



Outreach and Enrollment Strategies to Reach Rural Communities

July 31, 2018
1:00 p.m. ET



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



Agenda

- Introduction and Overview
- Working to Achieve Health Equity in Rural Communities
- Overview of CMS' Rural Health Strategy
- Engaging Rural Audiences and Leveraging Partner Relationships
- Ensuring Access to Education, Physical and Mental Health Services in Rural Communities
- Increasing Rural Health Well-Being Through Community Engagement and Targeted & Timely Resources
- Campaign Resources
- Questions and Answers



Working to Achieve Health Equity in Rural Communities

Dr. Cara James, PhD

Director

CMS' Office of Minority
Health (OMH)

Co-Chair, CMS Rural
Health Council



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Offices of Minority Health Within HHS



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CMS OMH Health Equity Framework



From Coverage to Care (C2C) Resources

- Roadmap to Better Care and a Healthier You
- 5 Ways to Make the Most of Your Coverage
- Managing Your Health Care Costs
- A Roadmap to Behavioral Health
- Videos
- Enrollment Toolkit
- Prevention Resources
- Partner Toolkit
- Community Presentation

Visit: <http://go.cms.gov/c2c>



Connected Care Resources

- **Information for Health Care Professionals**
 - Access resources and tools explaining the benefits of CCM and how to implement this service
- **Information for Patients**
 - Access easy-to-read information on the benefits of CCM for Medicare beneficiaries living with two or more chronic conditions
- **Campaign Partnership Resources**
 - Access information about partnering to bring awareness to CCM through the *Connected Care* campaign

Connected Care: The Chronic Care Management Resource



Spotlight
Connected Care: A Physician's Testimonial for Chronic Care Management

Watch this short video, in which Karen L. Smith, MD, FAAP, shares her experience offering Chronic Care Management (CCM) services to Medicare patients.

An estimated 117 million adults have one or more chronic health conditions, and one in four adults have two or more chronic health conditions. Through the Connected Care campaign, the CMS Office of Minority Health and the Federal Office of Rural Health Policy at the Health Resources & Services Administration will raise awareness of the benefits of CCM for patients with multiple chronic conditions and provide health care professionals with resources to implement CCM.

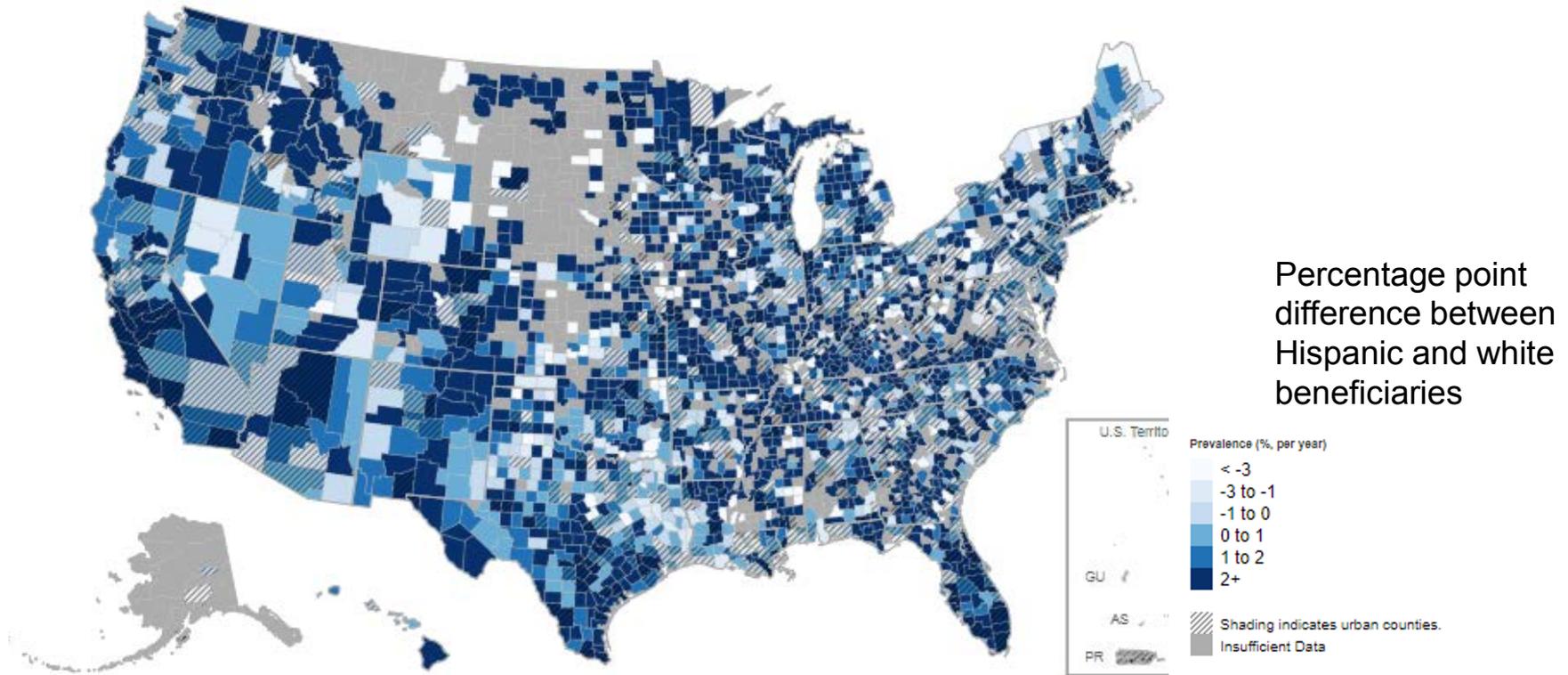


Visit: <http://go.cms.gov/CCM>



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Hispanic-White Disparities in Obesity Among Medicare FFS Beneficiaries, 2015



SOURCE: Centers for Medicare & Medicaid Services, Mapping Medicare Disparities (MMD) Tool. <https://data.cms.gov/mapping-medicare-disparities>. Accessed: February 6, 2018.



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What is Rural?

What is Rural?



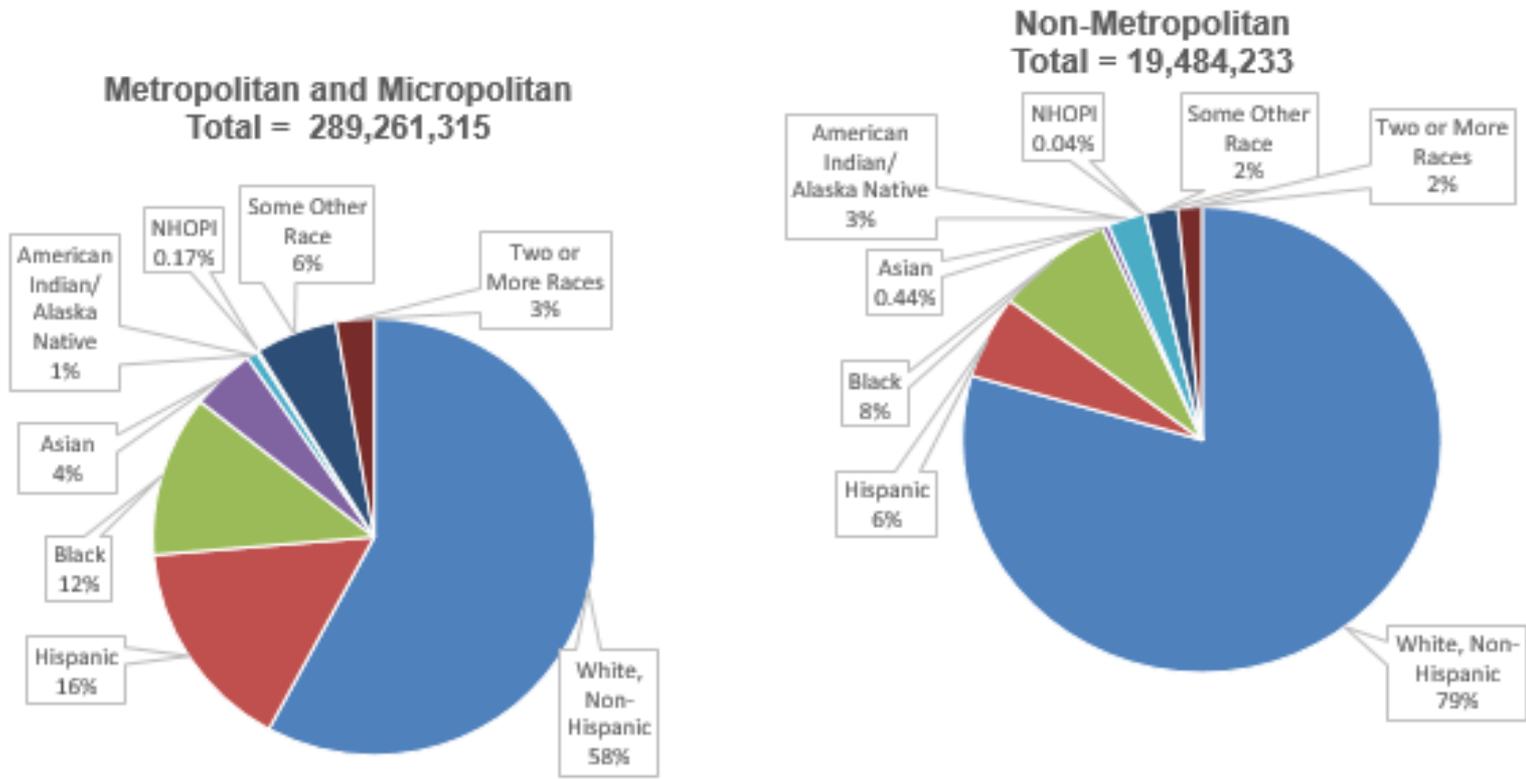
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Examples of Rural Classification Systems

