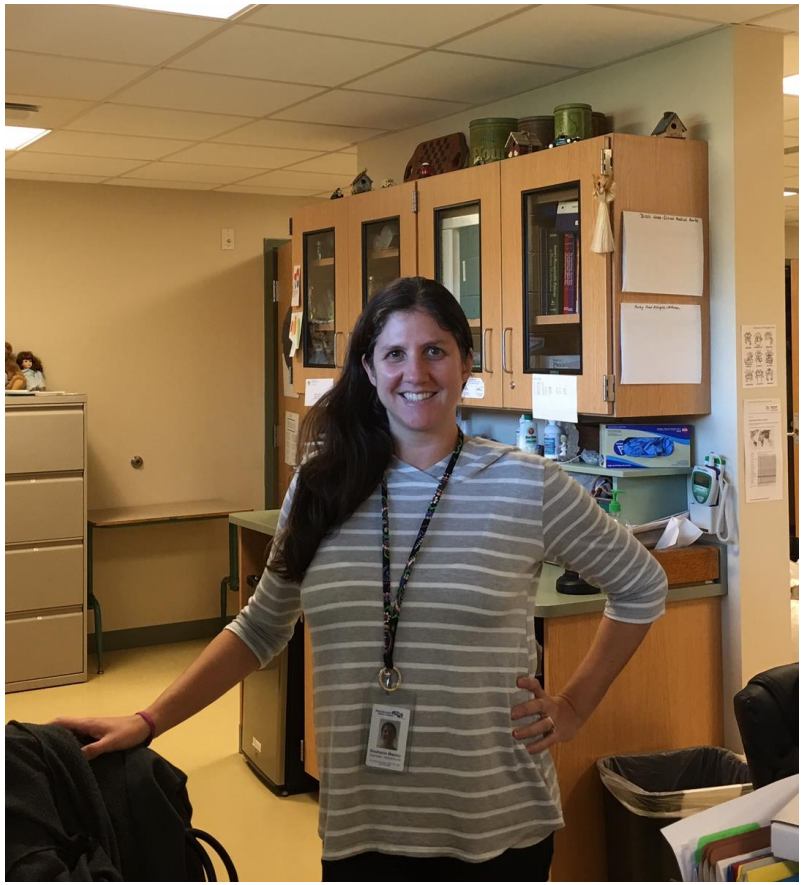
50 affiliate organizations in 48 states
www.nasn.org/nasn/about-nasn/affiliates

