



## Back-to-School Outreach Strategies

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### Connecting Kids to Coverage National Campaign

#### Webinar Transcript July 9, 2013

**Donna Cohen-Ross:** Good afternoon everybody, welcome. This is Donna Cohen-Ross. I'm a Senior Policy Advisor at CMS, the Center for Medicaid and CHIP Services, and I want to welcome you all to this afternoon's Back-to-School Webinar. We're very excited to be getting into our Back-to-School season. It's summer time, but there's no time like the present to get ready for what we need to do in the coming months to welcome kids back to school and make sure they are healthy when we get there, and we're going to be talking about that this afternoon. Before we get started though I want to extend a welcome to any of our new Connecting Kids to Coverage grantees who are joining us this afternoon. We're very very pleased to have you. We, as many of you know, I hope all of you know, last week we were very, very pleased and proud to award \$32 million to 41 grantees all across the country. These will be grantees who will be working with us on the Connecting Kids to Coverage Outreach and Enrollment Campaign. Some of our grantees have been us in the past, and some are brand new. To those of you who have not joined us on a webinar before, I think you're in for a treat. So I am going to hand it over to Sandy Won who is going to give us a little bit of housekeeping and logistics before we get into our material for this afternoon.

**Sandy Won:** Great, thanks so much Donna and congratulations to our new grantees. For those of you who are on the webinar for the first time we've got contact information at the end of our webinar. So we do hope you stay in touch. Before we get started, just a few housekeeping items. Some of the technical details that we have just in terms of talking to us throughout the webinar. We have a couple question and answer portions during the presentation, and you can ask questions throughout the webinar by typing in the question box in your control panel on the right hand side of your screen. We will be compiling these questions and we will try to address as many of them as possible. We also have this afternoon a couple of open ended questions that we're really hoping to get your feedback on. So we hope you will use that chat feature, we would love to hear from you. I think for a topic such as this it is really great for all of us to hear from each other, there are some great things going on out there for Back-to- School and I know a lot of



eager listeners and sharers of information. We hope you will use those features and we will be finding moments in the webinar to share that information. This recording will also be available on InsureKidsNow.gov. We will be posting it sometime within the next week or two, so please be sure if you have colleagues who weren't able to join this webinar today to sure you share it with them.

**Donna Cohen-Ross:** So just to get started, we have an agenda today where we are going to go over a little bit about why Back-to-School is such a great time to do outreach and enrollment, some ideas for what you can do for Back-to-School. We have a fantastic partner spotlight today about INOVA Hospital and some of the great work they've been doing in Northern Virginia to reach eligible children. And then some campaign resources and support to bring this all together so you can start your own Back-to-School outreach activities. So moving along we have our first open ended question here. We really hope you will be part of the conversation. We want to know if you have any tried and true, high-impact, high-energy Back-to-School ideas. Send us your top three, and send chats to Riley Greene, that is R-I-L-E-Y-G-R-E-E-N-E who is the organizer of this webinar, and we will be collecting those ideas and sharing them throughout the webinar. So if you have tried and true, high-impact high-energy Back-to-School ideas we'd love to hear them. So send us your top three ideas, the ones that you always go to, the ones that you've tried recently that have turned out to be really successful, we'd love to hear them. So why Back-to-School? We think, and just knowing a lot of you have been doing Back-to-School activities for a long time, this is just a great time to focus parents on health insurance for their children. It's a great time to do the outreach because not only are schools very trusted sources of information, they are sharing information with parents to get their kids ready for school, and this is a great opportunity for you to share information about health insurance, we'll talk a little bit about how you can target the right schools. But schools in general and teachers are really great messengers for this type of work. And we also know that parents are trying to take care of their kids' health care needs during this time. So there are immunizations for the younger ones, for the teenagers they've got sports physicals that they need to do to get ready for sports in the fall. And so it really is a time where you can make the connection between health insurance and getting ready for Back-to-School. And we also know when kids have health insurance they are better able to stay healthy, and when they are healthy they are going to be better students, they will miss less school, they'll be able to focus on their schoolwork. All of this combination of



factors makes this a really great time to do your outreach. And so many other groups are doing outreach at this time too, it is a great chance for partnerships. Moving on to our next slide here, what makes outreach successful? A couple ideas we had here were just, making sure that you target your activities in the right neighborhoods where children are going to be eligible. And you can do that by targeting Title I schools, finding out demographically where a lot of these families live, communities they are in, using that information which is available on a lot of different internet sites. So you know exactly where your efforts are going, and you are making sure that you get families who are going to be eligible for these programs. You also want to do events or activities where you know parents or caregivers will be present. That's an important part of this, sometimes if you are doing activities where it's just a children's camp and parents are just dropping kids off they might not know about their programs. You want to make sure that you are developing a relationship with the parents as well as the children so you can connect them to the information they need to enroll their kids. And another great aspect is to be able to have a resource where you can connect with application assistors, or people who can actually get your families into the enrollment process. There are a lot of great organizations out there that can do this, who have trained application assistors. Depending on the state where you live you can find out more information about where you can access these groups and get connected to them.

