



Building Collaborative Communities: Engaging Local Municipalities in Outreach and Enrollment Efforts

June 20, 2017

2:00 p.m. EDT



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Agenda

- Overview and Introductions
- Working With Cities to Reach and Enroll Eligible Children and Families
- Healthcare Enrollment and Town & Gown Partnerships
- From the “Mayor’s Campaign” to the “Coastal Campaign” for Healthy Kids
- Campaign Resources
- Hattiesburg Outreach Video
- Making Outreach Work – 5 Things Cities Can Do
- New TV and Radio Public Service Announcements
- Questions and Answers



Poll Question: Are you currently working with your city or local government to enroll kids and teens in Medicaid and CHIP?

- a. Yes**
- b. No**
- c. Planning to engage our city soon**



Poll Question: What city institutions has your organization partnered with for outreach and enrollment?

- a. Local elected officials**
- b. City agencies**
- c. Community-based organizations**
- d. Colleges & Universities**
- e. We have not partnered with city institutions**



Poll Question: How are you currently working with your city or local government to enroll kids and teens in Medicaid and CHIP?

- a. Partnering with other city initiatives**
- b. Setting up a table in local government buildings**
- c. Posting on government websites or social media pages**
- d. Co-sponsoring local events**
- e. Other**



Engaging Local Municipalities in Outreach and Enrollment

Dawn Schluckebier

Principal Associate

Economic Opportunity and Financial Empowerment

National League of Cities



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National League of Cities

National League of Cities

- Dedicated to helping city leaders build better communities
- Mission: to strengthen and promote cities as centers of opportunity, leadership, and governance

Institute for Youth, Education, and Families

- NLC's YEF Institute helps local leaders champion the needs of children and families and create environments that help all young people achieve their potential
 - Education and Expanded Learning
 - Youth and Young Connections
 - Economic Opportunity and Financial Empowerment
 - Health and Community Wellness
 - Early Childhood Success



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Cities Expanding Health Access for Children and Families (CEHACF)

- City-led outreach and enrollment campaigns to connect eligible but not enrolled (EBNE) children and families to Medicaid and CHIP
- Funded by The Atlantic Philanthropies
- 2013 – 2015
 - Phase I: Leadership Academy (23 cities)
 - Phase II: Planning Grants (12 cities)
 - Phase III: Implementation Grants (8 cities)



Cities Part of Phase III: Implementation Grants

1. Jacksonville, FL
2. Garden City, MI
3. Hattiesburg, MS
4. Dallas, TX
5. New Bedford, MA
6. Pittsburgh, PA
7. Providence, RI
8. Savannah, GA



Bridging The Gap For The Uninsured



HEALTHY CHILDREN IN A
HEALTHY ENVIRONMENT



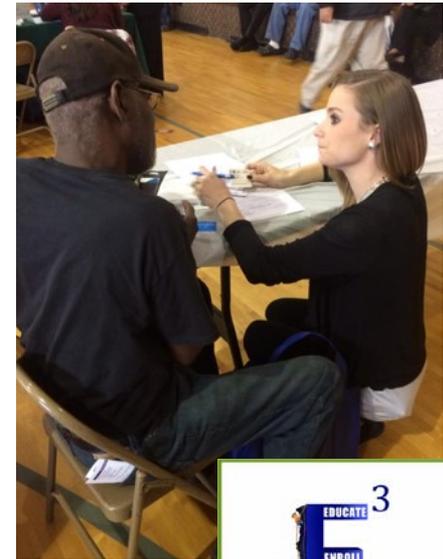
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Cities Have a Role to Play in Outreach and Enrollment

- Key Findings:
 - Cities can move the needle on health coverage
 - Multiple roles for cities to play in outreach and enrollment
 - Municipal assets to leverage

Cities Can Move the Needle on Health Coverage

- Mathematica Policy Research
 - [CEHACF Evaluation](#)
- August 2014 – July 2016
 - Over 23,000 applications
 - Nearly 20,000 enrollments
 - And 5,300 renewals