National Association of State School Nurse Consultants

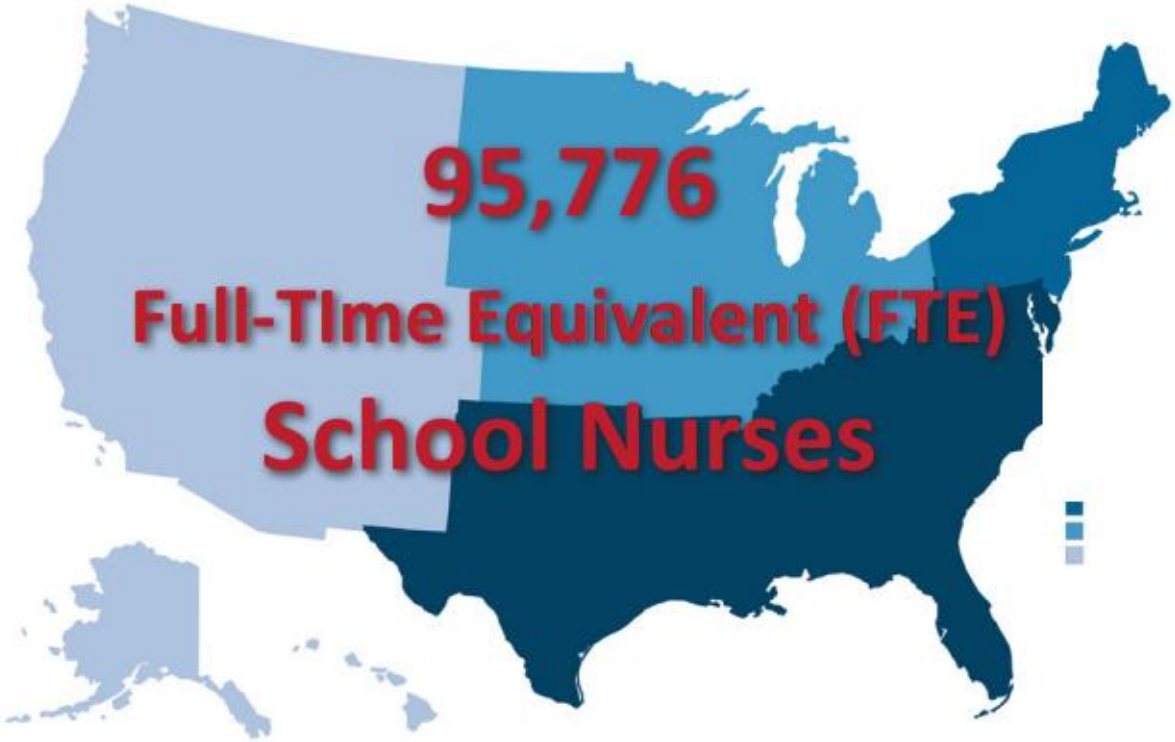
www.schoolnurseconsultants.org

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.



Source: Willgerodt, M & Brock, D. (2016) NASN School Nurse Workforce Study. University of Washington. Retrieved from: https://schoolnursenet.nasn.org/blogs/nasn-profile/2017/05/10/school-nurse-workforce-study-results

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

Better Health. Better Learning.™

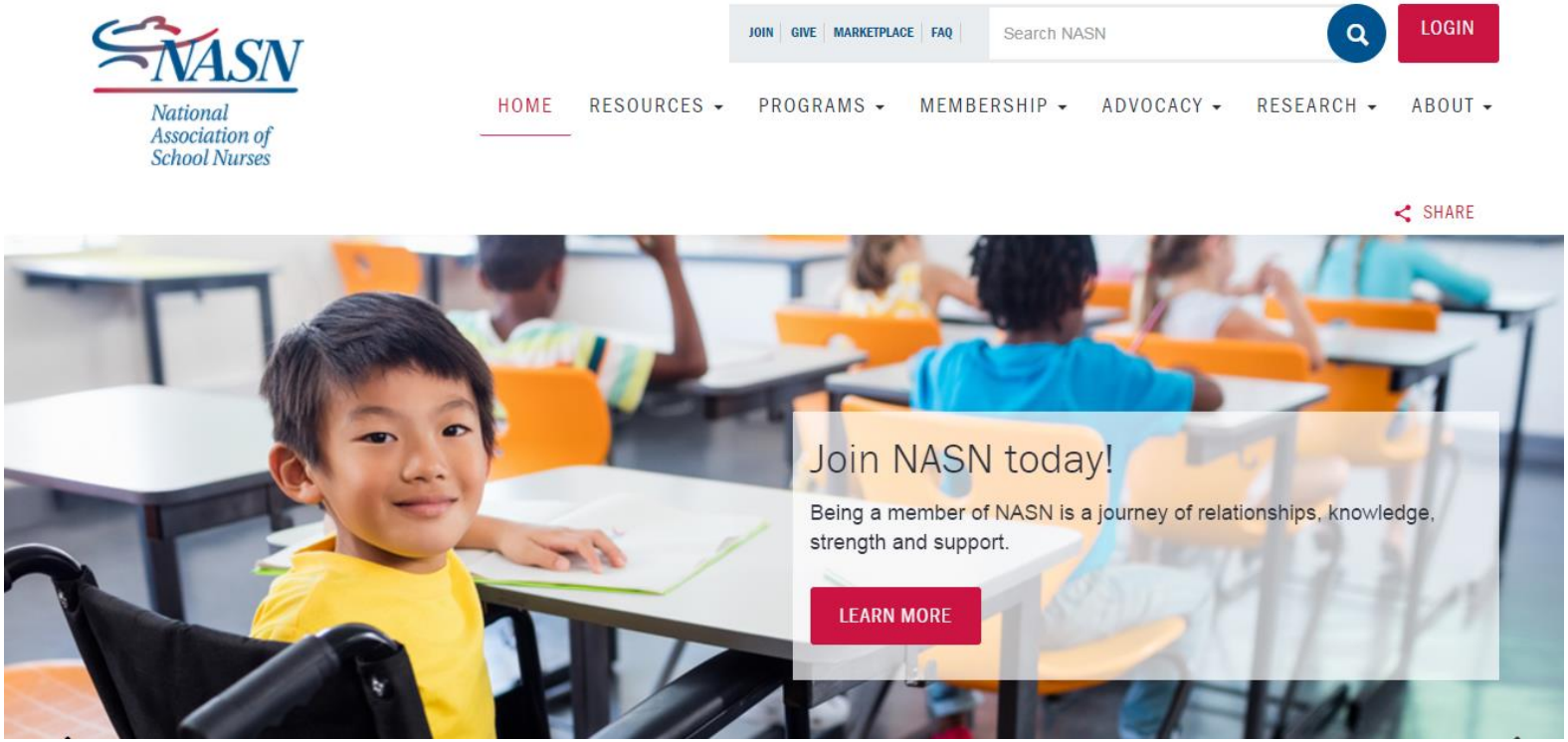
- What does this coverage mean to families?

