



Increasing Health Care Access for Teens through Medicaid and CHIP

January 24, 2018

3:00 p.m. ET

Connecting Kids to Coverage National Campaign



InsureKidsNow.gov

Agenda

- Overview and Introductions
- Engaging Virginia Teens in Medicaid & CHIP Programs
- Increasing the Dialogue Around Important Adolescent Health Topics
- Leveraging Health and Physical Education to Enroll Teens in Health Coverage
- Campaign Resources
- Questions and Answers



Poll Question: Are you currently working to enroll teens in Medicaid and CHIP?

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



Poll Question: How are you currently working to enroll teens in Medicaid and CHIP?

- a. Partnering with other community initiatives**
- b. Setting up a table at school and community events**
- c. Posting information on social media**
- d. Co-sponsoring local events**
- e. Other**





Denise Daly Konrad
Director of Strategic Initiatives and Policy
Virginia Health Care Foundation



Virginia Health Care Foundation

- The **Virginia Health Care Foundation (VHCF)** is a public/private partnership founded in 1992.
- VHCF uses a multi-pronged approach to fulfill its mission of increasing access to primary health care for uninsured and medically underserved Virginians.
 - ✓ Help eligible children, teens, and pregnant women enroll in state-sponsored health insurance via Project Connect.
 - ✓ Grants and other initiatives to support health safety net organizations that provide direct services to uninsured and medically-underserved Virginians.



Virginia Health Care by the Numbers

- Participation in Virginia's Children's Medicaid and CHIP programs is slightly lower than the national average (VA: 91.2%; US: 93.1%).
- As of 2015, enrollment in contiguous states ranged from a "low" of 94.1% (Maryland) to a high of 98.6% (Washington, D.C.) (InsureKidsNow.gov).
- More than 40% of Virginia's uninsured children (39,000) are between the ages of 13 and 18.



VHCF's Child Health Insurance Initiatives

- Virginia's Medicaid and CHIP programs are collectively known as the "FAMIS" programs.
 - Medicaid = FAMIS Plus; CHIP = FAMIS)
- VHCF's initiatives focus on increasing the number of children and pregnant women covered through FAMIS programs by:
 - Helping children and pregnant women apply for and enroll in state-sponsored health insurance programs
 - Improving retention and annual renewal of coverage
 - Providing training, technical assistance and support to organizations that provide outreach and enrollment
 - Advocating for policy and program improvements

VHCF's Child Health Insurance Initiatives

SignUpNow

- Training & technical assistance on state-sponsored health coverage programs
- 3.5-hour in-person regional training as well as online training.
- Quarterly newsletter and information toolkit
- Over **11,000** trained.

Project Connect

- Specialized network of in-person assistance focused on state-sponsored health insurance for children, pregnant women, and low income parents.
- Over **95,000** children and pregnant women have enrolled or renewed.



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

Teen-Focused Strategies

- 29% of all *Project Connect* enrollments have come from school referrals to Outreach Workers (OWs).
- VHCF worked with the Department of Education to design an outreach plan in 2016 that ties FAMIS outreach and enrollment (O&E) to two activities teens like most – sports and driving.
 - Strategies for sports are consistent with the CMS strategy guide, *The Game Plan*.
 - DOE and DMAS have a longstanding collaborative agreement through which a State Superintendent’s Memo about FAMIS is sent to school division superintendents each August for distribution to all students.
 - These approaches do not require schools to provide individual student personal information to OWs, so there are no privacy concerns related to the *Family Educational Rights and Privacy Act (FERPA)*.



Why VHCF & DOE Selected These Approaches to Reach Teens

- Relatively simple, very focused concepts;
- Inexpensive to design, implement and sustain;
- Systemic change focused on students and faculty/staff;
- Statewide approach with a broad reach;
- Clear support from DOE and VHSL;
- Consistent with, and builds on, *The Game Plan*;
- Complemented existing outreach efforts underway at DOE and local school districts;
- Health insurance literacy is an important life skill for *all* teens;



FAMIS Information on Sports Physical Form in Virginia

- Added language about the FAMIS programs to the *Virginia High School League Athletic Participation / Parental Consent / Physical Examination Form*, via the state high school leagues' Sports Medicine Advisory Committee.
- With this addition, families whose teens wish to play high school sports, but do not have insurance, can learn about the FAMIS programs and be well-educated about their coverage options.
- **Status**: Live and accessible as July 1, 2017