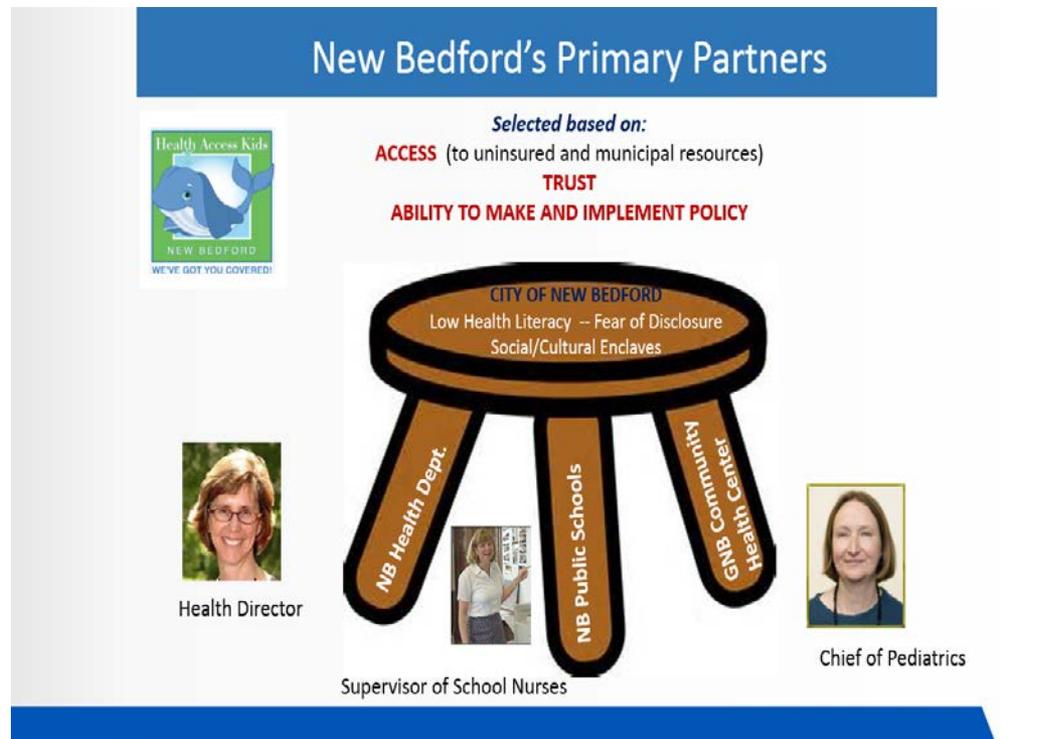
Multiple Roles for City to Play in Outreach and Enrollment

- City leaders can be messengers and champions



Multiple Roles for City to Play in Outreach and Enrollment

- Cities can convene local partners



Multiple Roles for City to Play in Outreach and Enrollment

- City staff can provide enrollment assistance

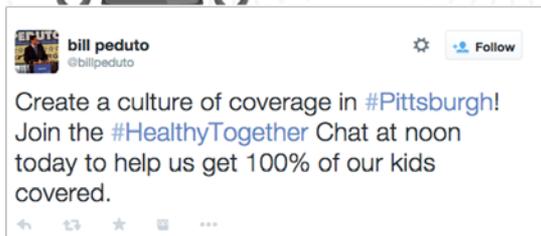


Municipal Assets to Leverage for Outreach and Enrollment

- City leader's bully pulpit



TweetCHAT
GET YOUR HEALTH CARE QUESTIONS ANSWERED
LIVE MARCH 18 AT NOON
HOSTED BY DR. KAREN HACKER
DIRECTOR OF THE ALLEGHENY COUNTY HEALTH DEPARTMENT
@HEALTHY412 OR FOLLOW THE
#HEALTHYTOGETHER



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Leverage City Departments



Public Information Offices

Record PSAs and develop materials



Parks and Recreation Departments

Reach families at summer meal sites and camps



Workforce Development Offices

Reach youth registering for summer employment



Police Departments

Share outreach messages



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Best Practices

- Leverage municipal assets
- When starting a city initiative
 - Use data to identify and target EBNE
 - Community assessment: focus groups and interviews
 - Convene stakeholders
- Build on effective practices and lessons learned
 - Use tested messages
 - Engage community partners to target outreach and enrollment



Municipal Action Guide

MUNICIPAL ACTION GUIDE
**Cities Promoting Health
Care Coverage for
Children and Families**

- Features creative and successful strategies from CEHACF cities
- Guidance on starting a city-led outreach and enrollment initiative

www.nlc.org/CEHACF-mag

www.nlc.org/CEHACF



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Thank you!

