



Back-to-School Outreach and Enrollment Tactics and Resources for Success

Connecting Kids to Coverage National Campaign

Webinar Transcript July 31, 2014

Riley Greene: [inaudible] ... so much for joining us this afternoon for our Back-to-School Outreach and Enrollment: Tactics and Resources for Success webinar. We had over 900 people sign up for this webinar, and I see that almost 400 are logged on. So we are so excited to have such a good group of people from across the country with us. I am going to cover just a few housekeeping details before we jump in. First and foremost, we will have a question and answer session at the end of the webinar, but we encourage you to submit your questions throughout as you have them using the chat box in your control panel. That's the little gray box to the right hand side of your screen. So again, we'll have questions and answers at the end but you can ask them as they come up through the chat box on the right hand side of your screen. We will have the slides and a recording of this webinar available on InsureKidsNow.gov. It will take us a couple of weeks to get that up there after the webinar is finished, but those will be available online. And with that, I'm going to hand it over to Donna Cohen Ross with CMS.

Donna Cohen-Ross: Great. Thank you so much Riley, and thank you everyone for joining us today. As Riley said, we are just overwhelmed by the response to the invitation to this webinar. Those of you who have been with us throughout know that we had a really great turnout for our Think Teeth webinar a while back and we never thought we could exceed that registration. Well, we just did. But I'm really happy about it, mainly because as many of you know back-to-school time is the most fruitful time for enrollment for kids in Medicaid and CHIP. We seem to do the best this time of year, and so we like to put every ounce of everything we have into it. And so we're glad that you're with us. We have a lot to talk about today. We have some really great guests with us. So I'm going to jump right in. I think we've already had a little bit of introduction. I'll give a little bit of overview of back-to-school strategies and we'll talk about some resources on InsureKidsNow.gov. Then we're going to hear from our guests. We'll hear from one of our grantees, the Family Healthcare Foundation in Tampa, Florida, and two national organizations who are longstanding and maybe new partners with us as well. The School Social Work Association of America



and also the American Lung Association. And as you hear these folks talk about what they have available and how they are getting involved in back-to-school, I hope that you'll all be thinking about how you can use that broad information at the state and local level where you work. And we're going to be trying to help you, help make connections for you. The idea is for us to turn our partnerships here at the national level into on the ground working parts of your campaign. So let's get rolling. Again, we're going to start with some back-to-school strategies and resources. I'm going to share my time with my partner Sandy Won at GMMB, also part of our Connecting Kids to Coverage team. But let's go to the next slide, and just lay the groundwork. Why back-to-school? I just mentioned it's our most fruitful time of the year in terms of enrollment, but why? Well, it's a great time because families are thinking about preparing their kids for school. There are lots of things they need to do to get kids ready for school, but making sure their kids are healthy is often something very high on the list, either because parents are concerned about it themselves, which they are, but also sometimes there are things they need to do to get their kids ready for school. Immunizations, for example, kids might need a physical or an eye exam before they go to school. So parents are thinking about getting healthcare for their children, and I think as we all know from experience that when families are thinking about healthcare, asking them whether or not their child is insured just makes perfect sense. Those questions go together, and it's a great time to provide application assistance if that's needed. Schools are a great place to ask these questions and to provide this help because school staff members are trusted sources of information for parents. A great place to have that conversation and move that process along. And of course, from families' perspective, from schools' perspective, from teachers' perspective, we know that when children and teens are healthy they are better prepared to learn and succeed. That's not just a slogan we use, we know that when kids are healthy they're not going to be absent as much, so they're in school. They are more attentive if they don't have a toothache, if they're not worried about seeing the blackboard they can focus more attention on what is going on in the classroom. When they are able to participate in sports, they have a well-rounded experience in school and that's what we want for all children. So let's talk a little bit about back-to-school activities. I'm just going to give us a little bit of a broad brush, we're going to hear a lot more depth from our guests in a little while, but these are some of the activities that probably you've been involved with already, or you might want to find out if any of these kinds of activities are going on in your community and offer your help and your expertise in terms



of providing information about health coverage, particularly Medicaid and CHIP and also providing that application assistance. School supply drives, many of you are in communities where there are backpack campaigns where organizations help families by providing school backpacks, and usually there are some goodies that go inside those backpacks, including information about all kinds of services. Great place to also talk about health coverage. Free immunizations, immunizations and other health screenings are sometimes going on in schools themselves, in local health departments, community health centers, great place to also be talking about health coverage. School registration, back-to-school nights, other events like, we think about school sporting events but there are lots of events that happen that kids are involved in if they're not athletes. The school play, other kinds of activities that are again, parents are there because their children are participating. A great time to talk to families about health coverage. When schools are going through testing periods, when they're providing information about college to older students, also a good time to interject a message about health coverage. And again, I want to reiterate what we've been saying all along this spring and into the summer, that for Medicaid and CHIP there is no deadline, there is no open enrollment period associated with applying for those programs. You can apply any time, and if your child or an adult who is found eligible can enroll any time and begin to get benefits. So of course our slogan, why wait? And you'll hear more about that in a moment. Let's go to the next slide. You know, your community may have lots of schools, you may be working in a very broad area in terms of the geographic area that you're focused on. And one of the things that's really important to do is think about how to really target your efforts so that you are really reaching schools with large numbers of children or a large percentage of those children enrolled who are likely to be eligible for Medicaid and CHIP. And so there is data that's available to you to help you make those cuts in terms of which schools should get more of your attention. Many of you are using data such as the free and reduced price school lunch and breakfast information, state departments of education, local school districts have available, it's public information. For each school, what percentage of children in that school participate in free and reduced price school meals, and of course, the income eligibility for those programs are similar, not the same but similar to the cutoff for Medicaid and CHIP. Medicaid and CHIP is actually a little bit higher in most places. But the point being, if you get a lot of children who are eligible for free and reduced price school lunch, you know that you have a group of kids where it could be very productive to do outreach and enrollment activities. Title I schools are