PART IV -- ACKNOWLEDGEMENT OF RISK AND INSURANCE STATEMENT

(To be completed and signed by parent/guardian)

I give permission for _____ (name of child/ward) to participate in any of the following sports that are not crossed out: baseball, basketball, cheerleading, cross country, field hockey, football, golf, gymnastics, lacrosse, soccer, softball, swimming/diving, tennis, track, volleyball, wrestling, other (identify sports): _____

I have reviewed the individual eligibility rules and I am aware that with the participation in sports comes the risk of injury to my child/ward. I understand that the degree of danger and the seriousness of the risk varies significantly from one sport to another with contact sports carrying the higher risk. I have had an opportunity to understand the risk inherent in sports through meetings, written handouts, or some other means. He/she has student medical/accident insurance available through the school (yes__ no__); has athletic participation insurance coverage through the school (yes__ no__); is insured by our family policy with:

Name of Medical Insurance Company: _____

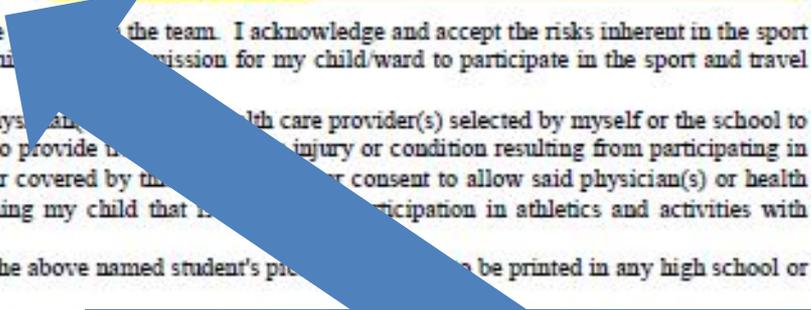
Policy Number: _____

Name of Policy Holder: _____

I am aware that participating in sports will involve _____ the team. I acknowledge and accept the risks inherent in the sport and with the travel involved and with this knowledge in making my permission for my child/ward to participate in the sport and travel with the team.

By this signature, I hereby consent to allow the physician(s) and health care provider(s) selected by myself or the school to perform a pre-participation examination on my child and to provide treatment for any injury or condition resulting from participating in athletics/activities for his/her school during the school year covered by this consent. I also consent to allow said physician(s) or health care provider(s) to share appropriate information concerning my child that is necessary for his/her participation in athletics and activities with coaches and other school personnel as deemed necessary.

Additionally I give my consent and approval for the above named student's picture to be printed in any high school or VHSL athletic program, publication or video.



Contact: Cover Virginia
at www.coverva.org or
call 855.242.8282.



Training for Coaches

- Created and distributed 30-hour continuing education (CE) on-demand webinar about the FAMIS programs for athletic trainers, athletic administrators, coaches and other school administrators that will apply towards CE requirements.
- **STATUS**: Live and accessible as of April 1, 2017



Lesson Plans

- Developed and distributed lesson plans about FAMIS programs and how to apply for Drivers' Education and 9th Grade Health and Physical Education on health insurance and health insurance literacy.
- **STATUS**: Live and accessible as of May 1, 2017



Customized Posters and Palmcards

- Developed teen-focused print materials about the FAMIS programs, customized with the local Outreach Workers' contact information, and distributed via 9th Grade Health and Physical Education teachers in localities served by OWs.
- **STATUS**: Materials available for distribution as of January 2018.



Sample VHCF Materials



There's more to your teen's health than working out or wearing a seatbelt.

While driving safely and working out are important to keeping teens healthy, there's more to the puzzle. They need health insurance.

Health insurance pays for preventive care, like annual check-ups and vaccines, to keep teens healthy. And, health insurance pays for medical care and prescription medicines when teens are sick or hurt. It also gives them access to emergency care, mental health services, dental care (including braces), glasses and more.

Sign up for health insurance through the FAMIS programs at any time. Children and teens up to age 19 are eligible. There are no enrollment fees or premiums. And, remember - renew coverage each year!

Check out www.coverva.org or call 1-855-242-8282 for more details, like income eligibility requirements.



This project is supported by the US Centers for Medicare and Medicaid Services, in partnership with the Virginia Health Care Foundation.



Health insurance gets you in the game!

Did you know that all student athletes in Virginia must have health insurance to play sports?