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www.nlc.org



Healthcare Enrollment and Town & Gown Partnerships

Kathryn Rehner, LMSW

Project Director

MS Health Access Collaborative

The University of Southern Mississippi



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Health in Mississippi



- Mississippi ranks 50th for most challenged states in the US.
- MS is the bottom five states for worst health outcomes and still has an uninsured rate greater than 12.4%.

HATTIESBURG, MS

- Prior to the NLC grant, in the Lillie Burney, Rowan, and Hawkins Elementary School districts, nearly 6,000 children and families were eligible but unenrolled in health coverage.



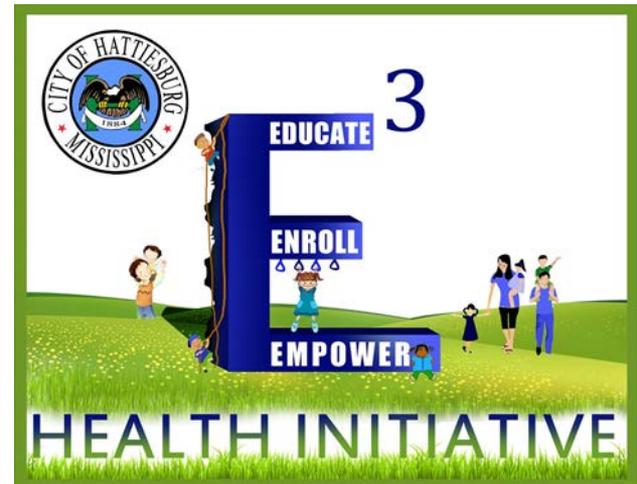
E³ Health Initiative

Educate-Enroll-Empower

Bringing enrollment opportunities to the “lived spaces” where people spend their time to build sustainable access to health coverage for children and families in Hattiesburg and south Mississippi.



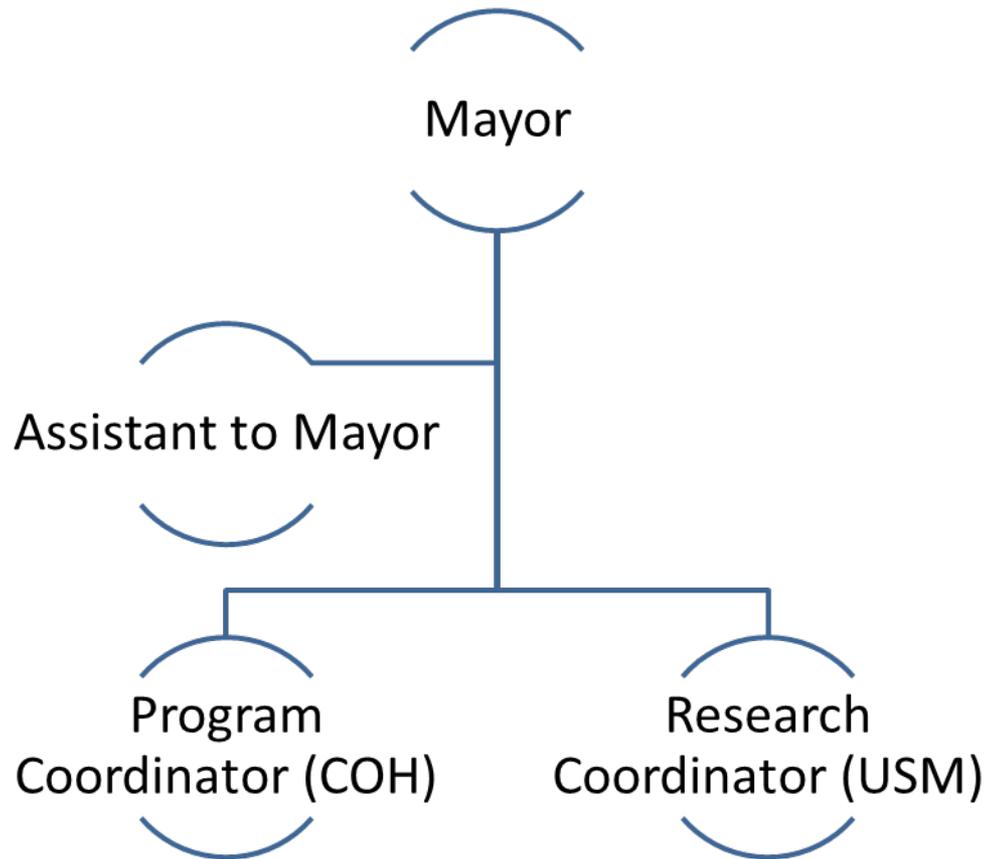
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Town & Gown Partnership