another place to look. These are schools where special programming and special funding is available because the area serves a lot of low income children. There are lots of other examples. Some of you have been involved in efforts to get school enrollment forms to include a question about whether a child has insurance. Many of our grantees through Connecting Kids to Coverage have done that on their own, and by having families fill out that information, it is easier to tell where you have a school with a lot of uninsured children. That's the place to go with outreach and enrollment. You want to think about a range of schools. Certainly all of the public schools that are in your community, elementary schools, middle schools, don't forget high schools, we're really focused on getting eligible teens enrolled. But also preschools, daycare centers. Sometimes there might be vocational or trade schools, private and parochial schools. Don't forget about adult education classes, very important, especially in states that have expanded Medicaid. More and more parents may be eligible for coverage as well. Community colleges, you might get some students who are eligible for Medicaid and CHIP, but very often in community colleges those students have children of their own. And so even if the parent is not eligible, even though they could be, but if they're not there might be a good chance that the child is eligible. So think about schools in a very broad way. Building relationships with school staff is really important, and it's not something that happens overnight. Those of you who have been working on this for a long time know that making those relationships, starting those relationships and developing them, nurturing them, is really important. Some of our speakers I think are going to talk a little bit more about that. You want to think about the whole school community. So it's not just teachers, it could be school nurses, it could be school counselors, we'll hear a little bit more about them. It could also be teachers who work in programs for English language learners, all kinds of parent liaisons whether they are teacher aids or health aids, whatever they might be. School coaches often have a really important role to play. And of course school administrators, principals and also school superintendents. It's very important to gain the support of the leadership in the school district. If you can find a champion or create a champion for your outreach and enrollment project, you are three steps ahead. I wanted to just share with all of you one of our grantees works with, is the Association of School Superintendents, and worked in a number of school districts over the course of several years. But I picked out this quote from Dr. Phillip Lanoue from Clarke County, Georgia, who is the school superintendent. There is a short video which you can find at that YouTube site that's at the bottom of the screen there. And you can hear this particular school superintendent talk



about not just why getting kids health insurance is important, but more importantly why school superintendents need to be leaders and need to take the reins and not leave this for someone else to do. His remarks are so powerful because he is owning that leadership role and he's talking about it with respect to what health coverage does for kids, but also why it helps the school district meet their goals. So I urge you to listen, it's all of 30 or so seconds but it's very, very powerful. Finally, you want to build that network, and we talked a little bit about this, but just that whole realm of school based partners are very, very important in terms of making sure that your campaign is reaching out as broadly as possible. And when you do that, we hope that you'll look to us for the materials that you need to really make your outreach efforts effective. And to hear more about that I'm going to now turn it over to Sandy Won, who is going to walk us through some of the materials that we have available on InsureKidsNow.gov for your use. Thanks Sandy.

Sandy Won: Thank you Donna, and thanks to everyone for joining us today. As Donna mentioned, there are a lot of great ideas to do your outreach and enrollment during back-to-school season and this is a fruitful time for enrolling kids and teens into coverage, and in states that have expanded parents as well. So we have a wealth of resources for you to draw from in order to help you in your outreach efforts. What we wanted to show you is just a few examples of the materials. We've got flyers, postcards, posters and palm cards. These are in the back-to-school frame. We've got our kids getting ready for the school bus. We also have our kid in charge, who is the little boy in the blue mustache. He kind of gives a year round enrollment message, the fact that Medicaid and CHIP enrollment never ends, and parents might be eligible as well. And we also have a new flyer for teens, specifically focused on that age group about 12-19 where we know we see some drop off in enrollment, just to make sure that your partners and your schools are aware that kids are still eligible for coverage up to age 19. So that really conveys that message. We also have more materials on Insure Kids Now about oral health benefits. So we really invite you to explore the wealth of resources that we have available online. And the beauty of these materials is that you can have them customized. We can customize these with your state Medicaid and CHIP program name, your local organization's contact information as well as a couple of logos to brand it for your community. This gives you a little bit of insight into where we would customize the materials. And again, we've got teen focused materials here to show you. But we really encourage you to put your order in today. While



CMS is open to customizing as many materials as they can, we will leave the printing to you. So you have that and the quantities that you need. But we really encourage you to put your orders in quickly. It takes a little bit of time to turn it around and we want to make sure that you have what you need for your outreach efforts this late summer and fall. And we also want to remind you that these materials come in various languages. So depending on what you choose, we've got English and Spanish for everything but we've also got Asian languages, Portuguese, we've got Tagalog and Creole and all these things. And if you have suggestions on other languages that would be helpful in your outreach efforts, we welcome you to send us a note and let us know. CMS is very willing as resources are available to make sure that we've got these translated to all of the diverse audiences that you work with. And knowing that a lot of families are going online to do research on health insurance or health coverage, that their schools are online, that there are Facebooks and Twitters and YouTubes and everyone nowadays has some means of getting online, either through their phones or through their desktops, we have created some online resources for you as well. So we've got social media graphics and posts. Share these with not only your organization but your schools and your partners on the ground. It's just a fun way to remind families that health insurance is available for their kids, free or low cost health insurance, and some cute little pictures of kids and a little bit of humor attached to that, because we know that goes a long way in social media space. And we also have web buttons and banners, so you can share those again not only for your organization but for your partners if they are willing to post a banner on their site for a couple weeks or months while you do your back-to-school outreach, that is a great way to just get the word out around your community. And think about your e-newsletters that go out in your community, any community papers or local businesses that might be willing to share that information. We have videos as well. We've got a 90 second online web video featuring a little girl named Sophia who talks about year round enrollment in Medicaid and CHIP, the great benefits that it offers, and it is something that you can push out through your email newsletters, again for your website. Any online channel that you have available to you, we welcome you to embed it on your site or to shoot it out to your constituents online. We also have outreach videos, and these are prepared by CMS and they really highlight outreach practices, strategies that have proven to be effective in reaching families, and we've got one specifically on back-to-school, that is the Rhode Island case study. But there are a lot of great ideas on there and ways that you can see outreach strategies in action. So we invite you to take a look at those on