**Sandy Won:** So moving on to our ideas, Outreach Ideas that Make the Grade. Before we get started on that, we wanted to find out from you if you are planning Back-to- School activities, what do you have in your Back-to-School plan? Are you working with local school districts? Are you working with a local retail chain, maybe doing some outreach to families through businesses where they are going Back-to-School shopping, shopping for school supplies, school clothes, that type of thing. Are you hosting a media event, perhaps with some elected officials to talk about the importance of health insurance in the Back-to-School season. Are you partnering with community events that are already happening on the ground, maybe some backpack giveaways or local churches that are having camps over the summer. And maybe you haven't planned anything yet and that is why you are on this webinar, because you want some ideas to help you get started. So if you all could just make your choice in the poll, we will see what the results are. So we will just give you a second. So we are getting some results in, thanks for your patience here. We've got about 60% of you that are working with local school districts. 10% of you are working with a local



retail chain. 11% of you are hosting a press event. 60% are partnering with community events that are already taking place. And about 20% of you don't have anything planned, so we're really happy you're here and we hope to give you some ideas. Thank you so much for participating in that.

**Donna Cohen-Ross:** Okay, thanks. I'm going to just talk us through some opportunities for Back-to-School outreach as we go forward. Just to kind of put some of those ideas on the table, and I know some of you are answering our initial call for great ideas and tried and true efforts, and we'll be referring to some of those as we go forward. So first I want to talk about opportunities for school based activities, and those probably feel like the most likely ones since it is Back-to-School. So I think what we want to do is think about all of the opportunities where, as Sandy said a moment ago, we're not just focusing on the kids but where we are having access to parents and other family members as well. So, school registration and orientation, especially when families are enrolling their kids for kindergarten or for a new school, getting oriented to a new school. That's a great time to set the stage for an expectation, the school's expectation that children come to school healthy and ready to learn and what we are ready to do to help families get there and to talk about health coverage at that time. Back-to-School nights as well, a time to talk to parents about what's available in terms of health insurance and connect them with enrollment efforts that could be going on at the school or nearby community-based organizations. PTA meetings and other organizational meetings are great times to get information to families about those opportunities. Sandy mentioned sports physicals and other opportunities where connecting children with health insurance when they are seeking health care as a great idea, and it certainly is. Certainly anything that we can do to get all members of the school community involved in outreach is really important, and so we should remember that coaches and athletic directors, others that work with students who are wanting to participate fully in school activities. They are a great way to get information out about health coverage and getting kids enrolled. Many schools and school districts have requirements that children get sports physicals before they play, some may even require them to have health insurance. Many times for students that don't have health insurance, they are offered health insurance that may not be very comprehensive and it may only focus on getting that child care if they are injured on the field. But connecting those families with more comprehensive free or low cost health coverage through Medicaid and CHIP can really be an important opportunity for families to keep those kids covered when they are on the field and also



throughout the school year. So that is really important as well. Thinking through other avenues for communicating with families through school newsletters and social media pages that are becoming more and more common through schools and school districts are also important.

**Sandy Won:** So Donna, we've gotten a couple responses to our open ended question here. And some of them are related to schools, so I just wanted to share examples of what people are talking about here. From Diana Keith, thanks so much Diana. She said that she works with her Medicaid outreach office for her school district, and that the district requires each student to enroll each year via an electronic process. So she put a questionnaire in there that asks families if they have health insurance, and if not they let them know that Diana's office can help them with information about signing up for CHIP and Medicaid. Out of enrollment of 34,000 they had 1,500 folks request our help during the last school year, which are great numbers. And there is also a message here from David Chase who was talking about training school nurses on application assistance and giving them answers to frequently asked questions, which is also a great avenue to work through since school nurses are very dedicated health professionals and again a very trusted source of health care and information for families. So those were some great school based ideas that we wanted to try to share.

**Donna Cohen-Ross:** Thanks Sandy, and thanks so much to Diana and David for contributing those ideas. What I liked about both of them is that you have really found ways to bring application assistance into the school, and that is really great when families know that they can get reliable information and also reliable help right on site. That really closes the loop for them.

**Sandy Won:** And then one more from Caitlin Chan who is putting outreach info in the contact info that goes along with required school registration documents, which is something that we will hear a little bit more about. And then linking the county database to the school database so that schools whose Medical, students whose Medical coverage is ending can be contacted for retention which is also a great reminder.