- Dually connected personnel
- University contracts
- Shared responsibilities



Former Mayor DuPree, E³ Champion



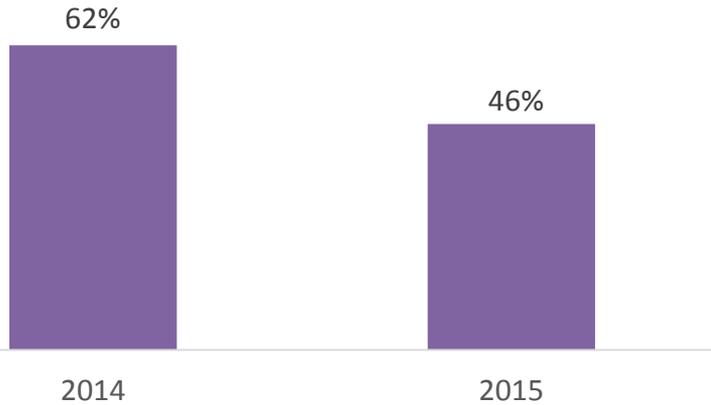
The University of Southern Mississippi School of Social Work



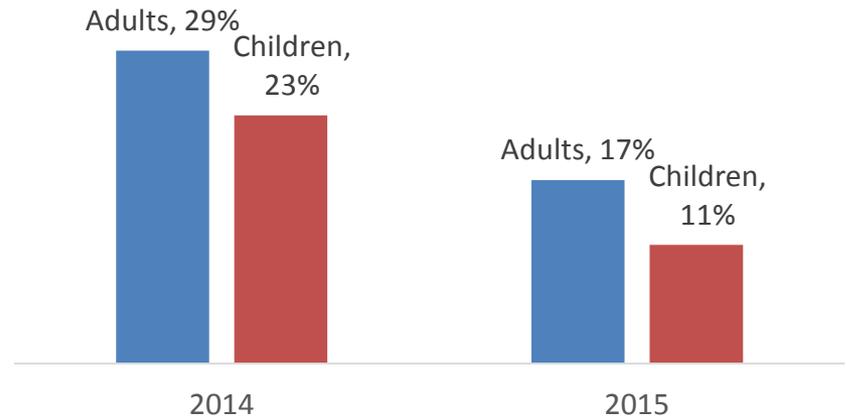
Research and Data Collection
Establishing Goals
Strategic Planning and Program Development

