Getting to Know the Connecting Kids to Coverage National Campaign and Available Resources

September 11, 2019
Today’s Conversation

- Connecting Kids to Coverage National Campaign Overview
- Partnerships
- InsureKidsNow.gov
- Initiatives
- Tools & Resources
- Questions & Answers
Poll Question

Question: Which options best represents the areas your organization serves?

A. CT, ME, MA, RI, VT, NH  
B. NJ, NY, PR, VI  
C. DE, DC, MD, PA, VA, WV  
D. AL, FL, GA, KY, MS, NC, SC, TN  
E. IL, IN, MI, MN, OH, WI  
F. AR, LA, NM, OK, TX  
G. IA, KS, MO, NE  
H. CO, MT, ND, SD, UT, WY  
I. AZ, CA, HI, NO, Pacific Territories  
J. AK, ID, OR, WA
Connecting Kids to Coverage
National Campaign Overview

- A national outreach and enrollment initiative established in 2009 to find and enroll uninsured children and teens in Medicaid and CHIP.
- Lets families know who is eligible, what benefits children can get and how to apply for coverage.
- Engages trusted national and community partners.
- Creates, customizes and distributes a variety of outreach materials (print, video, digital).
Campaign Priorities

- Targeting Back-to-School as a key moment in time to enroll kids
- Emphasizing year-round enrollment, as well as other school-based outreach opportunities
- Underscoring that more parents—and other family members—may qualify for Medicaid too
- Focusing on hard-to-reach populations
Poll Question

Question: Which audiences does your organization serve?

A. Children & teenagers
B. Parents & caretakers
C. School-based organizations
D. Nonprofits/community groups
E. Professional associations/groups
F. Other
Partnerships

- Instrumental in extending the reach of the campaign.
- Engagement includes: hosting webinars, posting information and videos on websites and social media, publishing newsletter articles, sharing materials with state chapters/members, and more.
- Many groups—including grantees and others—have customized and distributed outreach materials, sponsored outreach and enrollment activities, generated media attention, and provided application assistance for families with eligible children.
InsureKidsNow.gov

- Go-to source for Campaign information
- “Find Coverage for Your Family” map
- Initiatives
- Outreach Tool Library
- Webinars and Videos
- “Campaign Notes” eNewsletter
Back-to-School & School-Based Outreach

During the school year, there are a variety of ways to let parents and caregivers know that their children and teens may be eligible for free or low-cost health insurance through Medicaid and the Children’s Health Insurance Program (CHIP). With health insurance, they can get the immunizations, check-ups, eye exams, dental visits and other care they may need to fully participate in classroom, after-school and summer activities. Schools are great partners to help reach and enroll families with children who are eligible for Medicaid and CHIP.

Back-to-School & School-Based Outreach Materials

The Campaign has outreach tools and materials to support school-based outreach efforts. Below are outreach materials specifically tailored for Back-to-School and other school-based outreach. You can learn about how others have used these and other campaign materials in our eNewsletters, webinars, and videos.

Campaign materials—including tools for other initiatives—can be found in the Outreach Tool Library.

Back-to-School Toolkit

Use this go-to resource to cultivate relationships with school staff and to partner with schools on activities to get kids covered and keep them covered.

School-Based Outreach and Enrollment Toolkit
Initiatives

- Focus on specific topics/audiences
  - Back-to-School
  - Multicultural Outreach
  - Oral Health
  - Youth Sports
  - Year-Round Enrollment
  - Rural Communities
- Themed resources
Question: What initiatives are most relevant to you?

A. Back-to-School
B. Year-round enrollment/all health insurance
C. Oral health
D. Youth sports
E. Rural communities
F. Multicultural communities
Tools & Resources

▪ Print Outreach Materials
  ▪ Customizable Posters/Palmcards
  ▪ Fact Sheets
  ▪ Many Languages Available
▪ Earned Media
  ▪ Ready-Made Articles
  ▪ Live Read Radio Scripts
Poll Question

Question: What languages are relevant for outreach in your community?

A. English
B. Spanish
C. Arabic
D. Burmese
E. Chinese
F. Farsi
G. Haitian Creole
H. Hmong
I. Korean
J. Portuguese
K. Russian
L. Somali
M. Tagalog
N. Vietnamese
O. Other
Toolkits/Tip Sheets

- School-Based
- Oral Health
- Rural
- Cities
- Local Businesses
- Primary Care Associations and Community Health Centers
- Faith Community

InsureKidsNow.gov
Free Material Customization

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
Public Service Announcements

- “Covered” Radio and TV PSA
  - Distributed Nationally
  - Available in English and Spanish
  - For Use Through June 12, 2020

- Additional PSA Tools
  - Pitch Letter
  - Live Read Scripts
Digital Media Tools

- Social Media Graphics & Guide
- Web Buttons & Banners
- Sample Posts
Outreach Videos/Webinars

- Outreach Video Library

- Webinar Archive
Poll Question

Question: What languages are relevant for outreach in your community?

A. Posters, flyers, palmcards
B. Infographics, fact sheets or more in-depth content
C. Public service announcements
D. Ready-made or template articles
E. Social media content (graphics and copy)
F. Tips and ideas, toolkits
G. Customizable materials
Keep in Touch With the CKC Campaign

- Follow us on Twitter @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 “Campaign Notes” eNewsletters here:
- Email us at: ConnectingKids@cms.hhs.gov
For More Information

Amy Lutzky
Director, Division of State Coverage Programs
Children and Adults Health Programs Group
Center for Medicaid and CHIP Services
amy.lutzky@cms.hhs.gov

Jessica Beauchemin
Health Insurance Specialist
Division of Campaign Management
Office of Communications
jessica.beauchemin@cms.hhs.gov
Thank you!