  – 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.

Better Health. Better Learning.™



www.nasn.org

InsureKidsNow.gov

Thank You!

Beth Mattey

bmattey@nasn.org

NASN
National Association of School Nurses

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

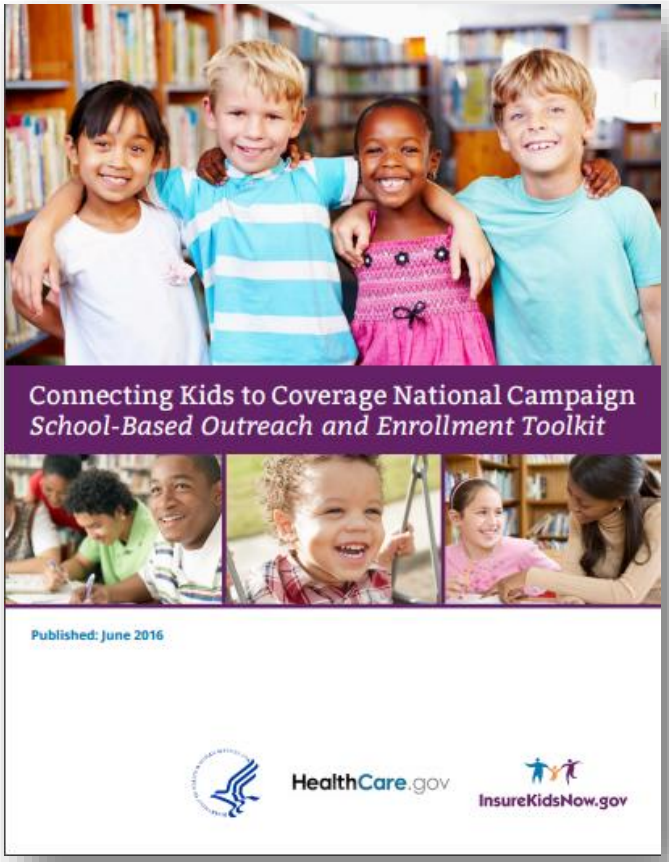
Connecting Kids to Coverage National Campaign's School-Based Outreach and Enrollment Toolkit