**Donna Cohen-Ross:** Great. It's a very important reminder, because as you'll hear us say throughout any and all of our webinars, we care just as much about keeping eligible children covered as we do about getting them covered in the first place. So I think we always want to keep in mind how important that is. So Caitlin thanks for that contribution as well. And Sandy thank you as well for bringing those into the conversation. What I want to do



is kind of move on and talk about opportunities for community based activities that can sync up with our Back-to-School activities that happen in the schools. Sometimes, you know, making those connections between community organizations and schools is a way to bring the total community into the mix, but also I think many of us who have had a long history of working with the schools know that some of those things don't happen overnight, that those relationships that have to be forged and permissions that we have to get in order to work in schools take some time. For folks who are just starting out it may be helpful to start Back-to-School activities through community organizations that have connections with schools but maybe are just right beside the school. And so some activities that have been working well in lots of communities include things like backpack giveaways, school supply drives. So getting, we'll talk more about this, but getting local businesses involved in providing help with those backpack giveaways and school supply drives and making sure that children in the community have what they need to get started with school is a really great activity and in those backpacks we can make sure that there is information on, telling families about health coverage but also linking them to the application assistance that is so important. If you go onto Insure Kids Now and you look at our outreach video library, you'll see featured a backpack giveaway event, a Back-to-School event a couple of years ago, and we're going to talk more about our Back-to-School Boosters, but some of you who have received those Back-to-School Boosters will hopefully have seen that video again in the last couple of weeks just to remind us. Back-to-School fairs with elected officials in many cities and counties around the country. Elected officials are focusing on Back-to-School time as well, and we know that some of the groups that we're working with in our target market, Houston is one that comes to mind, we know that there are big Back-to-School events that are happening all across the country, and so if your organization can work with those already planned events and make sure that they include information for families on how to find out more about health coverage through Medicaid and CHIP and how to get enrolled, that will make sure that those Back-to-School fairs include the important health information. We mentioned a little bit about retail partnerships for Back-to-School shopping, and you know, in every community we see all kinds of Back-to-School sales and opportunities to make sure that families shopping for school supplies and new clothes for school, those retail businesses are trying to bring people in. Thinking about places where people shop, thinking about places where there are discounts available and businesses that appeal to families whose children might be eligible for coverage and working with



those businesses to help provide information about Medicaid and CHIP at the same time is a really important and great activity that we know has been very useful and very helpful in communities that we're working with. Some of the Back-to-School activities that happen in the community are focused on health as well. Health fairs, immunization drives, and our special guest is going to talk a little bit about those in just a moment, along with partnerships with health care providers and clinics. So again, as families are thinking about getting their children ready for school and thinking about making sure that their health needs are met, this is an important time to also make sure that they have the opportunities to get children the health care they need throughout the year, and health coverage is the way to do that.

**Sandy Won:** Thanks Donna, and we had a couple more come in, a couple more ideas which are really great. Please keep chatting away with us, these are great ideas that are coming in from all of you. Dewanna Hill had mentioned that she actually puts information on her program in report cards and progress reports, which is great. And additionally they have regular calls from principals and superintendents to families. So that is a really phenomenal effort to make sure the school based outreach is going on with Medicaid and CHIP information. Cathy Ann also mentioned that she does a Mayor's Backpack giveaway. She'll be participating in that event in August. And as Donna said there are a lot of events that happen through elected officials, mayors, city council people, anyone who is working with low income families for getting them ready for Back-to-School. They do free haircuts and that type of thing, give away school supplies, those are great places to get engaged in application assistance. And then Michelle Canfield had mentioned that she is part of the middle school and high school registration days, and that they actually have a separate room for applications and that they stay there all day long. So they are there from 7:00 am to 7:00 pm. And then again a lot of good [ inaudible ] ... to using that connection to schools as trusted sources of information, being able to connect with the teachers who are engaging with families and giving them the opportunity to provide the application right onsite in the school is a great idea.

**Donna Cohen-Ross:** Great, Sandy, thanks for those and thank you to our contributors for those great ideas. We are going to talk a little bit more in a while I think about providing application assistance, but I took note that you mentioned at the registration event that there is a separate room for applications. I think we all need to keep in mind that the application process takes a little time, it is kind of a private thing. We want to make sure that if



we are going to provide application assistance that we also provide for those needs that families have with respect to their privacy, comfort, and childcare as well. Families are going to have their kids with them when they come to those Back-to-School events very often, and if they have little children providing childcare so that families can attend to the business of applying for coverage and dealing with some of the other things that they need to do can be really, really helpful. So thanks for those great ideas, and I actually do want to know where that Mayor's Backpack event is and I'm not sure if we know that from the chat but - we can find out. I just want to mention to all the folks who are contributing, as we get to the question and answer session if you have more to say about what you have told us through the chat we hope that you will just jump into the question and answer period and tell us a little more about what is going on, and we're going to do that in just a little while. I want to just go to the next slide, which is already up there, Reaching Out to the Media. And this is so important, both before your Back-to-School activity, during your Back-to-School activity, and after your Back-to-School activity. You want to share events on community calendars, you want to do whatever you can to publicize an event beforehand, and you want to make sure that throughout you are thinking about the right spokespeople, the people who can champion your program, champion what you're doing, but also help talk about the personal side of getting health coverage for their children whether it is families whose children have already been enrolled, you can talk about what that process was like. Hopefully the application assistance that you have provided made it easy for them and simple for them. Most important, we want to make that connection to the health care itself, and having families talk about what it was like to be able to get health care and checkups for their children because they had the coverage is extremely important and very compelling and motivating for other families who might be reading about them or listening to them. When we think about champions we think about a teacher, a school administrator, a school bus driver, anyone in the school community who has connections with students and families who can really convey the importance of health coverage can really be a fine spokesperson for your program. One of our contributors mentioned working with school nurses, and I can't think of a more dedicate group of school staff who can really talk about the importance of health coverage, and many of them do a lot of hard work to get children enrolled. That is whether they are associated with a school health clinic or just are the school nurse in charge of a school, many of them have many more than one school. But they are focused on making sure children have health coverage so that they can get the care that they need.