Results and Sustainability

Total Target Area Uninsured

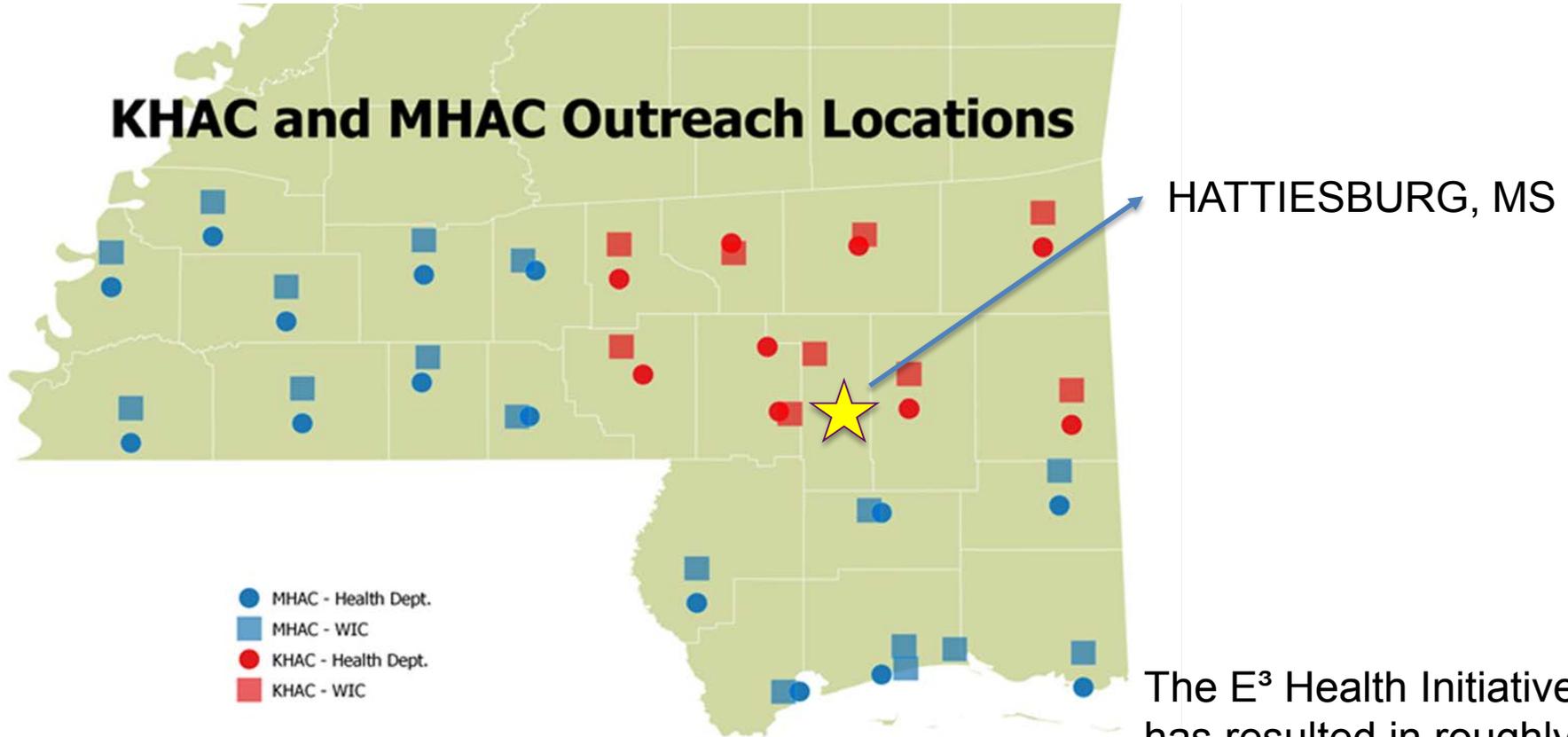


Target Area Eligible, but Not Enrolled



Extending & Expanding Outreach through partnerships

KHAC and MHAC Outreach Locations



The E³ Health Initiative has resulted in roughly 2 million dollars for health access programming in south Mississippi



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Lessons Learned



- Take a back seat
- Be prepared for challenges
- Show commitment
- Do something for nothing
- Willingness to partner on projects



Thank You!

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From the “Mayor’s Campaign” to the “Coastal Campaign” for Healthy Kids

Eva Elmer, MPA, PMP

Campaign Manager

Coastal Campaign for Healthy Kids

A program of Chatham County Safety Net

Planning Council



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Chatham County Safety Net Planning Council, Inc. (Safety Net)

About Safety Net

Safety Net (created 2004) is a non-profit organization that serves as a county-wide planning group to improve access to healthcare and health coverage (if eligible) for uninsured and underinsured adults and children.

Partners

- Both hospital systems
- County and City governments
- Federally-qualified health centers
- Community health clinics
- Other Community Partners

Chatham County, GA (City of Savannah)

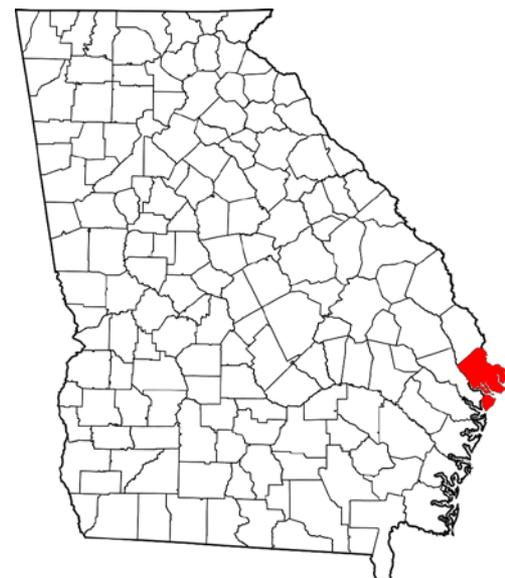
2016 Population Estimate (as of July 1, 2016): **289,082** (US Census)

White **52.11%**, AA **39.42%**, Hispanic **6.2%** (2014 5 year ACS*)

Children living in poverty: **29.7%** (2014 5 year ACS)

Estimated # children who would qualify for Medicaid or CHIP: **4,412**

*American Community Survey



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Mayor's Campaign for Healthy Kids and Families