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

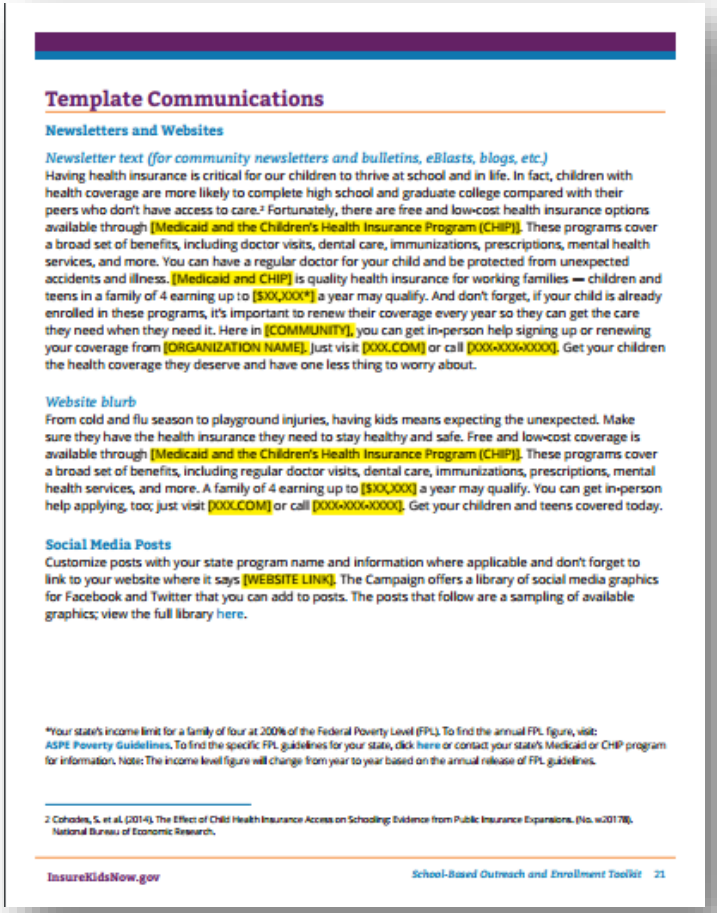


School-Based Outreach and Enrollment Toolkit

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



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 health coverage are more likely to complete high school and graduate college compared with their peers who don't have access to care.[2] Fortunately, there are free and low-cost health insurance options available through [Medicaid and the Children's Health Insurance Program (CHIP)]. These programs cover a broad set of benefits, including doctor visits, dental care, immunizations, prescriptions, mental health services, and more. You can have a regular doctor for your child and be protected from unexpected accidents and illness. [Medicaid and CHIP] is quality health insurance for working families — children and teens in a family of 4 earning up to [$XX,XXX*] a year may qualify. And don't forget, if your child is already enrolled in these programs, it's important to renew their coverage every year so they can get the care they need when they need it. Here in [COMMUNITY], you can get in-person help signing up or renewing your coverage from [ORGANIZATION NAME]. Just visit [XXX.COM] or call [XXX-XXX-XXXX]. Get your children the health coverage they deserve and have one less thing to worry about.

Website blurb

From cold and flu season to playground injuries, having kids means expecting the unexpected. Make sure they have the health insurance they need to stay healthy and safe. Free and low-cost coverage is available through [Medicaid and the Children's Health Insurance Program (CHIP)]. These programs cover a broad set of benefits, including regular doctor visits, dental care, immunizations, prescriptions, mental health services, and more. A family of 4 earning up to [$XX,XXX] a year may qualify. You can get in-person help applying, too; just visit [XXX.COM] or call [XXX-XXX-XXXX]. Get your children and teens covered today.

Social Media Posts

Customize posts with your state program name and information where applicable and don't forget to link to your website where it says [WEBSITE LINK]. The Campaign offers a library of social media graphics for Facebook and Twitter that you can add to posts. The posts that follow are a sampling of available graphics; view the full library here.

*Your state's income limit for a family of four at 200% of the Federal Poverty Level (FPL). To find the annual FPL figure, visit: ASPE Poverty Guidelines. To find the specific FPL guidelines for your state, click here or contact your state's Medicaid or CHIP program for information. Note: The income level figure will change from year to year based on the annual release of FPL guidelines.