Not only is health insurance a requirement to get and stay on the team, having health insurance keeps you healthy by covering preventive care, like annual check-ups and vaccines. And, it helps your family pay for medical care and prescription medicines when you are sick or hurt. It also gives you access to emergency care, mental health services, dental care (including braces), eye exams and glasses and more.

You can enroll in health insurance through the FAMIS programs 365 days a year. Children and teens up to age 19 are eligible. There are no enrollment fees or premiums. Remember - renew your coverage each year to stay insured!

Go to coverva.org or call 1-855-242-8282 to learn more about health coverage for the children and teens in your family!



This project is supported by the US Centers for Medicare and Medicaid Services, in partnership with the Virginia Health Care Foundation.



Health insurance for teens who just want to have fun!

Have fun and stay healthy! Health insurance through the FAMIS programs covers check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions, glasses, braces and more for children and teens up to age 19. And, it helps your family pay for medical care and prescription medicines when you are sick or hurt.

You can sign up for health insurance through the FAMIS programs at any time. Remember - renew your coverage each year to stay insured!



Go to coverva.org or call 1-855-242-8282 to learn more about health coverage for the children and teens in your family!



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Overview

Medical

Dental

Rx Medicines

Behavioral Health

▼ Child Health Insurance

- Resources to Reach Teens
- Project Connect
- SignUpNow

Workforce Initiatives

Resources to Reach Teens

Engaging teens in the FAMIS programs can be challenging. More than 40% of uninsured Virginia children are between the ages of 13 and 18 (39,000). The outreach strategies below tie FAMIS outreach and enrollment to two activities teens like most – sports and driving.

Note: These approaches do not require schools to provide individual student personal information to outside organizations, so there are no privacy concerns related to the *Family Educational Rights and Privacy Act*.

Continuing education (CE) module about the FAMIS programs for athletics staff, coaches and other interested school faculty and staff.

The online module takes about 30 minutes to complete. For a preview of the module, click [here](#).

Health insurance and health insurance literacy lesson plans. The lesson plans include information about why health insurance is important and how it works, as well as information about the FAMIS programs and how to apply.

9th Grade Health and Physical Education

Drivers' Education

Virginia High School League Athletic Consent/Parental Permission/Sports Physical Form

The *2017 – 2018 Form*, required for teens who participate in sports through Virginia's public schools, now includes language about the FAMIS programs.

FAMIS Outreach and Enrollment Resources

For More information about the FAMIS Programs, go to [Cover Virginia](#).

To find local 1-on-1 application assistance:

Outreach Workers and Navigators are specially trained to walk families through the application process for the FAMIS programs. Click on the links below to find someone near you.

- [Project Connect](#)
- [ENROLL Virginia!](#)



Best Practices to Engage Families, Encourage Teen Enrollment

- Partner with organizations generally trusted by families, that can facilitate access to a large group of eligible uninsured children.
- Show families and their teens that you have a vested interest in children's health.
- Connect on-the-go with a “Mobile Office” and be readily-accessible when convenient for families.
- Hire OWs who connect with families of all sorts and can effectively interact with state and local agency staff.



Best Practices to Engage Families, Encourage Teen Enrollment

- One-On-One assistance generally addresses:
 - Overcoming language barriers;
 - Uncertainty with how to complete long application and the technology involved;
 - Difficulty gathering documentation;
 - Lack of awareness of programs or eligibility requirements;
 - Family's limited understanding of the value and importance of coverage;
 - Family's reluctance to seek help from a government program;
 - Undocumented parents' worry that enrolling their U.S. Citizen children in the FAMIS programs will prevent the parent from becoming a citizen in the future, because he/she accessed a government benefit before becoming a legal resident.



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Engaging Teens in Virginia Medicaid & CHIP Programs

For more information:

Virginia Health Care Foundation

dkonrad@vhcf.org

www.vhcf.org



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Paula Keyes Kun
Senior Advisor to the CEO
SHAPE America



InsureKidsNow.gov



SOCIETY
OF HEALTH
AND PHYSICAL
EDUCATORS®

health. moves. minds.

Our History

The association now known as **SHAPE America** began in 1885 as the Association for the Advancement of Physical Education (AAPE).



Our Mission

We are the nation's largest membership association of **health and physical educators.**

Working together with our 50 state affiliates, our mission is to **advance professional practice and promote research** related to health and physical education, physical activity, sport and dance.



Our vision

A nation where all children are prepared to lead healthy, physically active lives.