InsureKidsNow.gov. And we're not done. We've got public service announcements as well. We've got TV and radio public service announcements. These are available for public pitching across your local TV and radio stations. We are doing some pitching ourselves but it can always use a little bit more help. So if you've got local radio stations or local TV stations that you work with in your outreach, take a look at the 30 second and 60 second PSAs that we have available. They're fun and they've got a great message about the benefits of Medicaid and CHIP again. In states where parents are expanding they've got a little bit of a parent message as well, I'm sorry where Medicaid is expanding and parents can also enroll. And then we also have live read scripts, which are things that you can provide to your local on air radio personalities, and they might read it on the air for you. These can be customized again to your local information, to your state Medicaid and CHIP programs, and gives you a little bit of flexibility that you might not get from the pre-recorded TV and radio PSAs. And they are not just for TV and radio, there are a lot of other things that you can do with these video and audio materials. So we've got a list of tips for how you can use the PSAs, you can share it with local businesses, you can use it as the hold music if you're a health center or if you're a school. And we welcome you to try out these creative ways to do it. And if you have other ideas, send them our way and we'll share them with the wider network of Connecting Kids to Coverage. And finally, we want to make sure that you are connected with the campaign. We've got a lot of resources, we've got a lot of tips we send out, a lot of information on a regular basis. So connect with us in any of the ways that most suits your needs. You can visit the website at InsureKidsNow.gov. You can become a follower on Twitter at ikn.gov. We've got a Facebook Page which is Insure Kids Now. We also have our e-newsletter which is the Campaign Notes. If you go to the link on this page, and again as Riley mentioned these slides will be available on InsureKidsNow.gov, and this link will be usable there. You just enter your email address and you check off the Connecting Kids to Coverage National Campaign and we will add you to the list. We've got about 13,000 subscribers, so we want to continue growing that and making sure that all of the valuable resources we have are being used by you and also that you are getting in touch with us. So to go to the next slide, we've got our campaign field desks. These are hotlines and emails that you can use if you've got questions about anything that we've talked about in terms of the resources, if you have questions about the materials, if you can't find something on the website, please get in touch with us. We would be happy to walk you through anything to make sure that these resources get into your



communities and you can use them for all of your outreach efforts. So the number here is toll free and the email address is open 24/7.

Donna Cohen Ross: Thank you Sandy. And I hope all of you can see, you will want for nothing if you get involved in this campaign. We're just so grateful to have all of the creative efforts going into providing the materials that are really for your use, and we do hope that you take us up on our offer of customization. We know that many of you on the phone have already done that, and so we hope they're working out for you. Now I want to introduce our first speaker, our first guest, we've already had a few speakers. I want to welcome Melanie Hall, who is the Executive Director of the Family Healthcare Foundation in Tampa, Florida. Tampa is one of the target market areas that we've been doing some intensive activities, and we've gotten to work with Melanie and gotten to know her over the course of the last couple of years. Some of the work that is coming out of Tampa is really quite phenomenal, and especially at back-to-school time we just are grateful for all the work and we're very happy that Melanie could join us today to share with all of you the kinds of activities that are happening in Tampa. So Melanie, welcome.

Melanie Hall: Thank you Donna, and thank you so much for giving me the opportunity to talk a little bit about what we're doing here in Tampa and a little bit about the Family Healthcare Foundation. So I'd like to start just by explaining a little bit about who we are. We actually started 15 years ago as the Kids Healthcare Foundation, and we basically started as an all-volunteer coalition of folks that came together to help with the implementation of the brand new Florida KidCare program in Florida, and really to engage on local partners, providers, in terms of reaching out to families that may be eligible for the program. So we've been in the Tampa Bay area doing that level of work for quite a while, but at the same time, we always looked forward to the opportunity of when we could reach out and do family enrollment. So again, we've continued to be a CHIP grantee and working directly with Connecting Kids to Coverage for several years now. The current grant is really focused on our school based outreach and the partnerships that we've formed through our school-based local coalitions. We also do have Memorandums of Understanding with Hillsborough and Pinellas County Public Schools, which are the Tampa Bay and Saint Pete areas here in Florida. And those MOUs get approved each year by the school boards as well as we provide updates for the superintendents. I've been asked every year to come and do presentations to the principals here in Hillsborough County, and we work very, very closely with school social workers, the school health