**Sandy Won:** So as our second question in being part of our conversation: Tell us your best way of incorporating Medicaid and CHIP enrollment into your Back-to-School activities. We know that outreach, we definitely want to be able to educate families about this, but as Donna said sometimes the application process can be very long and it needs to be private and there are a lot of considerations to take into account when you are doing these activities, but if people have creative and inventive ways of making sure you can screen families for eligibility or get them information about starting an application, a lot of ideas coming from you all would be very helpful in terms of closing the deal and making sure that we can get these kids enrolled. So we would love to hear from you. Again, please use that chat feature and send your chat to Riley Greene who is the organizer of our webinar today. We would love to hear your ideas.

**Donna Cohen-Ross:** Okay. I want to take a moment to introduce our guest speaker for today, our partnership spotlight. It gives me great pleasure to introduce all of you to Jill Christiansen who is the Director of Health Access with Partnership for Healthier Kids, and she is going to tell you more about Partnership for Healthier Kids. But there are a couple of things I would like to say. This is a program that I have been working with for many, many years. The project started in 1998, and it is an initiative of INOVA Hospital System, which is a large hospital system outside of Washington, D.C. in Northern Virginia. Over time, connections have been made with school districts in five counties in Northern Virginia, and the breadth of the activities is really quite extraordinary. And the work that this project does in such a diverse community is really quite remarkable. Jill and I were chatting just a little while ago. In the communities where Partnership for Healthier Kids is working, over 90 languages are spoken among the students and their families. And so this is really a tremendous challenge, but one that Partnership for Healthier Kids has been addressing with great success over the years. We have asked Jill to share with us some of the things that she has been doing with respect to Back-to-School, and some of the things that we have talked about already are things that Jill has put into practice, and we are just really pleased to hear more about how they can work in a community. So Jill, I hope you're still with us, and I'm going to turn it over to you.

**Jill Christiansen:** Wonderful. Thanks, Donna, and it is a pleasure to be here today. I'm just going to give a quick overview of our program and then I'll go into the strategies that we use during Back-to-School time here at PHK. So as Donna had mentioned, PHK is part of INOVA Health System, and we



are a large non-profit health system in Northern Virginia. And PHK provides comprehensive outreach and enrollment assistance to families with uninsured kids for programs like Medicaid, CHIP, and safety net providers that are in our community. As Donna mentioned, we are a very diverse community. Over 70% of our client population speaks a language other than English. So it can be a challenge, but we have definitely found ways to engage with the population and make them feel comfortable applying and sharing the information that is required. We are primarily funded by INOVA, but we do receive grant funding through the Virginia Health Care Foundation. As Donna mentioned, we have been doing this work since 1998. Next slide. So one of the kind of biggest outreach strategies we do related to Back-to-School is our free school physical events. So every summer we collaborate with our local school system, the health department and faith communities to provide free school-entry physicals and immunizations to children who are uninsured and entering school for the first time. In Virginia, it is required that students Pre-K through sixth grade do get a physical, and of course everyone needs to be up to date on their immunizations. And I guess it was ten years ago or so, we found that there was a gap, that we were seeing a lot of uninsured kids start school delayed because they didn't have that required physical completed. And most private providers charge anywhere from \$45 to \$80 just for that physical exam, which is unaffordable to a lot of our families. So we collaborated with the school system, the health departments, and the faith communities to put these events together. It is definitely a collaboration, we don't do it on our own. The health departments take a huge chunk of the work in the fact that they provide the immunizations. The faith communities are amazing in providing volunteers and Back-to-School supplies. And then Partnership for Healthier Kids' role is really to provide that enrollment assistance. The goal is to get them started in school on time, but the larger goal is to get these kids enrolled in something long term so that they get the care that they need throughout the school year. So PHK provides all the kind of pre-registration services. We do the flyer, our phone number is on the flyer. We do all of the appointment scheduling. When a family calls to make an appointment for the event, we screen for Medicaid and CHIP and we begin the enrollment process right there over the phone. We are onsite at the events to provide face to face application and enrollment assistance, and I think Donna and maybe someone else chimed in and said it was really important to have that private space. And again we totally agree, so we have a separate room onsite at the event to meet with the families face to face. Most of the time we are just finishing up the process because we started it over the phone. So we have