Method	Unit of Measurement	Methodology	What is Included in “Rural”	U.S. Rural Population
Core-Based Statistical Areas (CBSA) Office of Management and Budget	County: 1) Metropolitan; 2) Micropolitan; and 3) Non-CBSA	A CBSA is a geographic entity associated with at least one core of 10,000 or more population, plus adjacent territory with a high degree of social and economic integration with the core as measured by commuting ties.	All non-metropolitan areas (i.e. micropolitan and non-CBSA)	46,293,406 (15.0%)
Urban and Rural Areas U.S. Census Bureau	Census Blocks and Block Groups	Urbanized Areas (UAs) are geographic areas of 50,000 or more people. Urban Clusters (UCs) are geographic areas of 2,500 to 50,000 people	All populations, housing, and territories not included within and urban area. (Excludes P.R.)	59,492,267 (19.3%)
Rural-Urban Commuting Areas (RUCA) U.S. Department of Agriculture	Census Tract: Whole numbers (1-8) delineate metropolitan & micropolitan, (9) small town, and (10) rural commuting areas	Classify U.S. census tracts using measures of population density, urbanization, and daily commuting, based on the size and direction of the primary (largest) commuting flows	Primary RUCA codes 4 through 10 (Micropolitan Area Core, population up to 49,999).	51,112,552 (16.6%)
Urban Influence Codes (UIC) U.S. Department of Agriculture	County: Subdivided into 2 metro categories and 10 non-metro categories, resulting in a 12-part county classification	Distinguishes metropolitan counties by population size of their metro area, and nonmetropolitan counties by size of the largest city or town and proximity/adjacency to metro and micropolitan areas	All non-metropolitan areas	46,451,671 (15.0%)*



Metropolitan and Non-Metropolitan Population by Race and Ethnicity



NOTE: About 19.5 million Americans live outside of a Core Based Statistical Area (metropolitan and micropolitan statistical areas) as defined by OMB.

SOURCE: U.S. Census Bureau. *Patterns of Metropolitan and Micropolitan Population Change: 2000 to 2010*. Issued September 2012.



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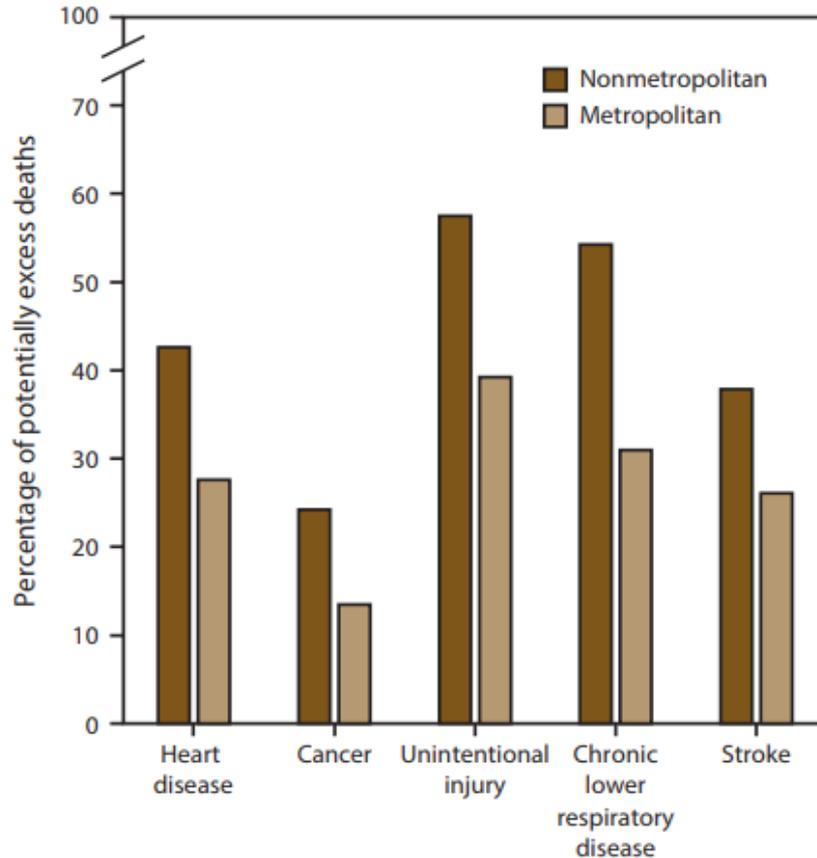
Improving Health Care in Rural Communities

Improving Health Care in Rural Communities



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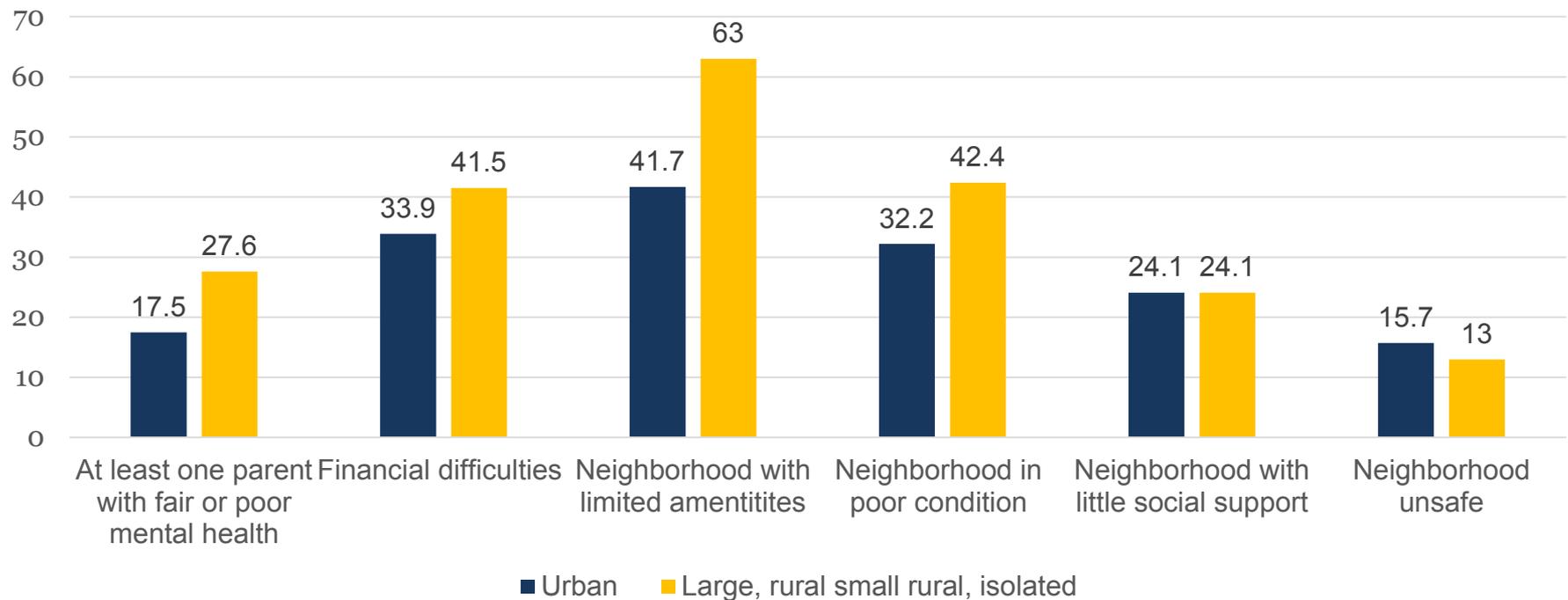
Potentially Excess Deaths



Percentage of potentially excess deaths* among persons aged <80 years for five leading causes of death in nonmetropolitan and metropolitan areas
National Vital Statistics System, United States, 2014



Family and community factors among children aged 2-8 years with mental, behavioral, and developmental disorders in urban and rural areas