personnel, several of the different departments within school districts just as Donna was talking about earlier, and they have been great partners and certainly an excellent source of referrals for families that they interact with that may need coverage and have the ability to apply for Florida KidCare. At the same time that we're doing that work, we do also administrate one of the Navigator grants as part of the effort that is coordinated by Florida Covering Kids and Families at the University of South Florida. And the reason I mention that is that we've really seen a great synergist between doing that work, because as we're out in the field and we're talking with families, there are some families who it is really only child coverage that they need to apply for, and at the same time there are times when people come to sign their children up and as we go through the discussion find out that there may be an opportunity for them also through the marketplace. So it's been a very nice complementary cooperative effort. So one of the things that I wanted to highlight today is what we've learned over the last several years of doing back-to-school efforts, how we focus some of our strategies, how we focus some of our staff time, how we augment all of that to make sure we're using and maximizing the resources to meet as many needs as we can. So most importantly, we make sure that our efforts are very well coordinated with our school districts. So as the school districts are participating and reaching out to families to let them know of opportunities through the summer to stay healthy, like immunization fairs or fairs where free school physicals are being offered, we partner in terms of making sure that that effort gets marketed out to families and that those families know that we will be onsite to help provide assistance at the same time. It also is very much coordinated with the coalition of school and community based partners. For example, the county health departments, some of the social service providers, and then certainly the partner that we work most closely with on this effort, and that is the St. Joseph's Children's Advocacy Center at our local children's hospital. It provides the vast majority of our staffing. We participate in multiple events each weekend in our pretty busy back-to-school time which starts right about now, you know, mid-July, and runs through mid-August. So we typically have multiple events each weekend. Some of them are events that I'll talk a little bit more about in depth like immunization fairs, and some of them are tabling events out at health fairs, backpack distribution points, things like that. And then we also provide application assistance onsite. I put here at each event, actually at each of the immunization school physical events we provide onsite assistance. At many of these other community based opportunities we provide our brochure, and our brochure has a lot of information about our Florida KidCare program, but it also has a tear off



sheet that whoever is helping to man that tabling opportunity at an event can actually provide for the family to voluntarily give their contact information, say yes I would like more information, I would like for someone to contact me, I'm interested in applying. They can give that back to us and then we can actually do that follow up and make an appointment or answer any questions that that family may have. So part of the build up, especially to drive families to the immunization and school physical events, because that is where we are providing that onsite application assistance, is that we work directly with our school district and we promote those events through a flyer that we develop and get approved and provide the printing for. That flyer then goes into 125,000 free and reduced lunch packets that get sent out to families. So as Donna was talking about earlier, it's a great way to make sure that information goes directly to families that may be eligible for these programs. Those packets are mailed out in early July, so it gives folks plenty of time to plan to come to one of those events that may be closest to them. The flyers list not only all of the locations and the times of each of those events, it is in English and Spanish. The other thing that it does is list all of the documentation that a family may need to bring so that they can actually complete an application onsite throughout this process. We don't need to stop the process, save it, make an appointment to finish up another time simply because of a lack of documentation. If they are gathering their information before hand, they can bring that onsite. We provide that assistance with laptops that have air cards; we bring iPads that have 3G service. One of the advantages of using the iPads is it also allows us to then take photos of the documentation, turn it into a PDF, send it to the family's email as well as up to our state agencies, and then we can delete that, show the family that we've deleted it each time, and that gives us the ability to know that we've actually helped them turn in their documentation. And then we also promote those opportunities, enrollment opportunities through our website and also through those of our partners. One of the things that we have learned through the years is that we get asked to do quite a few activities through the very busy back-to-school time, and we try to figure out the best way to really focus our staffing to make the most of the enrollment opportunities, and then augment that with some other models that I'll talk about just briefly that also helps us spread our reach a little bit. So as we all face, there are just a limited number of paid staff that really can attend events, a limited number of resources that we can use to make sure we are out doing that one on one application assistance. And yet, again, one of the things that I think many of us have experienced is that it is that one on one application assistance that for many families is really very vital in



terms of their ability to complete the process and get their questions answered and know what they should do in terms of that follow up piece. So we try to send our paid staff to the immunization fairs and school physicals. Again, those are families that are coming to seek out free or very low cost medical services because certainly the assumption is that they are having difficulty accessing the services for their children. And so that gives us a great opportunity and entree to have that conversation. But then there are a lot of other events that we'll discuss. Parent nights at open houses, at schools, at backpacking distribution points and things like that where we're asked to table PTA meetings. Sometimes what we're able to do is augment our paid staff with parent ambassadors. You know, one of the best practices that we've learned is that parents really love hearing from other parents who have experienced the program and the benefits of the program. It carries a different level of message I think. And so we have had some parents that have come to us and have been so pleased with their coverage and so happy to carry that message for us that we decided to capture that and really provide them with certified application assistance training so they could be out in the community, know how to answer questions that was beyond just personal experience but based on training, and be out in the community representing the Florida KidCare program. So our parent ambassadors do go through certified application training, and they really help to augment. Along with that model, we also provided the application assistance training to some of our school staff, in particular our school social workers. That has been a great partnership, because one of the things that happens even if a school social worker doesn't necessarily have the time to go through the entire application process, many times they do, but even if they are servicing several schools and they may not be able to do the application assistance themselves they have a great knowledge base to speak to families, answer questions, and then refer them back to us for that one on one assistance. So we've used the Connecting Kids to Coverage resources in several ways, and we've been really fortunate to be a part of this program because it has allowed us to do things that we frankly never would have been able to do on our own as an organization. So first of all, we've been able to distribute posters, palm cards, to all of our partners throughout the year. A great example is we have a local coalition called Covering Tampa Bay. It incorporates our Florida KidCare partners as well as those folks interested in marketplace information. So we've turned that into more of a larger geographical coalition, and that's been a partnership that's been really engaged and we were able to distribute at sort of a celebratory picnic that we have in May a lot of these materials out to partners at that time. In mid-



August we also have a great opportunity to do a mass material distribution because we're going to be able to present to 560 school social workers, school health personnel and school psychologists all at the same time so they have those resources to use throughout the year. We are also sharing our online resources at our next Covering Tampa Bay Coalition meeting in September. We have finally joined the 21st century and created our only Covering Tampa Bay Facebook page, Twitter account, etc. All of that will be rolled out. And not only are we going to be utilizing these electronic resources, we want to make sure that we are sharing them out to our partners, that they can include them on their electronic communications as well. One of the big benefits this summer for us certainly have been the billboards, which you see an example of, and radio ads that include our local contact information that are out in our community even as we speak. I drove past one today actually. And we have found that with these radio ads and billboards it really does increase those calls to our KidCare line and we are able to then use those opportunities to help drive families to events or to set up appointments for one on one assistance. We use all of the Connecting Kids to Coverage resources, the very valuable partnerships that we have with our state organizations and agencies, specifically Florida Healthy Kids Corporation, Florida Covering Kids and Families to achieve this. You know, we have great state partners, we have great local partners, and we have these lovely resources now to tap into. It's really the it takes a village concept where we join together and make sure that we really maximize as many opportunities as we can for families to get their eligible children enrolled in coverage. So we've been very grateful to be a part of this project.