2 Cohodes, S. et al. (2014). The Effect of Child Health Insurance Access on Schooling: Evidence from Public Insurance Expansions. (No. w20178). National Bureau of Economic Research.

InsureKidsNow.gov School-Based Outreach and Enrollment Toolkit 21

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

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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!

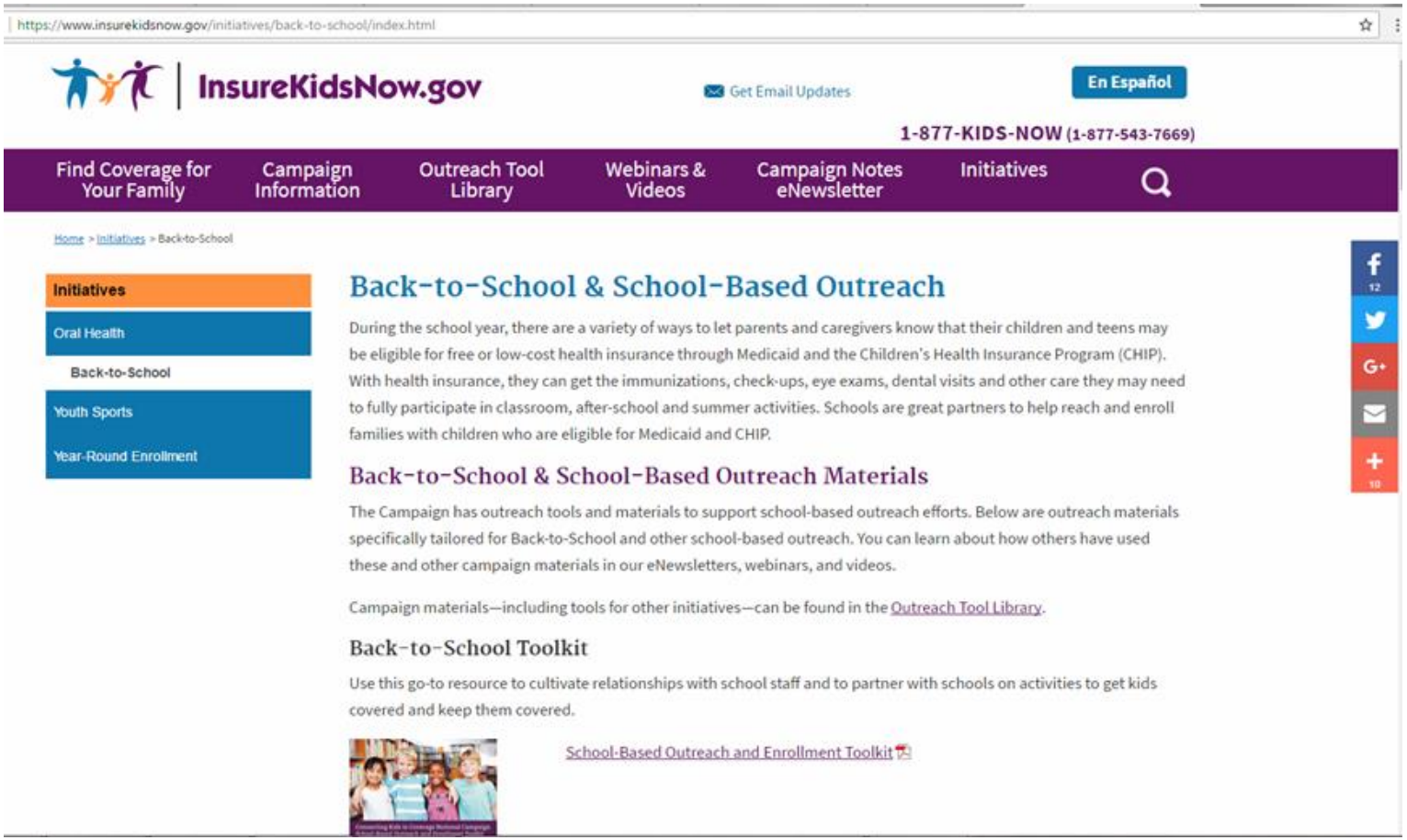
Jenna Kelly

Jenna.Kelly@gmmb.com

Back-to-School Resources

InsureKidsNow.gov

Back-to-School Page



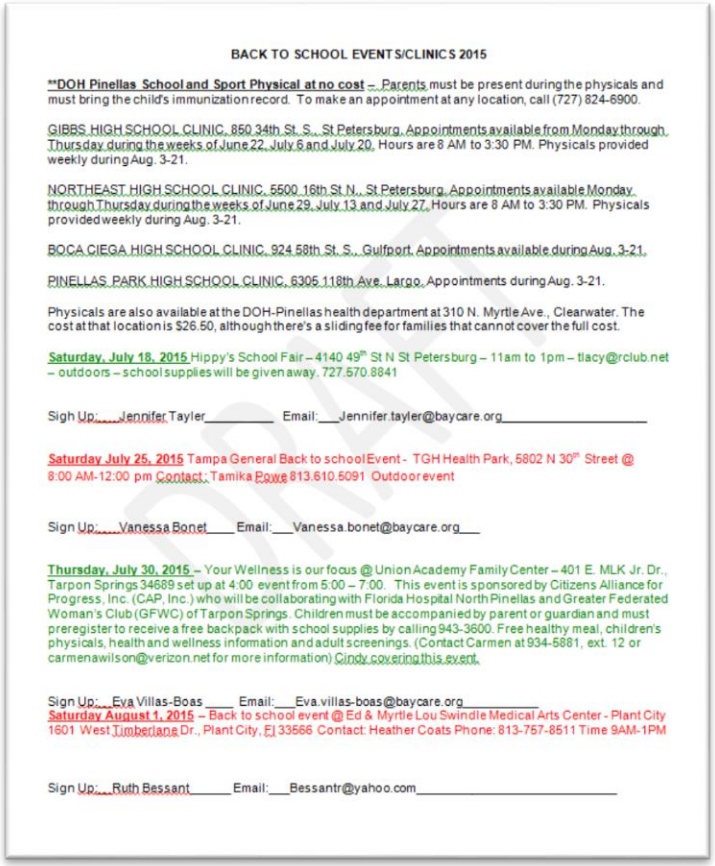
Tips for Back-to-School Season

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



BACK TO SCHOOL EVENTS/CLINICS 2015

DOH Pinellas School and Sport Physical at no cost – Parents must be present during the physicals and must bring the child's immunization record. To make an appointment at any location, call (727) 824-6900.

GIBBS HIGH SCHOOL CLINIC, 850 34th St. S., St Petersburg. Appointments available from Monday through Thursday during the weeks of June 22, July 6 and July 20. Hours are 8 AM to 3:30 PM. Physicals provided weekly during Aug. 3-21.

NORTHEAST HIGH SCHOOL CLINIC, 5500 16th St N., St Petersburg. Appointments available Monday through Thursday during the weeks of June 29, July 13 and July 27. Hours are 8 AM to 3:30 PM. Physicals provided weekly during Aug. 3-21.

BOCA CIEGA HIGH SCHOOL CLINIC, 924 58th St. S., Gulfport. Appointments available during Aug. 3-21.

PINELLAS PARK HIGH SCHOOL CLINIC, 6305 118th Ave. Largo. Appointments during Aug. 3-21.

Physicals are also available at the DOH-Pinellas health department at 310 N. Myrtle Ave., Clearwater. The cost at that location is $26.50, although there's a sliding fee for families that cannot cover the full cost.