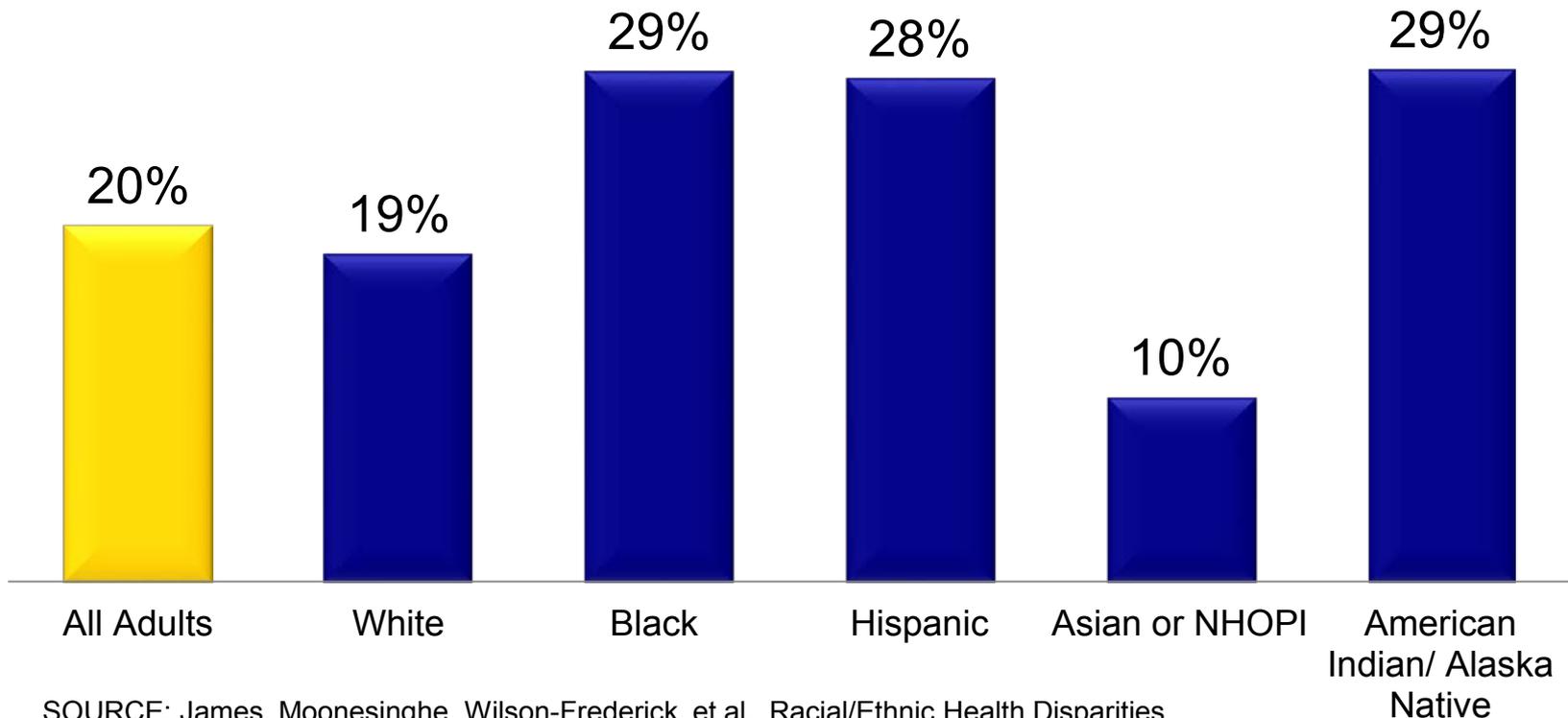
National Survey of Children's Health, United States, 2011-2012



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Fair or Poor Health Status Among Rural Adults by Race & Ethnicity, 2012-2015

Percent Reporting Fair or Poor Health



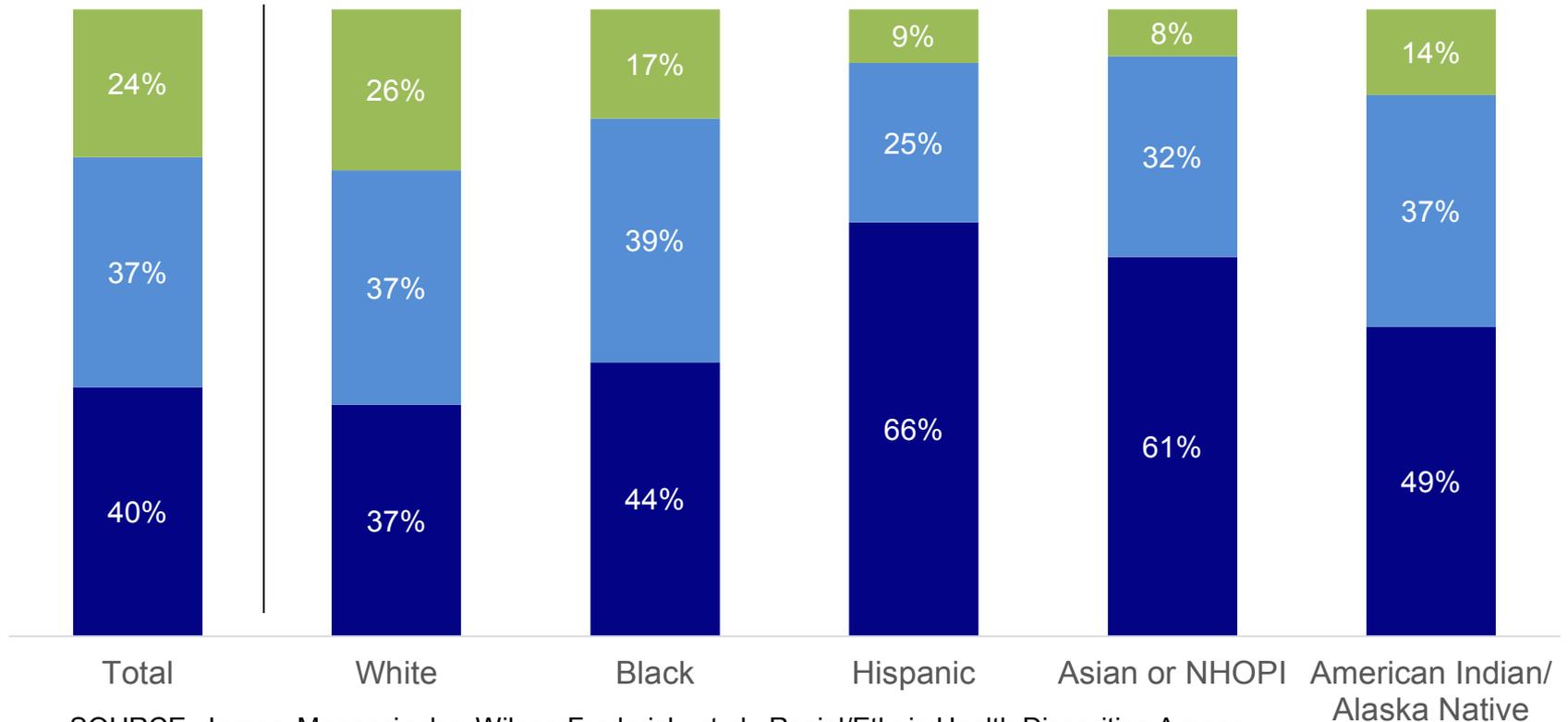
SOURCE: James, Moonesinghe, Wilson-Frederick, et al., Racial/Ethnic Health Disparities Among Rural Adults – United States, 2012-2015. *MMWR Surveill Summ* 2017; 66(No. 23): 1-9.



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Age Distribution of Rural Adults by Race and Ethnicity, 2012-2015

■ 18-44 years ■ 45-64 years ■ 65 or Older

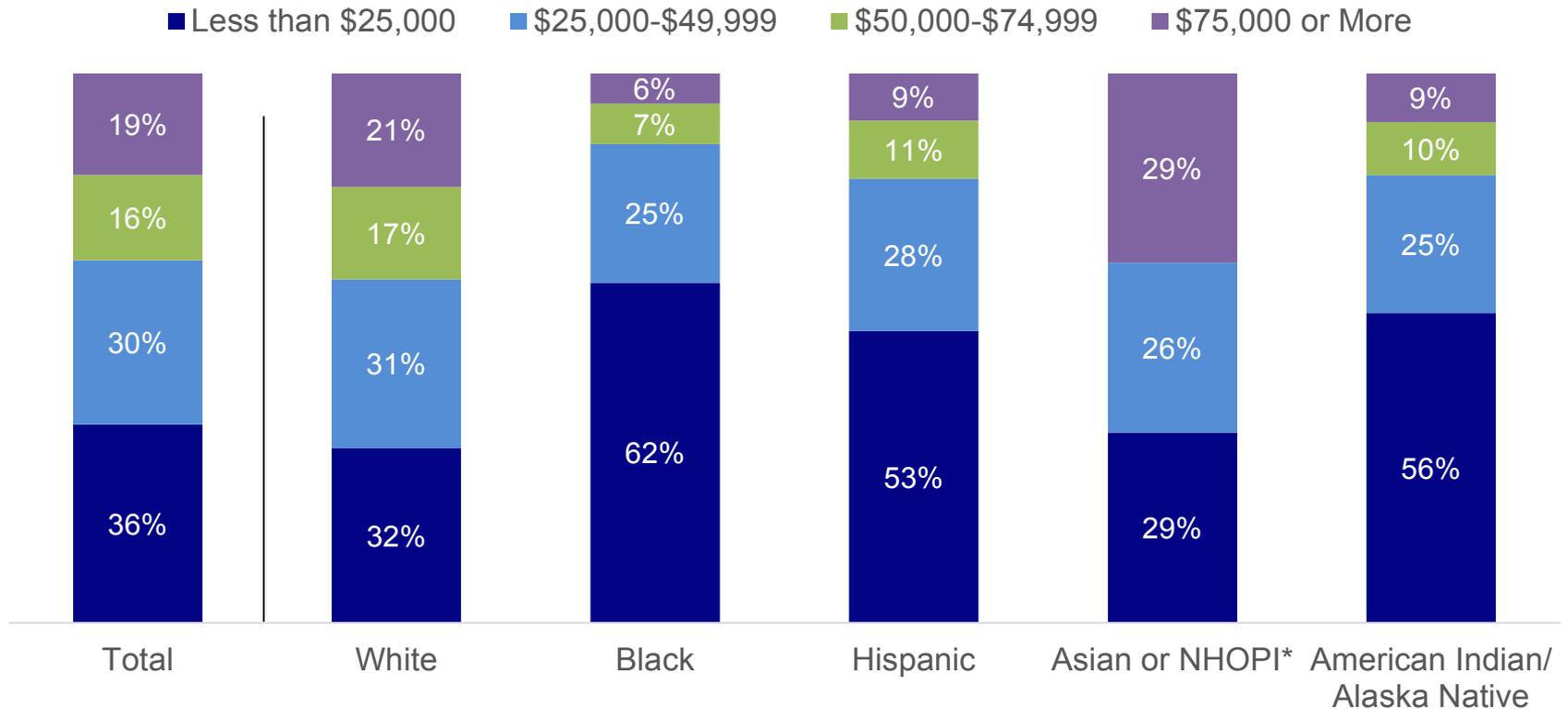


SOURCE: James, Moonesinghe, Wilson-Frederick, et al., Racial/Ethnic Health Disparities Among Rural Adults – United States, 2012-2015. *MMWR Surveill Summ* 2017; 66(No. 23): 1-9.