Donna Cohen Ross: Thank you so much Melanie, that was just a great presentation. You've covered a lot of territory. I want to draw everyone's attention to the graphic at the bottom of this slide. You'll see that the Family Healthcare Foundation's logo has been incorporated into this piece. Again, we can do that for you too through our customization guide. So I just wanted to I guess give a little commercial for that. Melanie, thank you so much. The other thing that Melanie talked about throughout her presentation was the connection that they made with partners in her community. She mentioned the school social workers and others a number of times. Now, I am very, very pleased to welcome Frederick Streeck, who is the Executive Director of the School Social Work Association of America. One of the things that we wanted Frederick to talk about was how you can connect with school social workers in your community and then be able to do



some of the things that are similar to what Melanie described in her presentation. So I'm going to turn it over to Frederick. Welcome Frederick, thank you so much for joining us this afternoon.

Frederick Streeck: It's my pleasure, and I really want to let the Center for Medicaid Services and the Connecting to Kids Coverage Campaign know that we really appreciate the opportunity to talk to this webinar and the attendees and also how happy we are to be a partner and advocate for healthcare and improving healthcare for all of our kids. I'm going to just give you a quick overview, then I want to talk about how school social workers work with children and families, how school social workers work with school staff. Then we want to wrap up with how you could easily access and work with school social workers from your local area. School social work began in 1906, and basically they were visiting teachers. At that time there were a lot of immigrants coming into the country, and so school districts sent teachers out to meet immigrant families and to explain the need for their kids to go school. Then they would learn about the families, get acquainted, then they would come back to the school and talk to the teachers about what it was like to just be moving here from Poland or from Russia or from the UK or wherever people have immigrated from. So since then in the last over 100 years, our practice has evolved, but school social workers still go out and make lots of home visits and get to know parents away from the school setting. There are about 20,000 school social workers currently in the United States. These people work for school districts. These are not community agency people. Our members are in the buildings with teachers and custodians and bus drivers and principals every day. Our members have a master's degree in social work and they have special training in working with children and teachers and parents. Kind of what school social workers on that score, basically our members provide individual and group counseling to students, and they provide consultations to teachers and to parents. Our focus is always on removing academic and social/emotional barriers to encourage student success. When kids come to school with terrible home situations, maybe they're not eating right, maybe mom and dad were fighting late last night, maybe they spent the night in a car in a public park. It's going to be real hard for those kids to focus and pay attention to the teacher no matter how well trained that teacher is on that particular math or reading curriculum. So we understand that there are social and emotional barriers out there that limit kids' success, so our members are all about trying to remove those barriers. So let me talk about working with kids in schools and families. So basically school social workers help students to cope



in times of crisis, help students to access mental health services. Generally those are community mental health services but sometimes they are in the school building. School social workers help our students to become resilient and successful learners and help to help students gain personal and social and competencies. School can be a daunting place when you're a new student or moved in from another area or you're from a different country, it can be extremely offsetting. And so our members try to help kids to acclimatize themselves to the academic environment and to fit in. We also work with parents. Our members help parents to participate in their child's education. Our members help parents understand child development and the educational needs of their kids. Our members help parents to access school and community resources, many of the agencies such as your own that are out there that assist families. Our members help parents to understand special education services. A lot of our members work with kids with disabilities, and that can be a daunting topic to talk about at school and frightening to have a child with a disability enter in a public school. We work with mental health, we work with special education, and our members are skilled in that area. And they also, our members provide parenting skills. In fact they do teaching at classes in the evenings and that sort of thing to help parents to sharpen up their parenting skills. We help educators, teachers and paraeducators and other professionals in the school district. We help them to work effectively with parents. We help them to discuss new resources and to bring them up to speed on new things that are in the community that are available. We help educators by participating with them in the special education process from evaluation through development of an Individual Education Plan and then into direct services and therapies and treatments. We also help educators to understand the family and the cultural factors that affect students. And this is still a big deal, even though I talked about what was going on in 1906. If you look at what's going on in the south, the border of the United States today, and even in my state in Washington State there are students, there are children, school age kids who are now in the United States that are perhaps without a chaperone, perhaps without a parent, certainly in a very different environment. Their experience is so unusual and so different compared to what kids would be experiencing who live in a home community nearby a school. So school social workers help out in this way. We do in-services for educators about migrant families, about immigrants, about the different cultural things that are coming in the schoolhouse door.

[no audio] ... an important service for us to help educate...