gotten the application completed, we are just waiting on the documentation. So at the event the families are encouraged to bring their pay stubs or whatever documentation that we are needing to complete that application they bring to the event on the day of and we can actually at the end of the day have a completed application ready for enrollment. We host about four of these events every year, sometimes five depending on the need. And we get about 100 kids at each event, so we see over 400 kids which turns into over 400 referrals. A referral really is a potential eligible child for Medicaid, CHIP or a safety net provider if they are not eligible. So it is a great way to provide a service to the school because you are getting these kids able to start school on time and a great way for us to connect with the families that really need our help. A lot of the families that we see at this event are new to the area. A lot of them are new to the country. So this is the first kind of introduction into Medicaid and CHIP and the resources that are available to them. So we actually have a pretty good conversion of families that come into the event that actually get enrolled. Some lessons that we have learned over the years of doing this event are that you have to make the screening process a requirement. For the first few years we made the appointment, we asked families, oh do you have time to do a quick assessment. A lot of folks just said no, I just need the appointment, we will be there on the day of. And then on the day of we had a table but it wasn't required to stop at the table, and so of course families, there is a lot to get done during that day and so we were being skipped over. So it is now a requirement that folks are screened. If they don't do it over the phone because maybe they don't have time, maybe Mom is working and just needs to schedule the appointment, she has to stop by our booth. And it is, all the kids get a routing sheet and they can't check out until they have seen our table along with all the other stations. So that was a big lesson learned, and now we get 100% of the kids seen screened. Next slide. Another tactic we use is free and reduced price lunch mailings. So in our area we have a lot of kids who take advantage of the free and reduced price lunch program. And so there is kind of a copy of the third sheet flyer we use embedded in the slide. And this is sent to families in English and Spanish on very brightly colored paper in the confirmation packet that they receive when they have been approved for free and reduced lunch. So free and reduced lunch eligibility is 185% of the federal poverty level, so we know that these kids are income eligible for Medicaid. Obviously there are other factors that might make them not qualify, but it is a good starting point. So each year we send about 72,000 flyers out with our free and reduced lunch mailing, and we usually get a 10-11% return. We do it a third sheet because it is expensive, so we can get



three for the price of one, and on brightly colored paper like I said. One thing that we learned is definitely sending it in the confirmation packets that will reduce the number that you have to print and will better target your audience. One other thing to note as a lesson learned is putting the income limits on the flyer. A lot of people think that they don't qualify based on the income that they bring in, and so we found that by putting in how much a family of four can make really gets the attention of more families. They won't self select out, as well as doing a quick drill down of what Medicaid or CHIP covers so they know it is very comprehensive. Some other lessons we've learned doing this strategy: start early, start working with your food nutrition services departments early. Know what is happening in your state, at your State Department of Education. In Virginia, the Department of Education and the Department of Medical Assistance Services send out these kind of third sheet flyers automatically to the Food and Nutrition Services. And on that is the 1-800 number in our area. And so we really wanted to personalize and put our number so that families are more likely to respond because it is a local number, it is not a 1-800 number, and we can provide that face to face assistance. So check with your Department of Education to make sure that they are not sending these flyers before, you definitely don't want to duplicate services. And then like I said send them in the confirmation packet. Next slide. And then some other tactics, and I wouldn't say that these are hugely, they don't generate a high volume of referrals but that's not always the purpose. A lot of what we do is building a reputation in the community, building those relationships with the families, with the schools, and with the community to build their trust and their confidence in the services that we're providing. So things like kindergarten registration, Head Start registration, and Back-to-School night, particularly Back-to-School night. We don't generate a ton of referrals by going to a Back-to-School night, but we do build great relationships with the schools, have name recognition. So maybe when we do a more targeted outreach later in the year families recognize us, and recognize us as a trusted source because they've seen us before and they've seen us in their schools. Presentations at school staff meetings are a wonderful way to get your information out to those in the schools who can really have that connection with the families and know who needs your help. School nurses, I think Donna mentioned, are fantastic. We love our school nurses. They go above and beyond to help these families get enrolled, and they are a great referral source for us. Social workers, registrars, counselors, all of those. I work every summer trying to get on the agendas of all these staff meetings at the beginning of the year, and I bring all of our outreach materials, our flyers, our brochures,



giveaways, any kind of things that the school staff can use to communicate to families that we're here to help. And that really generates referrals all year long. We focus on the message delivery during the Back-to-School time, that reaps benefits all year long. Another thing we do is outreach mailings to school principals engaging them in outreach. This is a super simple way to kind of, again, remind people that we exist, remind the schools that we're here. And it's really a great outreach strategy if you're new to this, if you don't have the relationships with the school system administration. Most schools have a website and on their website list the principal's name. So you can go there, find a school that's high need. We utilize free and reduced lunch statistics to find the schools in the neighborhood that will have the biggest bang for our buck. So our Department of Education posts school by school what the eligibility for free and reduced lunch at each individual school is, so we use that to target what schools we want to do our outreach at. So send the principal a letter introducing yourself, introducing your program. Include some outreach materials for them to share with the school nurse or the front desk or the registrar, and it's a great way to get your foot in the door if you don't have those school system relationships built yet. So I'm excited, I think that I've heard some great ideas from all the sharing that's going on, so I look forward to hearing more and that's all I have.

