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.
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 travel with the team. I acknowledge and accept the risks inherent in the sport and with the travel involved and with this knowledge in mind, I give 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) or health care provider(s) selected by myself or the school to perform a pre-participation examination on my child and to provide the results. I consent to any injury or condition resulting from participating in athletics/activities for his/her school during the school year covered by this form. I consent to allow said physician(s) or health care provider(s) to share appropriate information concerning my child that is necessary for 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

Health insurance gets you in the game!
Did you know that all student athletes in Virginia must have health insurance to play sports?

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.

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, doctors and dental 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 COVERVAPATH or call 1-855-242-8282 to learn more about health coverage for the children and teens in your family.

InsureKidsNow.gov
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.
Engaging Teens in Virginia Medicaid & CHIP Programs

For more information:

Virginia Health Care Foundation
dkonrad@vhcf.org
www.vhcf.org
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.
Founding Partner

- Jump Rope For Heart/Hoops For Heart
- Active Schools
- PYFP
Our Goal: 50 Millions Students in U.S.
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
Professional Development with SHAPE America

- Workshops
- Webinar
- Research
- Podcasts
- Continuing Education Credits
- Initiatives

with Collin Brooks, Matt Pomeroy, and Stephanie Sandino

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InsureKidsNow.gov
Recognition Programs and Celebrating Excellence
Melanie Lynch, M.Ed.
2016 SHAPE America
National Health Teacher of the Year
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.
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 seatbelt can reduce the risk of being seriously hurt or killed in a car accident.
2. Abuse of substances, 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. It 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 to 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 use cigarettes, alcohol or other drugs.
3. I eat a lot of fruits, vegetables, breads, cereals and eat very little fats, oil and sweets.
4. I am usually in a good mood and get along with most people.
5. I get at least half hour of vigorous exercise at least 3 to 4 times per week.
6. I get at least 7 or 8 hours of sleep each night.
7. I handle stress well.
8. I brush and floss my teeth everyday.
Building Health Literacy with Teenagers

Instituting Functional Knowledge

[Diagram showing levels of health literacy with categories such as Self Management, Advocacy, Interpersonal Communication, Decision Making, Goal Setting, Accessing Information, Analyzing Influences, Core Concepts.]
Building Health Literacy with Teenagers

Thank you!

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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

For More Please Visit: www.shapeamerica.org
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
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
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
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:
CKC Campaign Outreach Tool Library

Outreach Video Library


Webinar Archive


• “School-Based Outreach Strategies to Reach Medicaid & CHIP-Eligible Students”

• “Back-to-School and School-Based Enrollment Strategies: Tried, True & New Ideas to Reach Families”
Keep in Touch With the CKC Campaign

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

InsureKidsNow.gov
Share What Is Working For You
Thank you!