[audio cut off] ... child abuse and neglect, school safety. All of those kind of things. The school shooting stuff that has been so much in the news in the last couple of years, troubles us greatly. We help administrators to process that, to do in-services on safety and to support kids and parents and staff when there is a tragedy at school. So here's what you can do as a community partner, as a community organization, to help us and to work with your school social workers. Basically, as I mentioned, school social workers link the school and the community and coordinate delivery of health, educational and mental health services. And school social workers partnering with communities can develop resources to adequately meet the needs of students and families. We talked about backpack drives, we talked about food banks. Other services that a community might need, a school social worker can see that and sometimes will work with you and bring people in to help to establish that. Community organizations can best, on the next slide, help access school social workers by calling the local school and asking to speak to a school social worker. Many times school social workers, and I was one myself for many years, might have two or three buildings that they're in in the course of a week so they're not always present. But be persistent and keep trying to contact them. If you are not having success, contact the state school social workers' association where you live and ask for their assistance. We have a number of state affiliate chapters that are a part of our national organization, and they have lots of local and state resources that can help you to connect with a school social worker locally. What you should do is when you email or call, ask for help about students' healthcare needs that you are concerned about, but more so, please leave a really thorough, really detailed message, because our members are really busy, and if you say, here's my number, this is Frederick Shreeck, call me back, that may go to the bottom of the list. So just ask your question and provide as much detail as you can. Most people are great at that, it just expedites the process. There are lots of online resources on our website. There are some for parents, there are some for educators, and there are administrators and community organization resources there too. You can see our website at sswaa.org. What I would ask of you, the participants in this afternoon's webinar, is to tell parents that they should call the school and get hold of a school social worker if they are concerned about making friends, having their child having difficulty making friends at school. Maybe there's a concern about bullying at school. Call the school, call the school social worker, if you think that your child or your parent's child might need assistance for difficulty with learning. They may need assistance learning about school rules or they may be having difficulty with school



rules, that's a good time to call and speak to a school social worker. When testing requirements are so front and center and the high stakes, high pressure requirements are on, it's stressful for kids and it's stressful for faculty. That's a good time to talk to your school social worker and say, you know, my son, my daughter, they're really uptight about this, if they don't do well on their test, their teacher may not be retained for next year and they're real upset. Those are things that we can help with at school. Sometimes parents just need to know, when should I contact my teacher? Should I go and kind of pass it by, or is this an issue that is so important that I really do need

[inaudible]

Riley Greene: Hi Frederick, this is Riley. We're having a little bit of difficulty hearing you. Your audio might have cut out. Can you hear me okay?

Frederick Streeck:

I do hear you.

Riley Greene:

We can hear you now, thank you. Sorry for the interruption.

Frederick Streeck: Okay. I don't know where we lost you, but I was just saying that we all have a role in wanting to help kids and families. We think that mental health, physical health, all lead to strong academic successful learners and successful schools are really the cornerstone of our democracy. We just appreciate all of the work that you the community here provide. There is a link for email and website resources if you

[static] Thank you to the Center for Medicaid Services. We really appreciate this

[static]

Donna Cohen Ross: Thank you so much Frederick. We really do appreciate you taking the time, and stick with us, we may have some questions for you. Now I'd like to go to our final speaker. Barbara Kaplan is the Director of Asthma Education at the American Lung Association

Frederick Streeck: Sorry about the ...

Riley Greene: No Problem.



Donna Cohen Ross: Thank you. Barbara Kaplan is the Director of Asthma Education at the American Lung Association, a new partner for us at Connecting Kids to Coverage. When we learned recently that the American Lung Association has its own back-to-school materials, we thought this would be the perfect opportunity to invite Barbara to spend a little time with us this afternoon. She really moved heaven and earth to do that. So we're really glad to welcome her. Barbara, thank you so much.

Barbara Kaplan: Thank you, I'm so happy to be able to participate today. I'm actually learning quite a bit from the presenters as well. So I really appreciate the opportunity. My thought, I'm going to start real quick and give you a little information about the American Lung Association. For over 100 years, we have been leading the fight for healthy lungs and healthy air, and we are working to save lives by improving lung health and preventing lung disease. We do that in a number of ways, but mostly through research, education and advocacy. We were one of the first to tackle smoking, the nation's greatest preventable health risk. It makes a connection between air pollution and lung disease. My role at the Lung Association, I have the opportunity to work with schools nationwide to make them healthy learning environments. For more than 25 years we have been working with schools to educate school personnel, parents and students about asthma management. Asthma is one of the most common chronic disorders in children nationwide. It currently affects an estimated 7 million children under the age of 18, of which 4.1 million of those suffered from an asthma flare up or an asthma episode in 2011. It's a leading cause of school absences, accounting for more than 10 million lost schooldays each year. It affects people of all ages, races, genders and segments of society, but the burden is not equally shared across racial and ethnic groups. It is most often a disease of the young and of the poor. Children and people living below the poverty level are among the groups most likely to have asthma, the most likely to suffer from severe asthma attacks, hospitalizations and even death. Asthma can be life threatening if it's not properly managed. For the past 12 years, children between the ages of 5 and 17 years of age, they've had the highest attack prevalence rate, and those over 65 have had some of the lowest. The asthma attack prevalence rate in blacks was 40% higher than of whites. It is the third leading cause of hospitalization among children under the age of 15, and unlike other chronic lung diseases, asthma discharges rates at hospitals are very common among the pediatric population. In 2009, there were approximately 774,000 emergency room visits due to asthma for those under the age of 16. So the burden is extremely high. And lastly I'll mention,