**Sandy Won:** Jill, thank you so much. That was really a great presentation and put some meat on the bones for some of the broad ideas that we were sharing before, you've really helped us see how they can work. And I will say, I was going to ask you to respond to one of the questions that came through the chat about some best practices for getting partnerships with schools, but I think some of your last comments actually did address those, just ways to make connections with the principal, make sure they know what your organization has to offer, sharing your materials ahead of time. One of the things that you said I hope everybody will take to heart. You said a few minutes ago that when you go to Back-to-School night maybe you don't expect so much to get kids enrolled at Back-to-School night but it is a great way to forge and nurture some of the relationships that you have with schools and with the community that people get to know you and know who you are. I think you for that because I just think that being a steady person and providing that kind of ongoing help in the community and making sure that people get to know you pays off down the road. And so that is a really important thing to keep in mind. And then we also have another question for Jill through the chat, it came from Mindy. The question is, you Connecting



Kids to know, you had mentioned the first time physicals, the free first time physicals, and she just had a question about insurance. If the patient has insurance do you still bill for it? How do you get around insurance contracts? I guess she's tried to offer discounted or free services but has sort of run into a little bit of an obstacle there. And she loved all of your ideas by the way.

**Jill Christiansen:** Great. So part of the prerequisite for coming to the event is that you have to be uninsured. We have, it's all volunteer doctors, volunteer nurses. So we really limit the availability and the slots to those who can't get care elsewhere. So if you have insurance, unfortunately you can't come to these events, and we will help you try to find a community provider that you can get into. We have lots of highly qualified health centers in the area and places like that who if you have health insurance can take care of you.

**Donna Cohen-Ross:** Thanks Jill. And I do want to say, we are getting lots of questions and lots of ideas through the chat. We're actually having quite a bit of fun here taking those suggestions and chats from you. And I think Riley wanted to share with everybody some of the great stuff that we're getting. So one of the things she has done through the chat is given you a link to, I think it's Voices for Utah's Children, sent us a link to their website with some fabulous pictures of some Back-to-School activities. So we are sharing those family photos with all of you and we're really pleased to get them. So thanks for sending them. Jill, we're going to take this time to open it up for questions and answers. Some of you have been sending them through, and I'm going to ask, Sandy, is there a special procedure for questions and answers? Do we want people to use the chat, do we open the phone line, what is the best way?

**Sandy Won:** I think we're going to stick with the chat. We would love to hear from you, we know that some of you don't usually have mics on your computers. But we did get a question in that could be a policy question for you Donna. For foster children and children who are in foster homes. Who is responsible for enrolling these individuals, and for Native American children placed outside the state in Arizona? That's pretty specific.

**Donna Cohen-Ross:** I'm not sure I can respond to that last piece because I'm not sure I have that information right here. And I do think in terms of how foster kids get enrolled may vary. But I will say that all children in foster care are eligible. But the procedure may vary state by state. I think that question came from Janet, and we can get back to you with some more



specific answers. One of the things I will say is that when children are leaving foster care and going back home, this is a really important time to make sure that they remain covered if they continue to be eligible, and I know that that is one of those really important times, those risk points, to make sure that children don't lose coverage. So I think it's really important to think about making sure that foster kids get all of the services for which they are eligible, it is a very vulnerable group of children and one that we want to make sure get the health care that they need.

**Sandy Won:** And then Mindy has added to that, saying that she has enrolled foster children through local grandparent support groups just as another idea and they present to the support group every year. So I think it is important to remember that there are a lot of grandparents out there raising children who are eligible and you don't want to miss that opportunity either. I think that's really important, so thank you for that Mindy, and thanks for your question Janet. We have another question here from Lorena. Have we identified effective ways to track the referral opportunities and successful enrollment of families we have reached out to? And I think Jill maybe you can help us answer that question. Because she is looking for effective ways to track referrals.

**Jill Christiansen:** Yeah, you know, that is never an easy, simple answer. But we have a database that was developed, it is an Access database, where we can track referral source. So we have a pretty high volume, we have six full time eligibility workers and two outreach workers. So our staff is larger than some so we have quite a high volume of referrals. So an Excel sheet is not really doable for us. But we have an Access database that tracks our enrollments and our pendings and our denials and the reasons, and also where the referral source is coming from. So we can run a report and see of all the kids that came through and stated that they are contacting us because of a free and reduced lunch flyer, how many of those are enrolled, how many were denied, how many were ineligible, so we can better track each outreach strategy. And I have to say we have only been able to track that data for I think the past two years, and it has changed the way we do our outreach. One outreach strategy we did, we found it was costing us about \$1 per kid for this outreach and we were only getting less than a 10% return rate. So we are in the process of revamping that specific outreach strategy because of that tracking. Does that answer - it doesn't really give you an answer.



