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

June 20, 2017
2:00 p.m. EDT

InsureKidsNow.gov
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 Thing 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
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
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
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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[Image of children and text: Our health is what matters most]

[Image of Workforce Development Officer]

[Image of Police Car]

[Image of Summer Youth Employment Program]

[Image of Healthy Kids]

[Image of InsureKidsNow.gov]
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

- 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
Thank you!

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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.
Town & Gown Partnership

- Dually connected personnel
- University contracts
- Shared responsibilities
Former Mayor DuPreee, 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

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>62%</td>
</tr>
<tr>
<td>2015</td>
<td>46%</td>
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</tbody>
</table>

Target Area Eligible, but Not Enrolled

<table>
<thead>
<tr>
<th>Year</th>
<th>Adults</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>29%</td>
<td>23%</td>
</tr>
<tr>
<td>2015</td>
<td>17%</td>
<td>11%</td>
</tr>
</tbody>
</table>
Extending & Expanding Outreach through partnerships

The E³ Health Initiative has resulted in roughly 2 million dollars for health access programming in south Mississippi.
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
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
Mayor’s Campaign for Healthy Kids and Families
(July 2014-December 2015)

Funder - Cities Expanding Health Access for Children and Families

Administration & Leadership

City’s poverty reduction initiative.

Community’s healthcare collaborative

Strategic leadership & Project implementation

Hon. Edna B. Jackson

NLC NATIONAL LEAGUE OF CITIES

Cities Strong Together

step up savannah

Chatham County SafetyNet Planning Council

InsureKidsNow.gov
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
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
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).
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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Hattiesburg Outreach Video

Video link: https://youtu.be/X0A2HPIH6hs
Making Outreach Work – 5 Thing Cities Can Do

City leaders know that their cities thrive when their residents are healthy and financially secure. When families have health insurance, the burden on hospitals 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 work to care for sick kids. City leaders therefore have a vested interest in seeing that their needs are 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 (IYE), leading a national partnership 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 the children and families.

Through its IYE Institute, NLC worked directly with eight cities over a three-year period (2012 and 2013) to design and implement city-led Medicaid and CHIP outreach and enrollment campaigns. The Cities Expanding Health Access for Children and Families (CEAHF) initiative shows that cities can help move the nation to health coverage in their communities. Working in partnership with community-based organizations (CBOs) and local enrollment experts, these campaigns led to more than 59,000 enrollments and 3,000 new enrollments in Medicaid and CHIP for low-income children and their parents. CEAHF cities have demonstrated how outreach and enrollment strategies can be enabled within their municipal infrastructure. NLC has compiled learnings from the CEAHF Initiative into the Cities Promoting Health Care Coverage for Older Americans (PROMISE) 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 low-cost coverage. Local elected leaders can see that “My City!” to serve as champions and messengers to share educational information and local enrollment assistance opportunities. Regionally, Pittsburgh and Kansas City, both included public service announcements reviewing the importance of health coverage and sharing local enrollment information, which newsletter was aware to summarize the events in city hall, city leaders can also highlight efforts. Local media in last week has covered the event as a boost to enrollment.

5 Things Cities Can Do

- 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
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

#Enroll365
Make sure this year’s school’s pictures includes a winning smile.

#Enroll365
Health coverage for your future race car driver.

InsureKidsNow.gov
Examples of Material Topics

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

Learn how to request material customization here:
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?
Thank you!