asthma is expensive. It costs our nation \$56 billion annually, \$50 billion in direct medical expenses, close to \$4 billion in loss of productivity from missed school and work days, and premature death at \$2.1 billion per year for a total of \$56 billion. There is no cure for asthma, but it can be managed and treated so people with asthma can live a normal healthy life. As with other chronic illnesses like heart disease and diabetes, optimal management of asthma requires good medical care, patient involvement in decision making, and community support for a healthy environment. Goals of asthma treatment are to reduce impairment and to reduce risk. This translates to things like sleeping through the night, being physically active, not missing school and work, not having to go to the emergency room or be hospitalized for your asthma, and not experiencing symptoms such as coughing and wheezing during the day or night. And then there are many steps in managing asthma, including monitoring asthma, controlling your environment to avoid asthma triggers, using medications as directed, knowing what to do in an emergency and using an asthma action plan or asthma management plan. Work with a healthcare provider, following up with them at least annually or more often when you are experiencing symptoms. So as you can see, to properly manage asthma it is important to have consistent asthma care. Next slide. The American Lung Association, with support from the CDC's National Center for Environmental Health, is working to raise awareness about the opportunity to access healthcare and the opportunity to access quality asthma care. Specifically, this project is focusing on individuals living with asthma and parents and children with asthma. So we are working to raise awareness of the benefits under the Affordable Care Act, including Medicaid and CHIP. This project has three phases, I like to say they go to three phases but they do tend to overlap. But in the beginning we were very focused on raising awareness about the opportunity to get coverage through the health insurance marketplace. Some examples of our activities were promoting our Lung Health Line and staff certified application counselor organizations using communications and social media to educate patients living with lung disease and their caregivers about the importance of getting healthcare coverage. Once the 2013 enrollment period ended, we began switching our messaging to talk about eligibility for coverage, especially among children with asthma and families through Medicaid and CHIP. Now we are into our third phase, where we are educating individuals with asthma and parents of children with asthma in the steps to access quality asthma care. In other words, what is optimal asthma management and what should they expect from a healthcare provider when they do visit them. So I mentioned the Lung Help Line as a certified



application counselor, but it is staffed by lung health specialists such as nurses or respiratory therapists. They can really help callers, people living with lung disease, to determine what level of coverage is right for them and to help them complete an application for coverage in the marketplace. In addition to seeing if the marketplace plan is the right choice for a caller, they ensure that the caller has all the correct documentation and information to complete the enrollment process. However, we are finding that most patients, especially those in situations discussed by other presenters on the phone today, especially those in minority communities, are not taking services like the Help Line or through online resources, but rather, it's about meeting those individuals in those reachable, teachable moments. We are seeking new ways to assist patients living with lung disease in their communities to get access to healthcare through some partner organizations such as those of you who are participating in the call today. Next slide. We are developing several resources to educate individuals with lung disease about the opportunities to get healthcare coverage. The fact sheet Choosing a Health Insurance Plan for Lung Disease Patients highlighted on this slide offers solutions to frequently asked questions about healthcare coverage. We advise patients to consider things like making sure your health plan covers the asthma medications that you take. Reviewing the health plan's formulary or preferred drug list in the health plan member handbook or by calling the health plan's main information phone number. Making sure the health plan covers medical equipment like spacers, peak flow meters, nebulizers to treat asthma, making sure your healthcare providers are the network that you choose and considering the cost. So if you take any medications to treat your asthma you might consider choosing a health plan with higher premiums. And that is specific to the work that we were doing in the health insurance marketplace. The next phase of our project, and we can go to the next slide, has focused on the steps to accessing quality asthma care. So we are publishing e-communications and using social media during our annual Back-to-School with Asthma campaign to empower patients to take control of their asthma. To do that, we've prepared information and downloadable resources. Our goal is to get more patients enrolled in healthcare with access to a consistent, usual source of care or a medical home. We have focused on three main principles in our messaging. Individuals with asthma and caregivers need healthcare coverage to get the preventive care and treatments to manage asthma successfully, consistent health services, and education about asthma. The environmental control measures are such a critical component to asthma management along with the medical management of asthma. So I wanted to highlight for you some of the step



cards that we produced, five steps. Your Child's Asthma: A Parent's Guide to Better Breathing. We're going to be promoting these during our Back-to-School with Asthma campaign. It not only talks about the importance of getting coverage and working with your healthcare provider, it gives self-management asthma tips and techniques to help parents with asthma management. And these are going to be available for print and they will be downloadable from our Back-to-School with Asthma Toolkit. So they are not published up there yet, so I would say come back. But in our next slide I did want to highlight for you our Back-to-School with Asthma campaign. We do this annually. We offer a toolkit that's available on our Asthma landing page, which is lung.org/asthma. We provide tools for teachers, school nurses and staff to improve asthma management in schools, and we promote this in a number of ways. It's a leading chronic disability, chronic condition that causes students to miss school. So this has widely been focused on during this campaign. And fall is the peak season for asthma symptoms to occur. Respiratory infections and fall allergies are just some of the key triggers that cause symptoms and episodes in children. In this year's e-communications and social media, we're going to be promoting those step cards that I just shared with you. Several of our local Lung Association offices participate in Back-to-School with Asthma nights or Back-to-School nights; we call them Back-to-School with Asthma nights because they often do presentations about asthma. I think this might be an opportunity to collaborate and help get patients enrolled at these events. So I will just finalize by saying what state outreach partners can do. Our local offices often get questions from patients and caregivers about enrollment. We would like to better connect our local offices with states and outreach partners that are assisting with enrollment. Like I stated earlier, we are finding the Lung Help Line being a certified application counselor may not be the best resource to reach our most vulnerable populations. I would offer to visit our Affordable Care Act page and our asthma landing pages for some downloadable tools and resources to share in your community. And lastly, the Lung Help Line is a great service for individuals with asthma and parents to get help with questions about lung health and be a resource about healthcare. So with that, I really would like to thank you for the opportunity to participate today.

Donna Cohen Ross: Thank you so much Barbara. We learned so much about the resources that are available through the American Lung Association, and we're really thrilled to have you as a partner. I'll remind everyone that when you go onto Insure Kids Now you'll see that this has been a topic that we care very much about. We have a flyer that is really for



you to use during asthma and allergy season, and our slogan is, when kids have health coverage we all breathe easier. So we hope that between the materials that Barbara talked about and what we have on Insure Kids Now you can incorporate this important topic into what you're doing. We want to thank all of our presenters, I'll come back around and thank them again at the end. But in the meantime we have just a few minutes left for some really good questions so I'm going to turn it over to Riley.