Saturday, July 18, 2015 Hippy's School Fair – 4140 49th St N St Petersburg – 11am to 1pm – tlacy@rclub.net – outdoors – school supplies will be given away. 727.570.8841

Sigh Up:___Jennifer Tayler_____ Email:___Jennifer.tayler@baycare.org_____

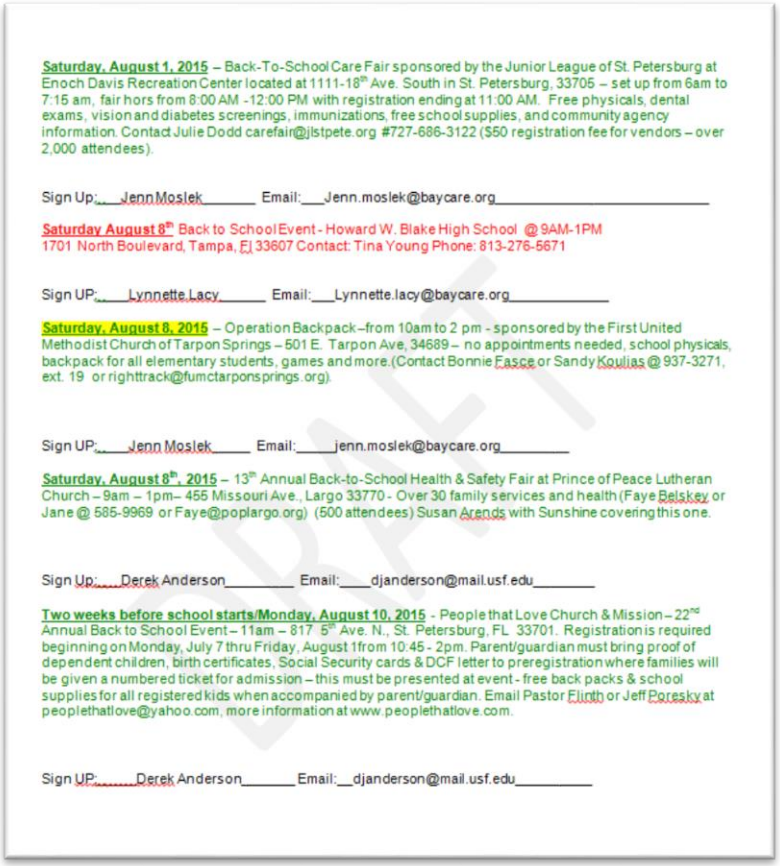
Saturday July 25, 2015 Tampa General Back to school Event - TGH Health Park, 5802 N 30th Street @ 8:00 AM-12:00 pm Contact: Tamika Powe 813.610.5091 Outdoor event

Sign Up:___Vanessa Bonet____ Email:___Vanessa.bonet@baycare.org___

Thursday, July 30, 2015 – Your Wellness is our focus @ Union Academy Family Center – 401 E. MLK Jr. Dr., Tarpon Springs 34689 set up at 4:00 event from 5:00 – 7:00. This event is sponsored by Citizens Alliance for Progress, Inc. (CAP, Inc.) who will be collaborating with Florida Hospital North Pinellas and Greater Federated Woman's Club (GFWC) of Tarpon Springs. Children must be accompanied by parent or guardian and must preregister to receive a free backpack with school supplies by calling 943-3600. Free healthy meal, children's physicals, health and wellness information and adult screenings. (Contact Carmen at 934-5881, ext. 12 or carmenawilson@verizon.net for more information) Cindy covering this event.

Sign Up:__Eva Villas-Boas____ Email:___Eva.villas-boas@baycare.org_____
Saturday August 1, 2015 – Back to school event @ Ed & Myrtle Lou Swindle Medical Arts Center - Plant City 1601 West Timberlane Dr., Plant City, Fl 33566 Contact: Heather Coats Phone: 813-757-8511 Time 9AM-1PM

Sign Up:__Ruth Bessant_____ Email:___Bessantr@yahoo.com_____



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 6am to 7:15 am, fair hors 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@jlstpete.org #727-686-3122 ($50 registration fee for vendors – over 2,000 attendees).