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Income Distribution of Rural Adults by Race and Ethnicity, 2012-2015



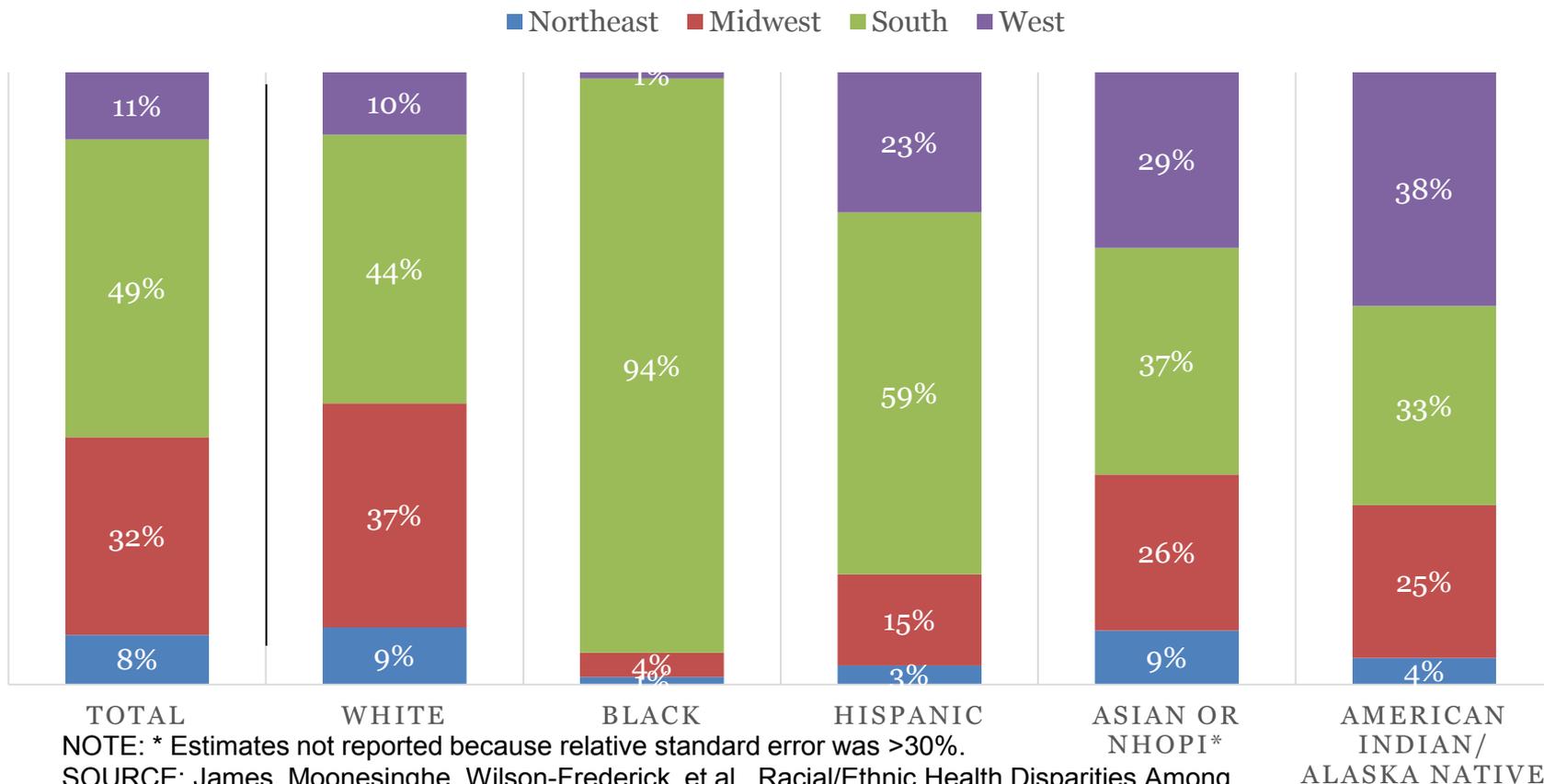
NOTE: * Estimates not reported because relative standard error was >30%.

SOURCE: James, Moonesinghe, Wilson-Frederick, et al., Racial/Ethnic Health Disparities Among Rural Adults – United States, 2012-2015. *MMWR Surveill Summ* 2017; 66(No. 23): 1-9.



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Regional Distribution of Rural Adults by Race and Ethnicity, 2012-2015



CMS Rural Health Council

The CMS Rural Health Council focuses on embedding a rural lens in all of the agency's work with an eye toward improving three dimensions in rural communities:

1. Ensuring access to high-quality health care for all Americans in rural settings.
2. Addressing the unique economics of providing health care in rural America.
3. Bringing the rural health care focus to CMS' health care delivery and payment reform initiatives.



Learn More About CMS OMH

CMS Office of Minority Health

-  Mapping Medicare Disparities Tool
-  CMS Equity Plan for Medicare
-  Stratified Reporting: New Data
-  From Coverage to Care

Spotlight

CMS Rural Health Strategy

The Centers for Medicare & Medicaid Services (CMS) Rural Health Council released the agency's first Rural Health Strategy intended to provide a proactive approach on healthcare issues and to ensure that individuals who live in rural America have access to high quality, affordable healthcare.

[Read the Strategy](#)



CMS Office of Minority Health

The CMS Office of Minority Health offers a comprehensive source of information on eliminating health disparities and improving the health of all minority populations, like racial and ethnic minorities, people with disabilities, members of the lesbian, gay, bisexual, and transgender community, and rural populations.



Please visit:

<https://www.cms.gov/About-CMS/Agency-Information/omh/index.html>

and

<https://www.cms.gov/About-CMS/Agency-Information/OMH/equity-initiatives/rural-health/index.html>



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Thank You!

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www.cms.gov/About-CMS/Agency-Information/omh/



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POLL QUESTION #1

Is your organization currently engaged in rural health outreach and enrollment activities?

- a. Yes, we are currently conducting outreach and enrollment activities
- b. No, but we are planning to begin activities
- c. Not applicable to my organization



Overview of CMS' Rural Health Strategy

John Hammarlund

Deputy Consortium Administrator
of the Consortium for Medicaid &
Children's Health Operations
Regional Administrator, CMS –
Region X

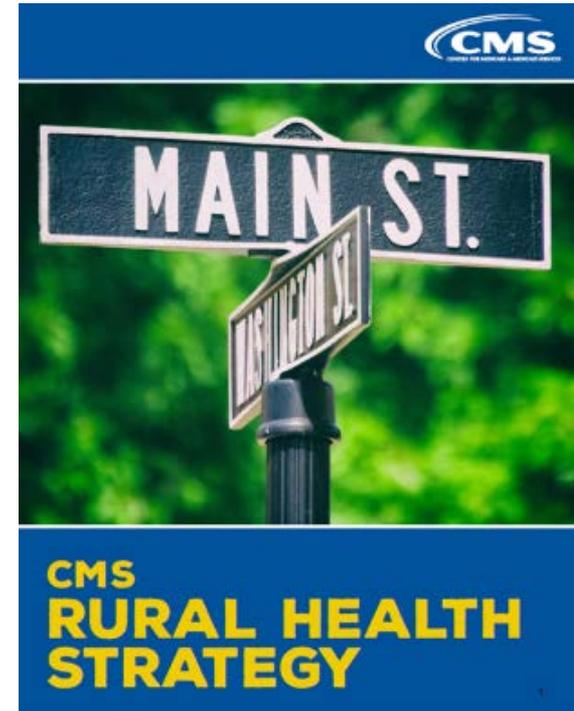


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CMS' Rural Health Strategy

May 2018 - CMS launches Agency's first rural health strategy to improve access and quality of care for rural Americans.

To learn more, please visit:
<https://www.cms.gov/About-CMS/Agency-Information/OMH/equity-initiatives/rural-health/index.html>.



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CMS' Rural Health Strategy Objectives

1. Apply a rural lens to CMS programs and policies
2. Improve access to care through provider engagement and support
3. Advance telehealth and telemedicine
4. Empower patients in rural communities to make decisions about their health care
5. Leverage partnerships to achieve the goals of the CMS Rural Health Strategy



CMS' Rural Health Strategy Objectives

A closer look at:

**Empowering patients in rural communities
to make decisions about their health care**



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CMS' Rural Health Strategy Objectives

A closer look at:

**Leveraging partnerships to achieve the goals
of the CMS Rural Health Strategy**



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Resources

For more information on the Rural Health Strategy, please visit:

<http://go.cms.gov/ruralhealth>.

Fact Sheet:

<https://www.cms.gov/Newsroom/MediaReleaseDatabase/Fact-sheets/2018-Fact-sheets-items/2018-05-08.html>.

Rural Health Open Door Forum:

https://www.cms.gov/Outreach-and-Education/Outreach/OpenDoorForums/ODF_RuralHealth.html



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Thank You!