(July 2014-December 2015)



Administration & Leadership



Funder - Cities
Expanding Health
Access for Children and
Families



Hon. Edna B. Jackson

Strategic leadership &
Project implementation



The Mayor's Campaign: Building a Foundation

- Coalition of enrollment assistance partners (funded and unfunded)
 - Memorial University Medical Center Emergency Department (public hospital)
 - St. Joseph/Candler Health Care Systems, St. Mary's Community Center
 - Step Up Savannah (Hispanic reach)
 - Chatham County Safety Net Planning Council (*mobile enrollment*)
 - Medbank Foundation (prescription assistance)
 - Economic Opportunity Authority's Head Start
 - Curtis V. Cooper Primary Care, Inc. (FQHC)
 - City of Savannah Moses Jackson Advancement Center

Total enrollment and renewals: 1,720 children



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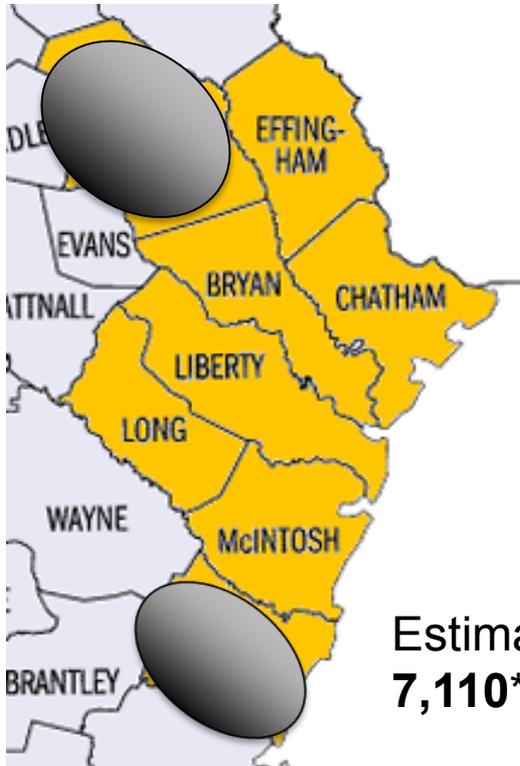
The Mayor's Campaign: Building a Foundation

- Outreach partners building “referral to enrollment” system
 - City of Savannah
 - Public Information Office
 - Recreation Department
 - Chatham County
 - Department of Families and Children’s Services (DFCS)
 - Live Oak Public Library System
 - Georgia of Public Department of Public Health (Coastal District)
 - Public Information Office
 - Juvenile Court
 - Recreation Department
 - Savannah-Chatham County Public Schools
 - Nurses, Social Workers, Counselors, Title One Parent Facilitators, Principals



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CMS Grantee: Coastal Campaign for Healthy Kids



Bryan, Chatham, Effingham,
Liberty, Long and McIntosh

Population: 432,218

White 59%, AA 34%, Hispanic 6%
(2014 5 year ACS)

Children living in poverty: 25.7%
(2014 5 year ACS)

Estimated # children who would qualify for Medicaid or CHIP:
7,110*

*To estimate the uninsured children eligible for GAPHIPs (at or under 247% federal poverty level (FPL)), the number uninsured below 200% of the FPL was added to .25 of the number uninsured between 200% and 399% of the FPL (source 2014 5 year ACS).



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Coastal Campaign: Applying Best Results & Lessons Learned to Expansion Counties

- Recognize most productive enrollment partners
 - Most collaborative
 - Sense of mission and urgency
 - Most productive/proactive in digging deep in the communities they already serve
- Blueprint for how to work with the public schools and City/County recreation dept. & community collaboratives
- Reach & contacts established: library system, DFCS, Juvenile Justice, Health Dept. for expansion counties
- Fully-invested in our “mobile enrollment” services
- Engaged City/County PIO offices for access to promotion & media contacts, PSA production resources



Thank you!

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coastalcampaign.org



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Connecting Kids to Coverage National Campaign Resources



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

Hattiesburg Outreach Video



Video link: <https://youtu.be/X0A2HPIH6hs>



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Making Outreach Work – 5 Things Cities Can Do



City leaders know their cities thrive when their residents are healthy and financially secure. When families have health insurance, the burden on hospital emergency rooms is reduced, families avoid the sky-high medical debt that often results in a financial crisis, and children are healthier, which means parents take less time off of work to care for sick kids. City leaders therefore have a vested interest in seeing their residents covered and are uniquely positioned to reach families to share information about Medicaid and the Children's Health Insurance Program (CHIP). The National League of Cities' (NLC) Institute for Youth, Education, and Families (YEF Institute), a national partner working alongside the Connecting Kids to Coverage National Campaign since 2012 to help spread the word about Medicaid and CHIP to families, works with city leaders to support efforts such as access to health coverage to improve outcomes for children and families.