Sign Up:___Jenn Moslek_____ Email:___Jenn.moslek@baycare.org_____

Saturday August 8th Back to School Event - Howard W. Blake High School @ 9AM-1PM
1701 North Boulevard, Tampa, Fl 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 2 pm - 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 Fasce or Sandy Koulias @ 937-3271, ext. 19 or righttrack@fumctarponsprings.org)

Sign UP:____Jenn Moslek_____ Email:_____jenn.moslek@baycare.org_____

Saturday, August 8th, 2015 – 13th Annual Back-to-School Health & Safety Fair at Prince of Peace Lutheran Church – 9am – 1pm– 455 Missouri Ave., Largo 33770 - Over 30 family services and health (Faye Belskey or Jane @ 585-9969 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 – 817 5th Ave. N., St. Petersburg, FL 33701. Registration is required beginning on Monday, July 7 thru Friday, August 1from 10:45 - 2pm. Parent/guardian must bring proof of dependent children, birth certificates, Social Security cards & DCF letter to preregistration 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 Flinth or Jeff Poresky at peoplethatlove@yahoo.com, more information at www.peoplethatlove.com.

Sign UP:_____Derek Anderson_____ Email:__djanderson@mail.usf.edu_____

InsureKidsNow.gov

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: https://www.insurekidsnow.gov/downloads/library/print/materialscustomizationguide-english.pdf

Outreach and Enrollment Best Practices

Outreach Video Library

- https://www.insurekidsnow.gov/webinars-videos/video/index.html

Webinar Archive

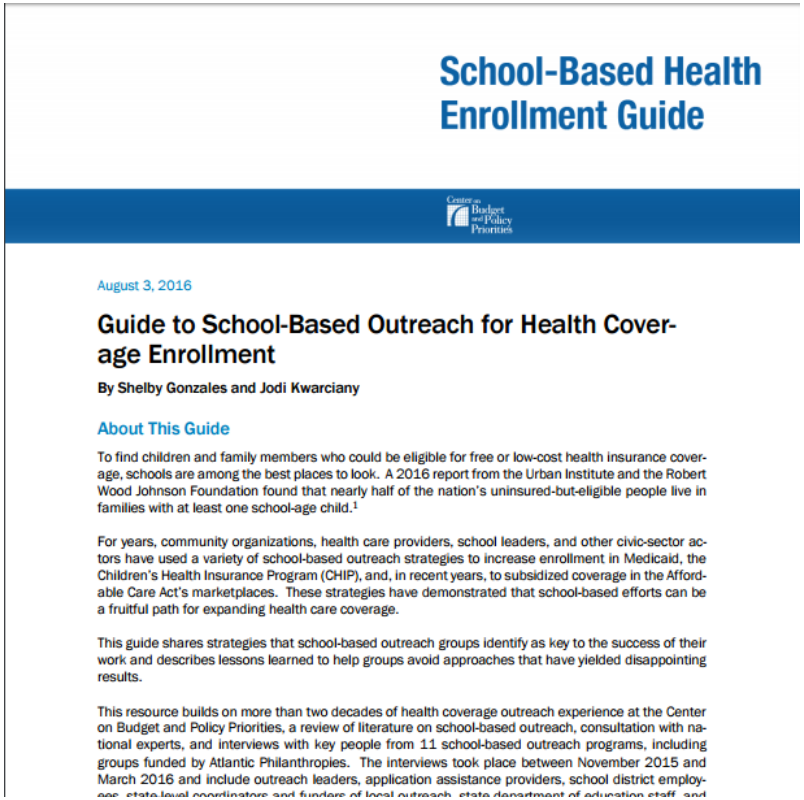
- https://www.insurekidsnow.gov/webinars-videos/webinars/index.html
- “School Based Outreach Strategies to Reach Medicaid & CHIP-Eligible Students”
- “Back-to-School and School-Based Enrollment Strategies: Tried, True & New Ideas to Reach Families”

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



School-Based Health Enrollment Guide

Center on Budget and Policy Priorities

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Guide to School-Based Outreach for Health Coverage Enrollment

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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.[1]

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, state-level coordinators and funders of local outreach, state department of education staff, and

http://www.cbpp.org/research/health/guide-to-school-based-outreach-for-health-coverage-enrollment

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Questions?

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