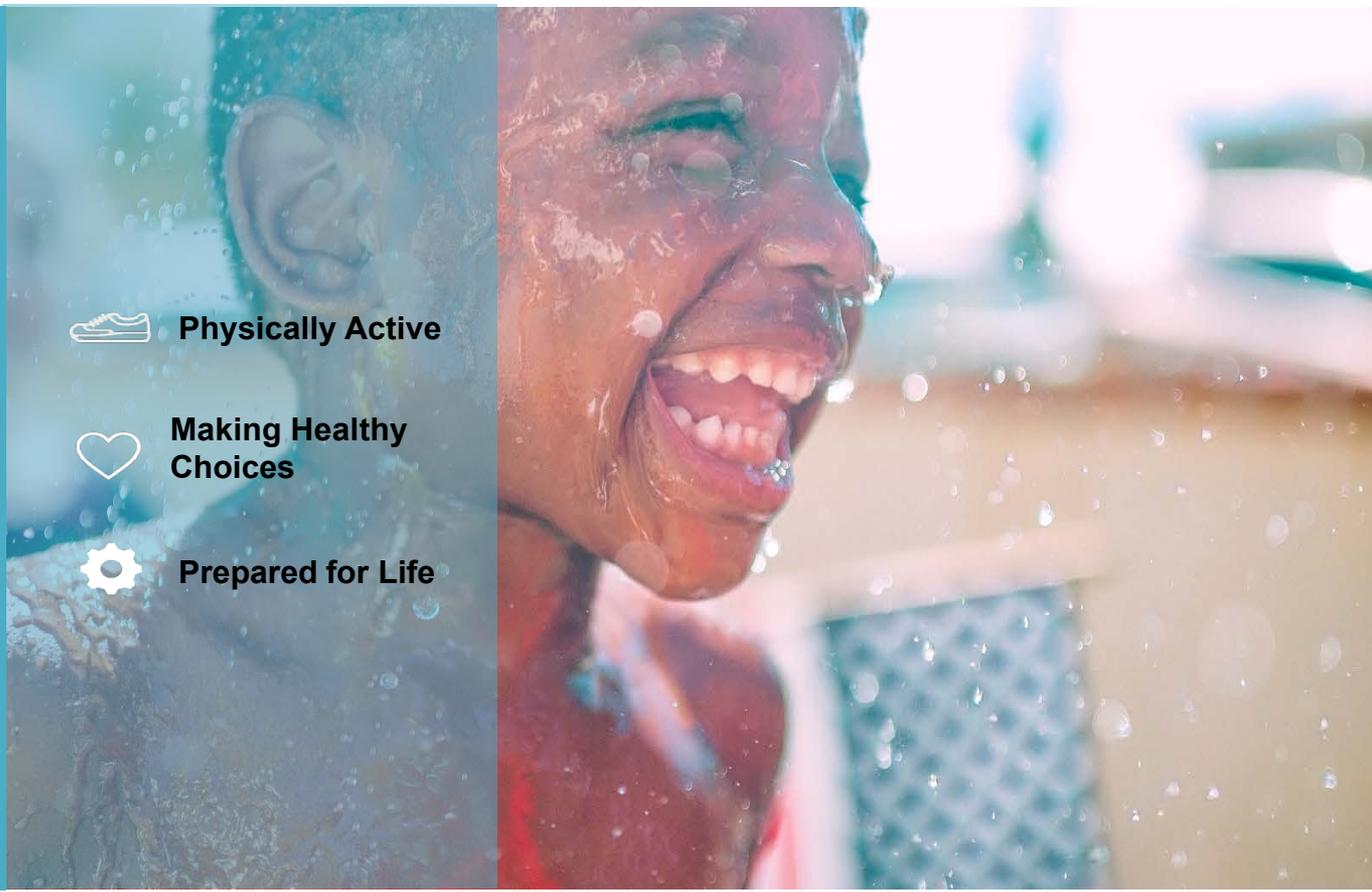
Physically Active



Making Healthy Choices



Prepared for Life



SHAPe SOCIETY OF HEALTH AND PHYSICAL EDUCATORS®
America

health. moves. minds.



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Founding Partner

- Jump Rope For Heart/Hoops For Heart
- Active Schools
- PYFP



SHAPE America and the American Heart Association collaborate on the Jump Rope For Heart and Hoops For Heart programs.



Our Goal: 50 Millions Students in U.S.