John Hammarlund

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POLL QUESTION #2

Which group does your organization hope to partner with on rural health outreach in the future?

- a. Schools
- b. Health providers
- c. Faith organizations
- d. Government agencies
- e. Local media



Engaging Rural Audiences and Leveraging Partner Relationships

Renée Bouvion, MPH

Acting Regional Health
Administrator – Region X

Office of the Assistant
Secretary for Health (OASH)

U.S. Department of Health
and Human Services (HHS)



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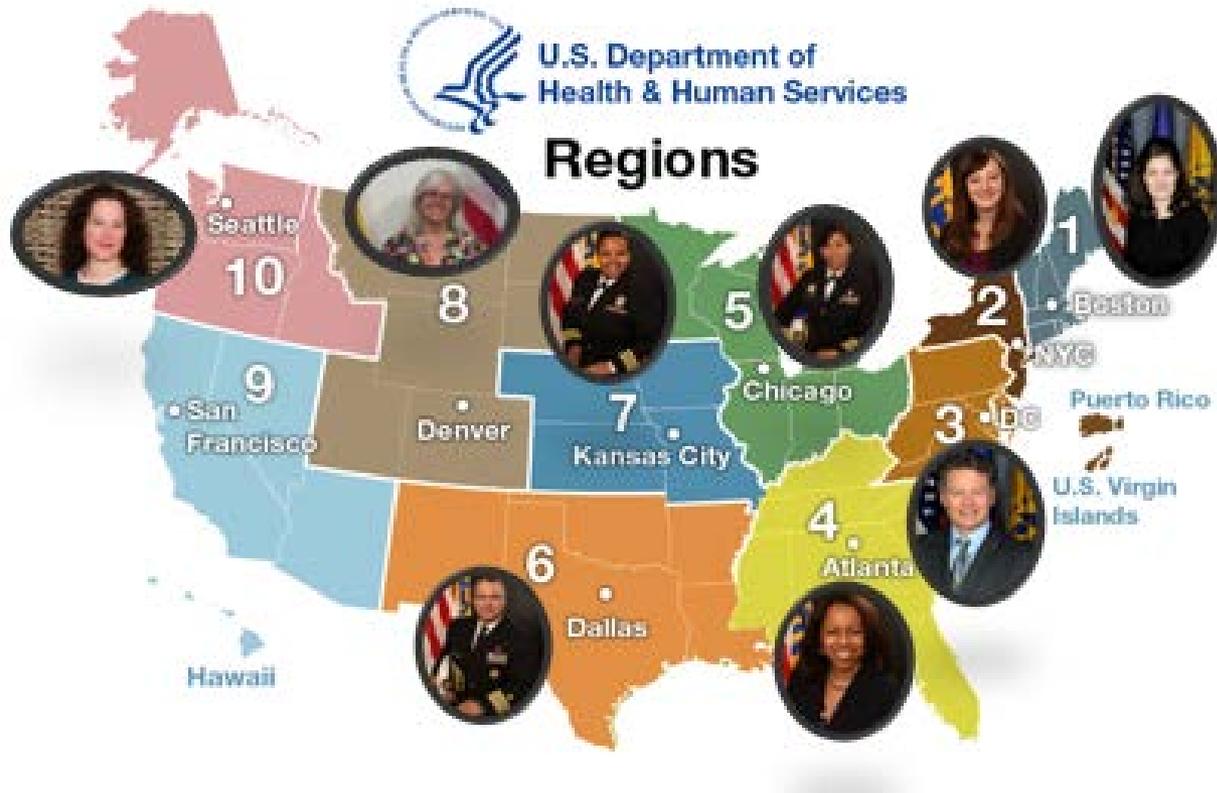
Office of the Assistant Secretary for Health

Optimize the nation's investment in health and science to advance health equity and improve the health of all people:

- 12 core public health offices
- 10 regional offices
- Presidential and Secretarial Advisory Committees



Regional Offices



To learn more, please visit: <https://www.hhs.gov/ash/about-ash/regional-offices/index.html>.



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Role of Regional Offices



Conveners



Connectors

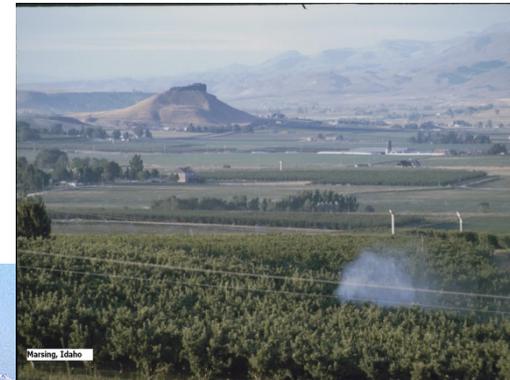


Communicators

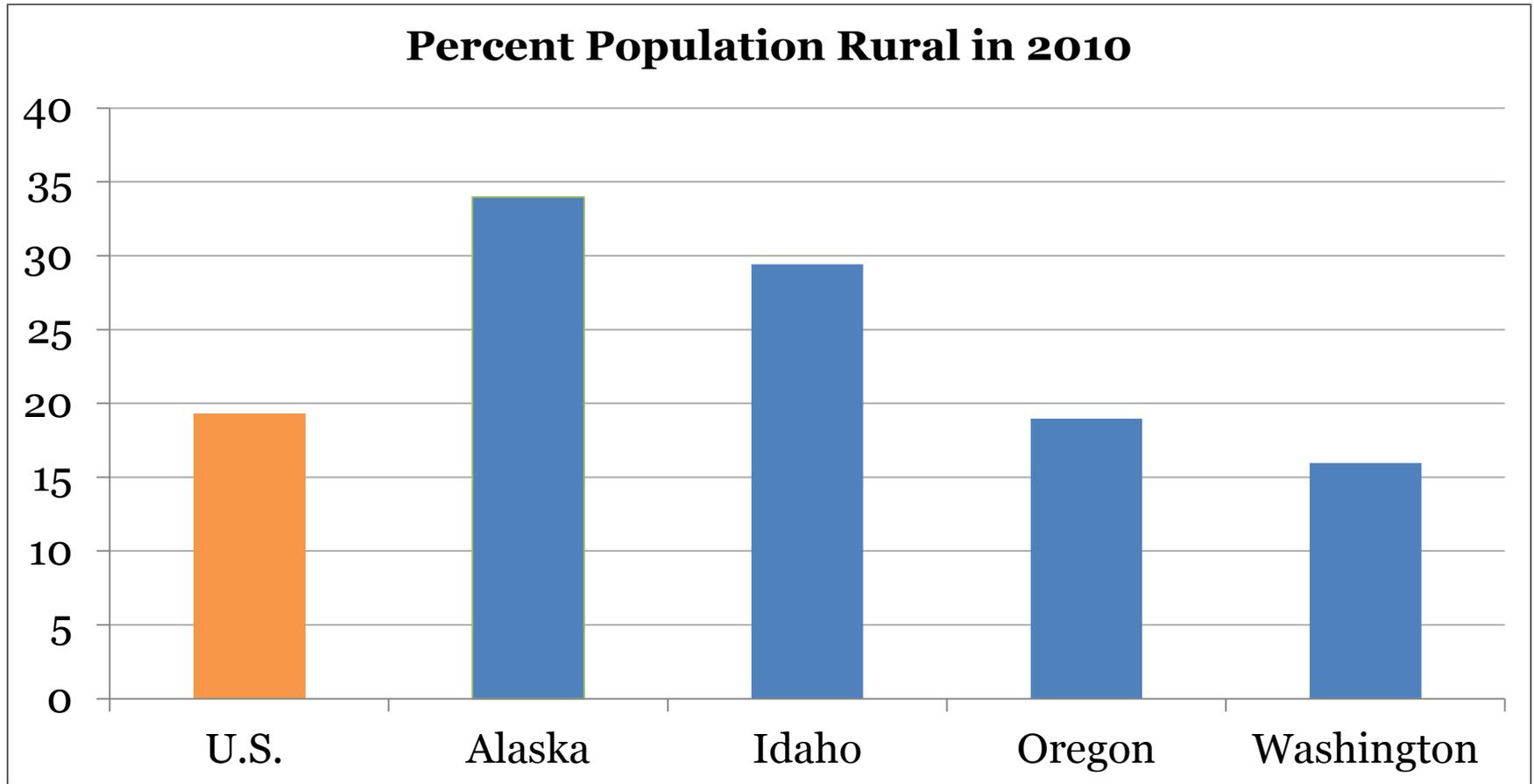


Region 10: AK, ID, OR, WA

- Contains almost one-fourth (23%) of the land area and 30% of the total inland waters in the United States
- Has 4% (14,005,257) of the population of the U.S.