Through its YEF Institute, NLC worked closely with eight cities over a three-year period (between 2013 and 2015) to design and implement city-led Medicaid and CHIP outreach and enrollment campaigns. The [Cities Expanding Health Access for Children and Families \(CEHACF\)](#) initiative shows that cities can help move the needle on health coverage in their communities. Working in partnership with community-based organizations (CBOs) and local enrollment experts, these campaigns led to more than 20,000 enrollments and 5,000 renewals in Medicaid and CHIP for low-income children and their parents. CEHACF cities have demonstrated how outreach and enrollment strategies can be embedded into their municipal infrastructure. NLC has compiled learnings from the CEHACF initiative into the [Cities Promoting Health Care Coverage for Children and Families: A Municipal Action Guide](#). The Campaign has collaborated with NLC to offer the tips below which outline five ways to help reach and enroll children into Medicaid and CHIP by engaging city and local leaders as partners:

1. Engage local elected officials to use their bully pulpit to help educate and direct families to application assistance. City leaders can help educate and reach families who may not be aware of the availability of free or low-cost coverage. Local elected leaders can use their "bully pulpit" to serve as champions and messengers to share educational information and local enrollment assistance opportunities. Mayors in [Pittsburgh](#) and [Garden City, MI](#) both recorded public service announcements discussing the importance of health coverage and sharing local enrollment information, which were aired as a preview to summer movies in city parks and on the local public access channel, respectively. City leaders can also attract local media to cover events and help to highlight efforts. Local media in Hattiesburg, MS covered the mayor as he knocked on residents' doors in a local housing complex to help spread the word about enrollment events.



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

“Covered” Video and Radio PSA

- New public service announcements to help inform parents and caretakers how to get children covered in Medicaid or CHIP
- Radio and video scripts also available
- English and Spanish versions
- Available here:
<https://www.insurekidsnow.gov/library/index.html#PSA>



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Connecting Kids to Coverage
National Campaign



RADIO PUBLIC SERVICES ANNOUNCEMENTS (PSA)
LIVE READ SCRIPTS – “COVERED”

/// RADIO – ENGLISH

MOM: We parents hear our kids say lots of things that can get us pretty worked up... Things like...

KID: Look, ma—no hands!

MOM: And...

KID: Ouch! That hurt!

MOM: Look, you'll never completely stop worrying about your kids. But you can breathe a little easier... with free or low-cost health insurance through Medicaid and CHIP programs in your state. The trick is, they're covering more kids and better than ever before. So even if you've applied in the past... even if you don't qualify... your kids can now be eligible for regular doctor and dentist visits, prescriptions and more. So the next time you hear...

KID: Ooh...I don't feel so good...

MOM: Relax... Your kids can be covered.

TEEN [20]: Get us kids covered today. If families of four earning up to \$40,200 a year or more may qualify. Just go to insurekidsnow.gov or call 1-877-Kids-Now. That's 1-877-645-7689. Paid for by the US Department of Health and Human Services.



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



Additional Campaign Materials



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



Digital Media Tools



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



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Examples of Material Topics

- Back-to-School
- Oral Health
- Vision
- Teens
- Sports
- Year-round Enrollment



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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 \$48,600 a year or more may qualify.

Go to HealthCare.gov or call **1-800-318-2596** (TTY: 1-855-889-4325) learn more about affordable health coverage for your family.

LOGO 1 LOGO 2

HealthCare.gov

CHIP Poster No. 1037 June 2014

When kids have health insurance, we all breathe easier.

Whether it's allergies, asthma or just a common cold, your kids can get the care they need. Medicaid and CHIP offers 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 \$48,600 a year or more may qualify.

Go to HealthCare.gov or call **1-800-318-2596** (TTY: 1-855-889-4325) to learn more about affordable health coverage for your family.

HealthCare.gov

CHIP Poster No. 1037 June 2014

Learn how to request material customization here:

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



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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](https://twitter.com/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?



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Thank you!



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