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Our Commitment is Strong

50 Million Strong is SHAPE America's commitment to put all children on the path to **health and physical literacy** through effective health and physical education programs.



Learn More and Get Involved



A website
full of
resources.



shapeamerica.org



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SHAPE America Download Library

Classroom-ready & teacher-friendly resources you can use right now to help your students on the path to health and physical literacy.

POSTERS / INFOGRAPHICS

CURRICULUM / LESSONS

ACTIVITY IDEAS ↓

E-GUIDES / E-TEMPLATES

8.5 X 11 ELEMENTARY National Standards Poster

What I Learn in PE Class

Every day, your physical education teacher uses the National Standards for K-12 Physical Education to help you become a physically literate person. Being physically literate is a fancy way of saying that you know how to be physically active and that you enjoy being physically active. Learning to be physically literate in physical education class now will help you continue to be healthy and active when you grow up.

Look at the National Standards to help you understand what you are learning in PE.

A physically literate individual:	What this means to me:
1 demonstrates competency in a variety of motor skills and movement patterns.	I have the skills to move and play.
2 applies knowledge of concepts, principles, strategies and tactics related to movement and performance.	I show that I know how to move and use a plan when I play games.
3 demonstrates the knowledge and skills to achieve and maintain a health-enhancing level of physical activity and fitness.	I show that I know how to get fit and stay fit.
4 exhibits responsible personal and social behavior that respects self and others.	I act fairly and respectfully when I play.
5 recognizes the value of physical activity for health, enjoyment, challenge, self-expression and/or social interaction.	I know why it is important to be physically active.

SHAPE America logo and 50th Anniversary badge.

16 X 20 ELEMENTARY National Standards Poster

What I Learn in PE Class

Every day, your physical education teacher uses the National Standards for K-12 Physical Education to help you become a physically literate person. Being physically literate is a fancy way of saying that you know how to be physically active and that you enjoy being physically active. Learning to be physically literate in physical education class now will help you continue to be healthy and active when you grow up.

Look at the National Standards to help you understand what you are learning in PE.

A physically literate individual:	What this means to me:
1 demonstrates competency in a variety of motor skills and movement patterns.	I have the skills to move and play.
2 applies knowledge of concepts, principles, strategies and tactics related to movement and performance.	I show that I know how to move and use a plan when I play games.
3 demonstrates the knowledge and skills to achieve and maintain a health-enhancing level of physical activity and fitness.	I show that I know how to get fit and stay fit.
4 exhibits responsible personal and social behavior that respects self and others.	I act fairly and respectfully when I play.
5 recognizes the value of physical activity for health, enjoyment, challenge, self-expression and/or social interaction.	I know why it is important to be physically active.

SHAPE America logo and 50th Anniversary badge.

8.5 X 11 SECONDARY National Standards Poster

What I Learn in PE Class

Every day, your physical education teacher uses the National Standards for K-12 Physical Education to help you become a physically literate person. Being physically literate is a fancy way of saying that you know how to be physically active and that you enjoy being physically active. Learning to be physically literate in physical education class now will help you continue to be healthy and active when you grow up.

Look at the National Standards to help you understand what you are learning in PE.

A physically literate individual:	What this means to me:
1 demonstrates competency in a variety of motor skills and movement patterns.	I have the skills to move and play.
2 applies knowledge of concepts, principles, strategies and tactics related to movement and performance.	I show that I know how to move and use a plan when I play games.
3 demonstrates the knowledge and skills to achieve and maintain a health-enhancing level of physical activity and fitness.	I show that I know how to get fit and stay fit.
4 exhibits responsible personal and social behavior that respects self and others.	I act fairly and respectfully when I play.
5 recognizes the value of physical activity for health, enjoyment, challenge, self-expression and/or social interaction.	I know why it is important to be physically active.

SHAPE America logo and 50th Anniversary badge.