Region 10 Rural Population

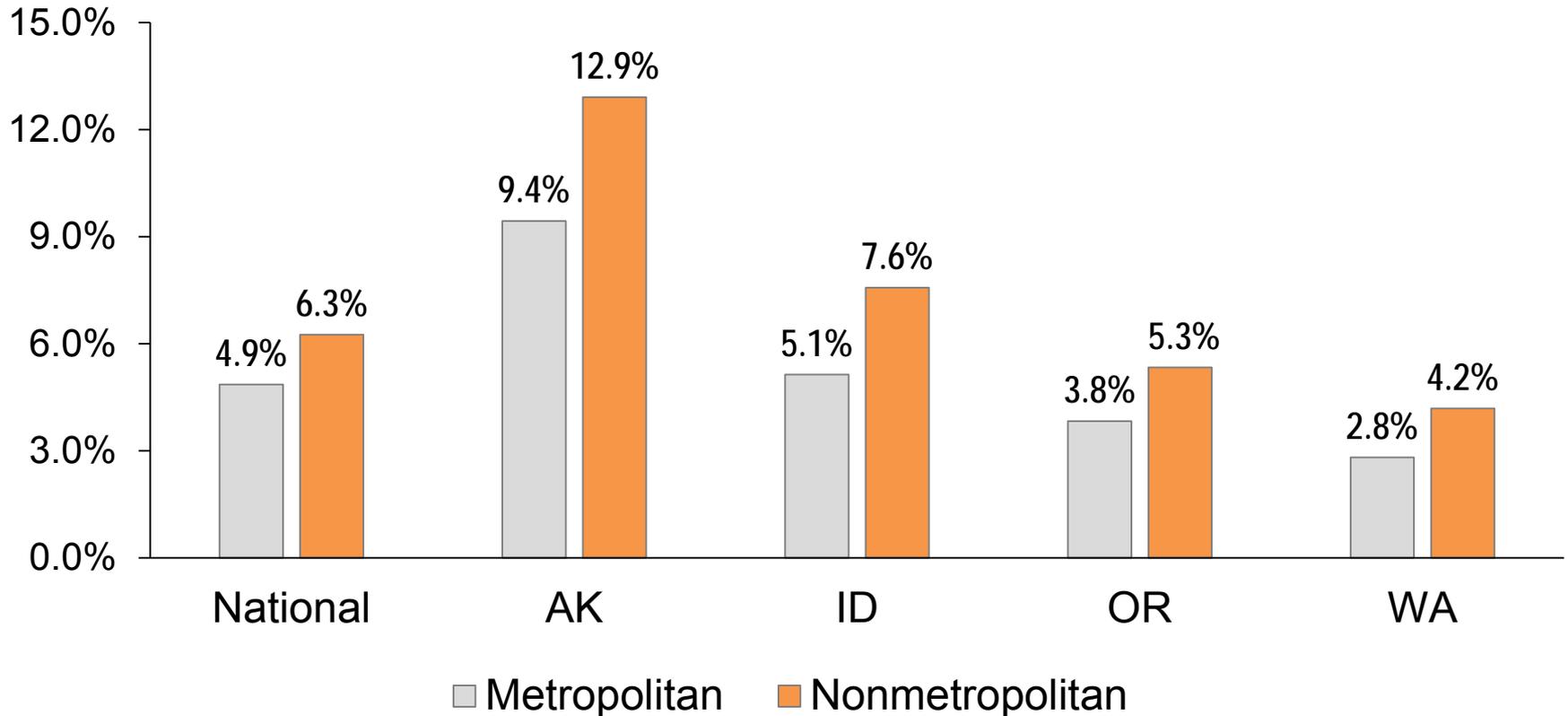


Source: US Census Bureau



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Uninsured, 18 years and under in Metro & Non-Metro Counties, 2015



Source: US Census Small Area Insurance Estimates, 2008-2015, via Rural Health Information Hub



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Working in Rural Communities

Challenge: Foster coordination and collaboration to advance public health in a vast region with staff located in Seattle.

Solution: Partnerships!

- State and local health departments
- Health systems
- Community-based organizations



Why Partnerships?

Force multiplier

Local expertise

Capacity building



Cultivating Partnerships

Make
developing
partners a
priority

Use your
existing
networks

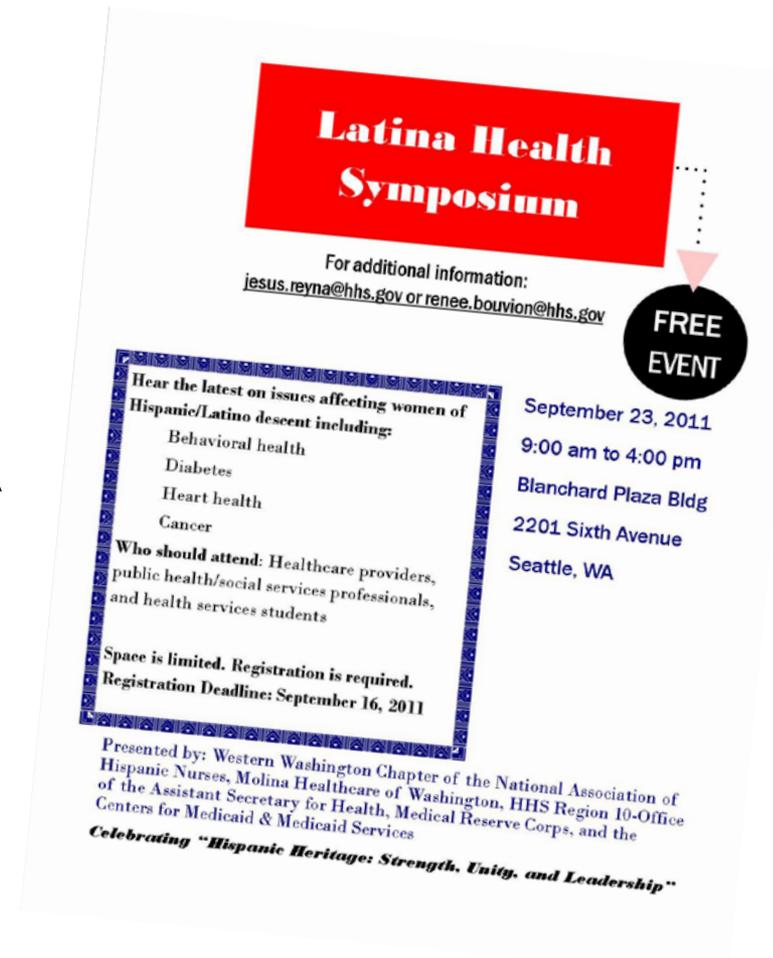
Identify areas of
mutual interest

Communication
is key



Latina Health Symposium

- 2011
 - Seattle, WA
 - 40 participants
- 2012
 - Added event in Granger, WA



Latina Health Symposium

For additional information:
jesus.reyna@hhs.gov or renee.bouvion@hhs.gov

FREE EVENT

Hear the latest on issues affecting women of Hispanic/Latino descent including:

- Behavioral health
- Diabetes
- Heart health
- Cancer

Who should attend: Healthcare providers, public health/social services professionals, and health services students

Space is limited. Registration is required.
Registration Deadline: September 16, 2011

September 23, 2011
9:00 am to 4:00 pm
Blanchard Plaza Bldg
2201 Sixth Avenue
Seattle, WA

Presented by: Western Washington Chapter of the National Association of Hispanic Nurses, Molina Healthcare of Washington, HHS Region 10-Office of the Assistant Secretary for Health, Medical Reserve Corps, and the Centers for Medicaid & Medicaid Services

Celebrating "Hispanic Heritage: Strength, Unity, and Leadership"



Expanding to Idaho and Oregon

- 2015 – 2017: Nampa and Boise, ID
- 2017 – 2018: Hillsboro, OR

After events are held in September 2018, more than 1,000 providers will have been reached since 2011.



Why Has It Worked?

Partnerships!



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Tools to Support Engagement with Rural Communities

- <https://www.cdc.gov/ruralhealth/index.html>
 - Success stories of rural health interventions
 - CDC Morbidity and Mortality Weekly Report (*MMWR*) Rural Health Series
- <https://www.ruralhealthinfo.org/toolkits>: Evidence-Based Toolkits for Rural Community Health
- <https://www.hhs.gov/about/agencies/iea/partnerships/index.html>: Community resources, Opioid Epidemic Practical Toolkit
- <https://www.hhs.gov/ash/oah/resources-and-training/online-learning-modules/index.html>: Online Learning Modules including Collaboration Toolkit and Strategic Communications Toolkit





Thank You!

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Acting Regional Health Administrator – Region X

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POLL QUESTION #3

What type of outreach has your organization found successful when conducting rural health outreach?

- a. School information nights
- b. Mobile health clinics
- c. Sharing information with faith organizations
- d. Adding information to school registration forms
- e. We have not conducted rural health outreach



Ensuring Access to Education, Physical and Mental Health Services in Rural Communities

Sonciray Bonnell,

Oregon Health Plan Manager

Rachael Hamilton,

Connecting Kids Outreach Lead

Native American Rehabilitation Association
of the Northwest (NARA)



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

About NARA

- NARA's mission statement is "Mission Driven, Spirit Lead"
- Since 1970, NARA has offered
 - Residential Drug and Alcohol Treatment
 - Outpatient Drug and Alcohol Treatment
 - Indian Health Clinic
 - Wellness Health Center
 - Dental Clinic
 - Youth Residential Treatment Center and Youth Programs
 - Totem Lodge
 - Transitional House
 - Administration Building



Overview of NARA

- Providing education, physical and mental health services and substance abuse treatment to American Indians, Alaska Natives, since 1970. We offer a range of integrated services to deliver hope and support to recovering persons. We also deliver a variety of healthcare services including family medicine, women's exams, award winning diabetes program, and mental health services at most sites.