**Donna Cohen-Ross:** Jill, I do thank you for that answer. I will say, this is a really important question. Tracking enrollments and keeping abreast of what's working and what isn't working, just the question and your very thoughtful answer Jill makes me think that we might want to put this topic on our radar for a future webinar because I think there are lots of ways that people approach this question, and some are more resource intensive than others. Maybe one of the things we can do for our partners and grantees is present some great ideas for tracking and continuing to improve our efforts based on the data that we get. So Jill, thank you for that.

**Jill Christiansen:** That was a great question.

**Donna Cohen-Ross:** Thank you. Do we have any other questions for Jill?

**Sandy Won:** None for Jill right now, but we have a lot of great new ideas that have come in, so I just want to share a few of those. From Sheila in Virginia Department of Medical Assistance Services, she says she works with the Department of Education to get buy in from superintendents and reach principals in PASS and Title I schools statewide. So they have distributed more than 900,000 Back-to-School flyers every year and another 450 free and reduced price lunch inserts with the letters of acceptance. And they have seen an annual increase in applications of about 30%. So that's a great number and a great tactic to share for that. We also had a suggestion from Jan Walker. She was talking about again going back to the foster parents making sure you connect with local foster parent organizations and private and parochial schools because many of these kids are there on scholarship with their tuitions paid through parishioners and homeschooling organizations, so that is also a nice way to reach eligible families. And then they do outreach days at food pantries. They use free press releases, post flyers on local service station bulletin boards and grocery store bulletin boards. So that is another interesting avenue for community based outreach. An idea of backpack giveaways, Rebecca let us know that she raffled off backpacks full of school supplies and then they contact the families who filled out the raffle ticket, so they have their information there. That's a great way to get information that you can share. And from Barbara Munoz who was sharing Voices for Utah's Children, pictures you will see are the CHIP birthday party that they had at the local Boys and Girls Club. They got quite a bit of press coverage from that. They also sent corresponding birthday cards to all the public schools throughout the state and offered to provide in person outreach or connect them to materials. So they have had a number of events that have been very successful there with that theme. And



then there was another one from Stacey. She said she made a commercial with parents and elders in the community expressing the need to get children insured, and they used the Get In the Game, which was the Coaches campaign from Connecting Kids to Coverage a couple years ago. So we don't want to forget the athletic directors and coaches, they are great messengers as well. As we were saying, a lot of school physicals need to happen before kids go to school and especially for your teenage population who we want to make sure we reach, that's a great way to reach them. So a couple more great ideas.

**Donna Cohen-Ross:** Great. I want to kind of move us along a little bit, and I want to go back to a question that we got early on but we haven't addressed yet, but this might be a good time to do that. Jacqueline wrote to us early in the webinar and asked a question about how outreach and enrollment will change as we go forward towards 2014 with the health insurance marketplaces that are coming onboard, and in fact there will be some changes. As many of you already know and will be learning more about as we go forward. States will have a single streamlined application that will be used for all forms of health coverage, whether it's Medicaid and CHIP or coverage through the marketplace. And many of our new grantees who we welcomed at the beginning of this call are going to be providing training for their communities on what this new system will look like. Many of them will be providing application assistance, and we hope that that is going to be happening in other communities as well as we see some of the navigators come on board and certified application assistors. What is important to note is that there is a single streamlined application that families and individuals will have the opportunity to apply online, which we anticipate many families will do, possibly for the first time. They are going to need help. They can apply online, they can apply using a paper application, in person, by telephone. So there are lots of different ways that families can apply. The idea is to make it as simple and as accessible as possible for them, and that is why the help of community based application assistors will be so important. And we will be hearing lots more about that with respect to efforts underway to build that capacity in local communities. As we go forward too, we are going to show you some new materials that we have, that is my set up for Sandy in just a moment. And one of the things that I'll mention before I turn it over to her is that we have some really important opportunities with our Back-to-School campaign this year, in that Back-to-School is going to dovetail with October 1, the beginning of the open enrollment period for new coverage. So for the first time in a lot of



communities we will be able to not just help enroll eligible children in Medicaid and CHIP, but we can also convey the message that now there is something for the whole family. And we are going to try to do that with all of the activities that we conduct and talk about going forward. And in a moment you'll see some beginning efforts on our part to do that, and we hope that you'll be doing the same thing and we'll be talking about that as we go forward. So I'm going to just turn it back over to Sandy to talk about some of the support that we have for you for the campaign including some of the materials and some of the other items that we're really happy to share.