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Professional Development with SHAPE America

SHAPE America® | **ONLINE** INSTITUTE 



Workshops



Continuing Education Credits



Webinar



Initiatives



Research



Podcasts

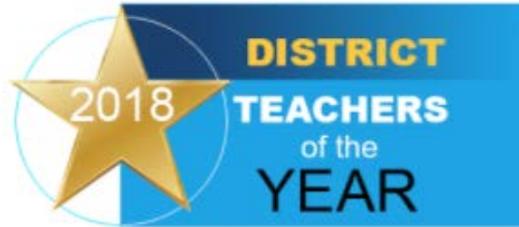


with Collin Brooks, Matt Pomeroy, and Stephanie Sandino



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Recognition Programs and Celebrating Excellence





Melanie Lynch, M.Ed.
2016 SHAPE America
National Health Teacher of the Year



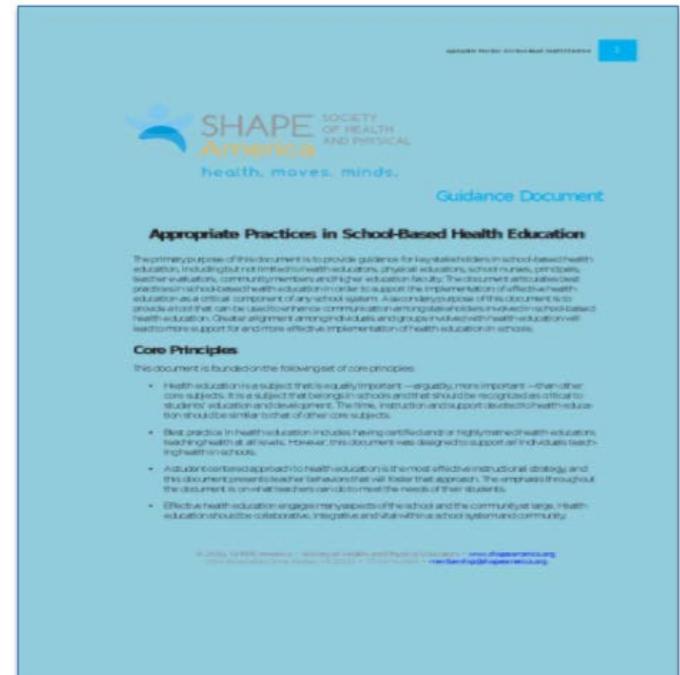
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Building Health Literacy with Teenagers



Health Literacy is the ability to access, understand, appraise, apply and advocate for health information and services in order to maintain or enhance one's own health and the health of others.

Bridging the Gap:
99% of Americans can read,
But only **12%** are health literate.



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Building Health Literacy with Teenagers



Health Knowledge vs. Health Behavior

Health Knowledge Quiz

Directions: For each of the statements below, write TRUE or FALSE in the appropriate space.

1. Wearing seatbelts can reduce the risk of being seriously hurt or killed in a car accident.
2. Abuse of cigarettes, alcohol or other tobacco products can have a negative effect on your health.
3. A healthy diet should include lots of fruits, vegetables, grains, lean proteins and dairy, and should limit the amounts of fats, oils, and sweets.
4. Having a positive attitude is an important part of your mental and emotional health.
5. Regular exercise is good for your physical health.
6. Doctors recommend that the average person get at least 7-8 hours of sleep each night.
7. Stress can sometimes cause serious health problems.
8. Brushing and flossing your teeth everyday can help reduce cavities and gum disease.



Health Behavior Quiz

1. I wear a seatbelt **every time** I ride in a car.
2. I do not misuse cigarettes, alcohol or other drugs.
3. I eat a lot of fruits, vegetables, breads, cereals, and eat very little fats, oils and sweets.
4. I am usually in a good mood and get along with most people.
5. I get a half hour of vigorous exercise at least 3-4 times per week.
6. I get at least 7-8 hours of sleep each night.
7. I handle stress well.
8. I brush and floss my teeth **everyday**.

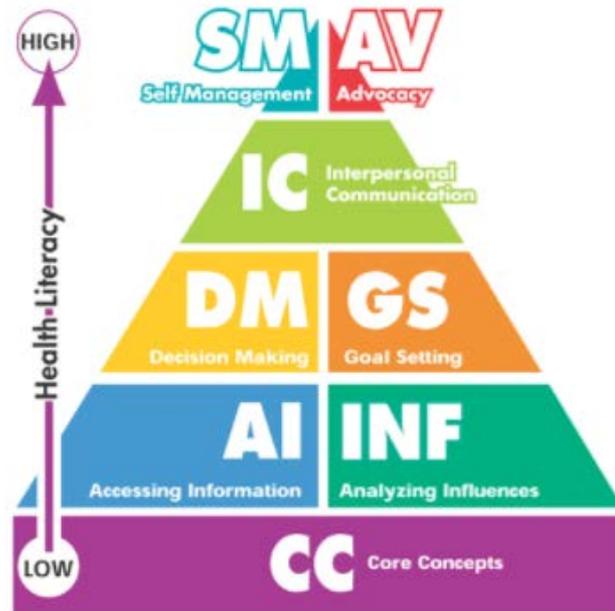


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Building Health Literacy with Teenagers



Instituting Functional Knowledge



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Building Health Literacy with Teenagers



Thank you!