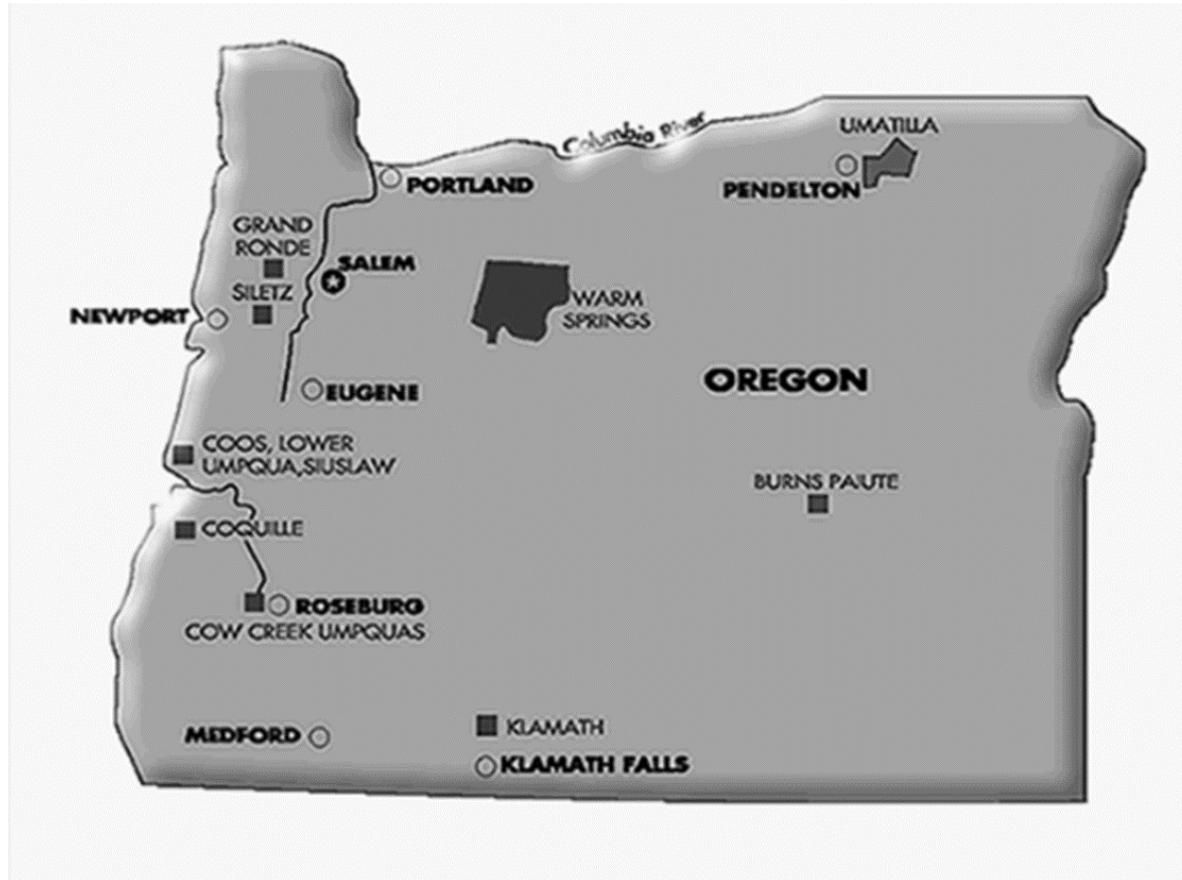


Oregon Tribes

- There are nine federally recognized Tribes in Oregon:
 - Burns Paiute Tribe
 - Confederated Tribes of Coos, Lower Umpqua, and Siuslaw
 - Confederated Tribes of Grand Ronde
 - Confederated Tribes of Siletz
 - Confederated Tribes of Umatilla Indians
 - Confederated Tribes of Warm Springs
 - Coquille Tribe of Indians
 - Cow Creek Tribe of Umpqua Indians
 - Klamath Tribe of Indians



Oregon Tribes





Glossary

- NARA: Native American Rehabilitation Association of the NW
- OHP: Oregon Health Plan – Oregon’s Medicaid program
- OHA: Oregon Health Authority
- Community Partner: Certified Application Assister



Rural Sketch

- Geographic isolation
- Fewer OHP assisters
- Healthcare facilities neglected due to lack of funding
- Health professionals are hard to hire and retain
- Limited Internet access
- Higher rates of uninsured
- Rural families are less likely than urban families to have access to health coverage through employer's insurance



Challenges

Cautious of Outsiders

- Close knit community
- Reluctant to welcome outside help
- Suspicious

Solutions

- Clear message of what we offer
- Rely on our established relationships
- Educate ourselves on local values and customs

Solutions

- Engage their application assisters
- Listen and ask how we can help them
- Gain awareness to different tribal cultures



Challenges

Distance

- Travel time and travel costs
- Weather conditions
- CK kids OHP team members travel statewide

Solution

- Grant-funded
- Conduct our outreach events on location
- Remote help

Solution

- Events in summer/spring
- Weekend health fairs
- Plan efficiently



Challenges

Distrust

- Outsiders in general
- U.S. government
- U.S. history

Solution

- Meet where your customers are comfortable
- Get local buy-in
- Decades of experience working with Tribes

Solution

- Employ local agencies
- Understand generational trauma



Challenges

Misconceptions of IHS

- Many believe they're insured by IHS
- IHS is not a health insurance company
- IHS provides healthcare to Native populations through federal appropriations

Solution

- Further knowledge of IHS limitations
- Explain the differences between private health insurance vs. tribal clinics

Solution

- Educate awareness of what OHP is and what it offers
- Encourage clients to sign up for OHP



Resources and Tools

- Website: <http://www.naranorthwest.org/>
- Phone: (503) 224-1044 Ext. 900
- NARA NW has a total of 7 Certified OHP Assistants



Thank You!

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Liz Stanphill

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Mission Driven, Spirit Led

For more information please visit: www.naranorthwest.org



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POLL QUESTION #4

Which type of health provider partnership has been most successful in your rural health outreach?

- a. Doctors and/or nurses
- b. Dentists
- c. Pharmacists
- d. Local community health centers
- e. We have not partnered with any health providers



Increasing Rural Health Well-Being Through Community Engagement and Targeted & Timely Resources

Kay Miller Temple, MD

Web Writer

Rural Health Information Hub
(RHIhub)



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

RHIhub is a Partnership of:



Funded by the
Federal Office of Rural Health Policy



Online Library ▾

Topics & States ▾

Rural Data Visualizations ▾

Case Studies & Conversations ▾

Tools for Success ▾

Your First Stop for Rural Health Information



Get Rural Updates & Alerts



Sign-up to receive our [weekly newsletter](#):

[Daily and weekly custom alerts](#) also available

Funding Opportunities



Find Rural Data



The [Rural Data Explorer](#) and [Chart Gallery](#) provide access to a wide range of data on rural health issues.

Learn how to locate and use data in the [Finding Statistics and Data Related to Rural Health](#) topic guide.

Am I Rural?



The RURAL MONITOR

[Strengthening the Workforce to Improve Pregnancy Outcomes in Rural Areas](#)

Obstetric services were available in 205 fewer rural hospitals in 2014 than in 2004. Realizing the importance of maternity and childbirth services, a CAH in Alaska works to keep its providers' skills sharp and a rural OB-GYN residency program in Wisconsin is beginning to train a new generation of physicians.



[Comprehensive Rural Population Health: Where is the General Surgeon?](#)

Moving the conversation away from finances, advocates share why general surgery plays an important role in a comprehensive rural



The Website

- Visit the website
 - Online library
 - Data Visualization: Chart gallery and data explorer with county-level data
 - 50+ topic guides on key rural health issues
 - State guides
 - *Rural Monitor*: online magazine
 - “Am I Rural” tool
 - Funding opportunities
 - AND more...
- Sign up for email updates and custom alerts
- Contact our Resource and Referral Service: 800.270.1898 or info@ruralhealthinfo.org





Individuals

ASPIN Network's Community Health Worker Program



Noble County Outreach Project



Scenic Bluffs Community Health Center Insurance Help Team



Santa Cruz County Adolescent Wellness Network



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Organizations

**Innis Community Health Center
ACA Outreach and Education
Project**



Partners in Health and Wholeness



**Nelson County School Nurse
Program**

**School-Based Health Center Dental
Outreach**



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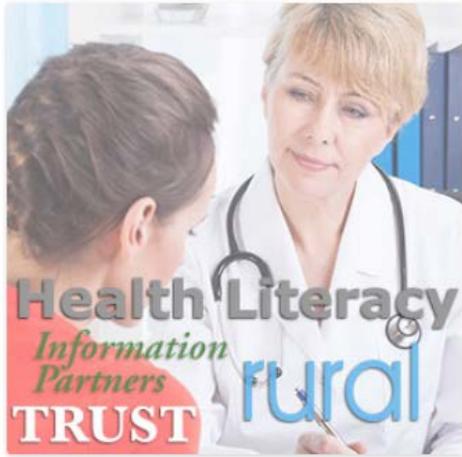
Other Efforts

- Lunch Express Summer Food Program
- Kid One Transport
- Texas C-STEP Project: Cancer Screening, Training, Education and Prevention Program



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Rural Health Literacy: Who's Delivering Health Information?



From over-the-counter medication use, to decisions about personal or family disease treatments, health literacy impacts the most everyday of health decisions. But, distance and internet connectivity challenges make it difficult for rural residents to get health information. To navigate health information gaps, school nurses, newspapers, public libraries, churches, public health departments, and hub-and-spoke academic institutions are

Social Media Savvy



By harnessing this impactful form of two-way communication, rural healthcare providers have the opportunity to reach their patients and community in quick, personal, and efficient ways.