**Sandy Won:** Great. So if we move over to campaign support here. We hope if you have received the invitation for this webinar you are likely on our list for the Connecting Kids to Coverage Campaign Notes. We have been sending weekly tips for Back-to-School, we call them the Back-to-School Boosters. And these are just ideas for outreach that you can implement with examples of other groups that have done similar types of outreach. So we will give you the information on how you can sign up for Connecting Kids to Coverage Campaign Notes, but those are things we are doing throughout the summer up until the first days of school. We also have @IKNGov, which is our Twitter feed, we're also sharing some tips through that social media aspect, and we have Facebook as well. And at InsureKidsNow.gov, we have a Back-to-School page that has additional outreach tips on conducting social and earned media, the media outreach to the press that we've covered on previous webinars, you can revisit how to do that. We talk about partnerships and partnership outreach and how you may be able to do that with health care providers, retailers, schools, that kind of thing. And then some tools on how to help plan your events for the Back-to-School season. We also have new Back-to-School materials. These are posters and palm cards that can be customized for your state program, so be sure you take advantage of them. They are also available on InsureKidsNow.gov. We've got them in both Spanish and English, and as I said you can customize them for your state program, we know that's super important to all of your outreach activities, and CMS will do that for you so make sure you take advantage of those materials that we have online. We also have PSAs for television and radio that are available, you should definitely use those as well. And then we want to make sure that you use InsureKidsNow.gov as your outreach hub. We've got sample social media posts for Back-to-School particularly to share with your community partners and school districts. A lot of schools as we had mentioned before are now going on to social media to



interact with their parents and families, so we've got sample tweets and Facebook posts that you can share with them. Drop in articles that you can use with community partners to share with parents. We have media materials like press advisories and releases that you can tailor to your own events. And we have those TV and radio PSAs available for you to download. We also have radio readers so you can customize those to your state program. And we have our Connecting Kids to Coverage Campaign here waiting to get your calls and emails. We are covering the country with different regions. We've got field staff on call, so if you have questions about how to conduct your outreach, if you need ideas, if you need templates, if you can't find something on the website and really want it quickly, please get in touch with us. We'd be happy to help you with your effort. And if you just want to let us know what you're doing that's great too. We'd love to hear all these great ideas that we've been hearing throughout the webinar. Stay in touch with us, let us know how your event goes, give us your results, we would love to be in touch with you. And for the final few minutes that we have, I just wanted to finish up any questions that people have. I know we've gotten a couple more ideas coming in. Somebody asked us to repeat the Twitter handle, and that is @IKNGov, IKNGov is the Campaign's Twitter handle. We've also gotten questions about this webinar and whether the PowerPoint slides will be available. They will be on InsureKidsNow.gov. There will also be a recording of this available on the campaign's YouTube page which you can access through InsureKidsNow.gov. So please go ahead and access that, we should have that up there in a week or two. And then as we said, if you can sign up for the weekly Boosters, you will have access to all the materials that we have and you can stay in touch with us that way. Somebody is asking us where you can get information on the CMS website, so it is InsureKidsNow.gov, that is the website that has all the materials. CMS has a lot of different websites, but for the purposes of the Connecting Kids to Coverage Campaign, all of the materials live there. And I think that's it in terms of questions. I think we've covered a lot of ground today.

**Donna Cohen-Ross:** We certainly have. And we really appreciate all of the input from our listeners, from our participants. Some of the ideas that you have shared with us today really helped flesh out some of the broad ideas that we were trying to plant seeds, you have helped to make them grow already. We are going to be trying to flesh these out even more over time, so as Sandy said, I just want to repeat, that as you conduct your Back-to-School activities, when things happen, whether they are successes or bumps in the road that you want to share with us and let us know how things are



going, we are really very eager to hear from you so that we can put together not just successful stories but also lessons learned, so we want to take whatever you're learning in the field and share it with everyone. And we're thinking through on this end some really great ways to do that. Again I want to focus your attention on [InsureKidsNow.gov](http://InsureKidsNow.gov), and on our new Back-to-School page you will see a lot of the materials that Sandy talked about. You will see the new Back-to- School materials. If you look at them on the website, which I think you can see better than on our slides, you will notice that we do have the [healthcare.gov](http://healthcare.gov) website on there as well. So we are laying the groundwork for what's to come in October with open enrollment. I want to take this opportunity to thank everyone for joining us today. A special thanks to Jill Christiansen for her wonderful presentation and her great ideas. So thank you Jill so much. I want to thank all the folks here at GMMB who are pushing all the right buttons to make sure that this webinar goes forward without a hitch and we are able to share a lot of the information from far and wide that is coming in through the chat and through the questions and answers. We will be here all summer long. We will be working with you and want to work with anyone who is interested on building your Back-to-School campaign. You know how to get in touch with us. We want to be communicating with you through our Back-to-School Boosters but we also want to hear from you. So we hope that this is a back and forth throughout the summer. For those of you who we don't hear from and those of you who we do, we want to wish you a safe and healthy summer, a lot of fun, a time to reboot our engines because Back-to-School time is coming soon and that is going to really be an energetic time for all of us. For information about future webinars as we go forward, we know that we'd like to tag on to this Back-to-School website and talk about ongoing school based outreach activities, some of you have already shared some of those things with us. And don't be surprised if we come knocking on your door asking you to be one of our guest presenters. So we are a little bit early today, but I think we have covered a lot of ground. I want to say thank you again and we look forward to working with you throughout the summer as together we plan what we think is going to be a really fabulous Back-to-School campaign. So thanks everyone and have a good rest of your day.