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@MelanieLynch52

More Information from SHAPE America

- Access to Materials:
 - [Resources & Publications](#)
 - [Digital Download Library](#)
- Professional Development Opportunities:
 - [Webinars, Online Courses](#)
 - [New Online Institute](#)
- [50 Million Strong Site](#)
- [Teacher of the Year Program](#)

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Innovation



Connections



Expo! Expo!



Trends



Networking



Research

For More Please Visit: www.shapeamerica.org



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Contact SHAPE America

Interested in reaching out to health and physical educators across the country?

Contact me!

Paula Keyes Kun

Senior Advisor to the CEO, SHAPE America

pkun@shapeamerica.org

703-476-3461

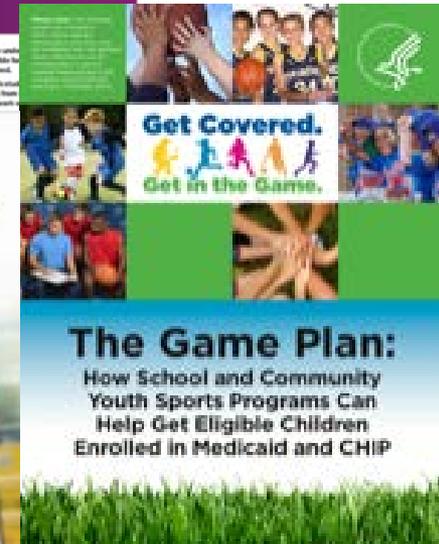
Connecting Kids to Coverage National Campaign Resources



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

Teen Outreach Resources

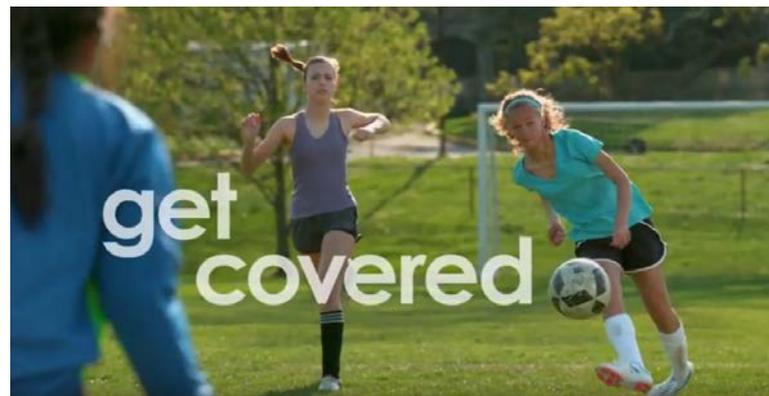
- School-Based Outreach and Enrollment Toolkit
- Outreach Materials for Teens
- “10 Things Schools Can Do” One Pager
- “Get Covered. Get in the Game” Strategy Guide
- Multimedia Materials



“Covered” Video and Radio PSA

- **Public Service Announcements** to help inform parents and caretakers how to get children covered in Medicaid or CHIP.
- **Radio and Video Scripts** are also available.
- **English and Spanish Versions** are available here:

www.insurekidsnow.gov/library/index.html#PSA



 | InsureKidsNow.gov
Connecting Kids to Coverage
National Campaign



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

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 hurts!

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 truth is, they're covering more kids, and more 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: Ouh... I don't feel so good...

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

TEEN (20): Get us kids covered today. Families of four earning up to \$40,200 a year or more may qualify. Just go to insurekidsnow.gov or call 1-877-KidsNow. That's 1-877-543-7868. Paid for by the US Department of Health and Human Services.



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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



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

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

CKC Campaign Outreach Tool Library

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

Engage with the Campaign on Social Media:

- Follow us on Twitter **@IKNGov**
- Re-tweet, share or tag messages using the hashtags:
 - #Enroll365, #KidsEnroll, #Medicaid and #CHIP
- Sign up for [“Campaign Notes” eNewsletter](#)
- Email us at: ConnectingKids@cms.hhs.gov



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Share What Is Working For You



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

Questions?



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

Thank you!



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