[Read More](#)



Evidence-Based Toolkits



Rural
Community
Health



Community
Health
Workers



Health
Promotion
and Disease
Prevention



Prevention
and
Treatment of
Substance
Abuse



Aging in
Place



Diabetes
Prevention
and
Management



HIV/AIDS
Prevention
and
Treatment



Services
Integration



Access to
Care for
Rural People
with
Disabilities



Food
Access



Obesity
Prevention



Tobacco
Control and
Prevention



Care
Coordination



Health
Networks and
Coalitions



Oral health



Transportation



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↓ IN THIS TOOLKIT

Modules

1: Creating a Program

2: Developing a Program

3: Implementing a Program

4: Evaluating a Program

5: Planning for Sustainability

6: Disseminating Best Practices

About This Toolkit

[Rural Health](#) > [Tools for Success](#) > [Evidence-based Toolkits](#)
> [Rural Community Health Toolkit](#)

Rural Community Health Toolkit



Welcome to the Rural Community Health Toolkit. This toolkit provides rural communities with the information, resources, and materials they need to develop a community health program in a rural community.

Each of the toolkit's six modules contains information that communities can apply to develop a rural health program, regardless of the specific health topic the program addresses. The toolkit also links to [issue-specific toolkits](#) for more in-depth information.



[Module 1: Creating a Program: Where to Begin](#)

Learn the first steps to developing an evidence-based rural community health program.



[Module 4: Evaluating Rural Programs](#)

Learn how to assess program effectiveness and build the evidence base for what works in rural communities.



[Module 2: Developing Your Program](#)

Learn how to develop your program based on an evidence-based model.



[Module 5: Planning for Sustainability](#)

Learn how to plan for the sustainability of your rural community health program.



[Module 3: Implementing Your Program](#)

Find useful tips and guidelines for implementing your program.



[Module 6: Disseminating Best Practices](#)

Learn how to communicate your program's results to project partners, funders, and the broader rural health community.



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Rural Community Health Workers Toolkit



Rural Oral Health Toolkit



Outreach and Enrollment Agent Model

The outreach and enrollment agent model is similar to the health educator model with additional outreach and enrollment responsibilities. In this model, community health workers (CHWs) conduct intensive home visits to:

- Deliver psychosocial support
- Promote maternal and child health
- Conduct environmental health and home assessments
- Offer one-on-one advice
- Make referrals

Another important aspect of this model is the role of the CHW in helping to reduce social isolation among clients. Through outreach efforts, such as home visits, CHWs work with patients to identify issues such as social isolation. Other CHW models also contribute to reducing social isolation among patients.

As outreach and enrollment agents, CHWs also help individuals to enroll in government programs that provide social and health services. CHWs that serve in an outreach capacity typically receive specialized training.

The [Community Preventive Services Task Force](#) (CPSTF) finds sufficient evidence of effectiveness for interventions that:

Eligibility and Enrollment Model

The eligibility and enrollment model is designed to expand access to oral health services. In rural communities, the eligibility and enrollment model is often a component of a school-based model, dental clinic model, or dental home model.

Some programs provide insurance counseling and enrollment assistance. For example, one rural community works with Medicaid outreach workers to enroll eligible individuals into Medicaid. The Medicaid outreach worker also coordinates with local offices to secure applications and renewal forms ahead of dental visits.

Some programs offer referral services. Another rural oral health program, for example, works with the county health department to refer individuals to a dental home. This program has an arrangement with local dentists to provide dental services at a reduced cost. Programs may also provide information and referrals to help families to access other social services that are available in the community as well as transportation assistance.

Implementation considerations

Eligibility and enrollment models require strong partnerships in the community where patients can be referred for dental or other services. Potential partners may include colleges, health and social service agencies, schools, dental societies, churches, [Area Health Education Centers](#), and legal services organizations.





Thank You!

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POLL QUESTION #5

What type of local media engagement would best serve your outreach and enrollment efforts in reaching your rural community?

- a. School or community newsletter
- b. Op-Ed / Letter to the Editor
- c. Radio Segment
- d. TV Interview
- e. Online Story / Blog post



Connecting Kids to Coverage National Campaign Resources



Jason Werden

On Behalf of CMS and

The Connecting Kids to Coverage National Campaign



InsureKidsNow.gov

Rural Health Outreach Tip Sheet

- “5 Ways to Conduct Outreach in Rural Communities” Tip Sheet
- Tips for identifying eligible families where they work, play, and pray by partnering with local organizations and small businesses
- Strategies for tapping into media outlets to spread the word



Children in rural communities are disproportionately uninsured compared to their counterparts in urban and suburban locations across the country, and for those who have coverage in rural communities, they are **more likely to rely on Medicaid and the Children's Health Insurance Program (CHIP)**.

Here are a few tips and resources that can help in your outreach and enrollment efforts in rural communities as you work to enroll eligible children in Medicaid and CHIP.

- 1. Meet families where they work, play, and pray**
Meeting families at community locations such as libraries, churches, laundromats, and grocery stores, and participating in local events and fairs can help check coverage off their list while they're visiting a convenient location that's part of their day-to-day routine. Another way to enroll children is through mobile health clinics, traveling to locations throughout the community. When meeting with families, share the Connecting Kids to Coverage National Campaign's [printed materials](#) to provide information on Medicaid and CHIP. Also, check out the Campaign's [renewal palmcards](#) to help remind parents when it's time to renew coverage for their kids—you can include a renewal date and your organization's contact information to make sure kids stay covered.
- 2. Partner with local organizations**
Building relationships with organizations that have established ties to the community can help increase enrollment and bolster Medicaid and CHIP outreach efforts. Potential community partners include: schools, child care centers, faith organizations, and government agencies that serve eligible families. The Campaign offers ["Making Outreach Work"](#) tip sheets outlining strategies to engage these partners in outreach and enrollment efforts including: sharing materials that can be posted at their locations, joining existing events to conduct enrollment, or holding information sessions with organization employees.



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Rural Health Outreach Video

Check out the video
“Connecting Kids to Coverage: Kentucky” to see how Mountain Comprehensive Health Corporation (MCHC) is working within rural communities in Whitesburg, Kentucky to help families enroll in and access health care.

Connecting Kids to Coverage: Kentucky

Reaching children and families who are eligible for Medicaid and the Children's Health Insurance Program (CHIP) can be particularly challenging in rural areas of the country. But in Whitesburg, Kentucky, Mountain Comprehensive Health Corporation (MCHC) is working within rural communities to help families enroll in and access health care. MCHC is one of the largest rural health centers in the country. They serve more than 30,000 patients each year across multiple locations and are a member of the National Association of Community Health Centers (NACHC). NACHC supports community-based health centers, like MCHC, and is helping to increase access to health care for the medically underserved and uninsured.



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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



The screenshot shows the InsureKidsNow.gov website. At the top, there is a navigation bar with the InsureKidsNow.gov logo and a search bar. Below the navigation bar, there is a purple header with several menu items: "Find Coverage for Your Family", "Campaign Information", "Outreach Tool Library", "Webinars & Videos", "Campaign Notes eNewsletter", and "Initiatives". The main content area is titled "Outreach Tool Library" and contains a paragraph of text and a list of links. The text describes the "Connecting Kids to Coverage National Campaign" and its focus on reaching children and teens who are eligible for Medicaid and the Children's Health Insurance Program (CHIP), but are not enrolled. The list of links includes "Online Materials" (with sub-links for Social Media Messages, Facebook Images, Twitter Images, Web Banners & Buttons, and Find a Dentist Widget) and "Print Materials" (with a sub-link for Palmcards).

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Search | Get Email Updates | En Español
1-877-KIDS-NOW (1-877-543-7669)

Find Coverage for Your Family | Campaign Information | Outreach Tool Library | Webinars & Videos | Campaign Notes eNewsletter | Initiatives

Home > Outreach Tool Library

Outreach Tool Library

The [Connecting Kids to Coverage National Campaign](#) works with outreach grantees and a variety of partners—including government agencies, community organizations, health care providers, schools and others—throughout the nation, with a focus on reaching children and teens who are eligible for Medicaid and the Children's Health Insurance Program (CHIP), but are not enrolled.

The Campaign has produced various resources to help our outreach partners connect kids to coverage and spread the word about Medicaid and CHIP resources. From [customizable materials](#) (PDF 4 ss MB) like select posters and palmcards to social media messages and images to strategies and ideas, InsureKidsNow.gov provides a wide range of free outreach materials to help support your outreach initiatives—explore the resources below!

- [Online Materials](#)
 - [Social Media Messages](#)
 - [Facebook Images](#)
 - [Twitter Images](#)
 - [Web Banners & Buttons](#)
 - [Find a Dentist Widget](#)
- [Print Materials](#)
 - [Palmcards](#)

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

**Keeping them covered.
Just one more way you
look out for them.**

- Medicaid and CHIP provide free or low-cost health insurance, and we're covering more kids and teens than ever.
- Your kids may be covered for doctor and dentist visits, hospital care, prescriptions, and more.
- You need to renew his or her coverage every year—even if no personal information has changed.

Renew your kid's coverage by:

Please contact us with any questions:




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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.** Families of four earning up to nearly **\$50,000 may qualify** (or even higher in some states).

Go to **InsureKidsNow.gov** or call **1-877-KIDS-NOW (543-7669)** to learn more about **affordable health coverage** for your family.



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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>
- “Connecting Students to Coverage This Back-to-School Season” (June 6, 2018)
- “Reaching and Enrolling Families in Rural Communities Webinar” (October 30, 2014)





Keep in Touch With the Connecting Kids to Coverage National 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 Rural Health Outreach and Enrollment Work



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



Questions?



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



Thank you!



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