Riley Greene: Absolutely, thanks everyone. So we're going to jump right in with some questions we've gotten through the chat box. Our first one is for Melanie Hall in Tampa Florida with the Family Healthcare Foundation. This question comes from, forgive me if I mispronounce your name, Basil Musharbish. She is interested in how you structure your outreach Melanie. Did you reach out to school superintendents first and hope to drive change down, or do you kind of go from the bottom up, reaching out to school nurses and different school persons and going up the ladder to school superintendents. So if you could speak a little bit about your outreach strategies that would be great.

Melanie Hall: Sure. First of all, actually it happened fairly organically, because as I said we actually started as an all volunteer coalition 15 years ago when the community first started looking to help children get enrolled in our CHIP program, which here is Florida KidCare. So the school districts were a part of that coalition right from the beginning. I will say at this point the way it works, which is very helpful for us, is both top down and grassroots. For example, our superintendent here in Hillsborough County, Mary Ellen Elia, has been not only a tremendous supporter in terms of helping us generate the MOU and being supportive of that, she has been very personally supportive. She created a DVD that she allowed us to help her put some scripts together, and really the messages that she wanted to get out to the school personnel within our district. So she actually worked with their in-house team to record that, and that's something that has been played several times in several different venues, public and within the school system itself, to really lend her support to all of our efforts. She actually asks me every year to come and present to the principals within Hillsborough County so that they can support that effort at each of their schools. So that's certainly a top down approach, but at the same time we do work as I said very closely. Our liaison within the school system is the Supervisor of School Social Work. We also work very closely with the Supervisor of School Health. So I go to school nurses' staff meetings, I go to school social work staff meetings. I do an update each year. We try to do



ongoing communications through the year. Then we try to get messaging out to our schools and to various avenues that the schools might allow us to get information out to parents and let them know how they can reach us if they'd like assistance.

Riley Greene: Great, thanks so much Melanie. We have had a lot of questions, I won't read your names, but a lot of questions about customizing the Connecting Kids to Coverage materials. So I'm going to ask that we zoom back to that slide. A couple of the questions are: where do we customize them, what can we put on them, are they free? So I'm going to turn it over to Sandy Won to speak to the material customization.

Sandy Won: Yes thank you. And thanks so much to everyone who I am hoping is interested in getting their materials customized. This is a free service from CMS, so you will not be charged for the customization. You will be responsible for printing them on their own though, CMS doesn't have the capacity to print them for you. We had a question about what languages the materials are available in, and it varies depending on which piece you choose. But we have everything in English and Spanish. We also have Chinese, Korean, Vietnamese, Haitian, Creole, Hmong, Tagalog and Portuguese. As we said, if you have another language that you are itching to get translated, please send us a note through insurekidsnow@fleishman.com and we will certainly put that to CMS and see if we can get that translated for you. The other question about the customization, where you can customize it. If you look on the slide, you will see there are different parts of the flyer. I know it's a little hard to see on the slide, but you can customize the state program name. You can also customize for income eligibility. You can also customize for your local organization's contact information, either a phone number or a website. We can also add logos to your materials. So we really encourage you all to use that service, we know all of this outreach is local and we really want to make sure everyone takes advantage of that opportunity. We had a couple questions as well on the web video. This is a great little video, we hope you take a look at it. At the time being it is only available online. I know some people are interested in downloading it and having it on your computers. You can embed it on your website though, there are features within YouTube that allow you to do that. If you have an event and you can hook onto a wireless connection or bring a portable wireless device you can still play it at the event onsite. And we also have the 30 second PSAs which you can request a DVD copy of. If you go to InsureKidsNow.gov, you will see a TV/PSA page that if you send us a request via email we can burn you a DVD and you can bring them out to events. So



we want to make sure that you have some materials available. The web video it is just an issue with the talent rights so we are not able to share it any other way.

Riley Greene: Thanks Sandy. And I'll ask that we put our contact information slide up. If there is a question that we didn't get to or you want a copy of the presentation before it's available online, please just reach out to us at the phone number and the email address that is on the slide in front of you. In the meantime I'm going to ask one more question before we wrap it up. Sandra Clark was interested in any recent statistics on how many children are uninsured, and I think Donna can speak to that question.

Donna Cohen Ross: Yes, thanks Riley and thanks Sandra. You know, usually we start out our presentations with a little bit of that context and we didn't do that this time because we just dove right into the back-to-school. So I will say that we know from recent data that we have done a really tremendous job in this country in reducing the number of children who are uninsured and bringing down the rate of uninsurance. So for low income children, we know that since before we had a CHIP program we have been looking at a decline of about 25% to now around 13%, and those are just low income children. When you look at children as a whole the number is much lower. But many of the kids who are getting enrolled in coverage are getting enrolled in Medicaid and CHIP. And that is really important. The data that I want to draw to your attention, and you can find on Insure Kids Now, is something that is a little bit different. It's the Medicaid and CHIP participation rate. What that data tells us is of the eligible children in your state, what percentage are actually participating in our program? And on InsureKidsNow.gov, there is an interactive map that can help you with that. Nationally, that number is 88%. 88% of the children who are eligible for Medicaid and CHIP are participating. That's a really great number, but we know that even with that very high participation rate we have about 4 million children who are still eligible but not enrolled. So we still have a job to do. So I would suggest that you look on that interactive map, we can send a link to it if you need it. You can find the link to it in the Spotlight box on the right hand side of the homepage at InsureKidsNow.gov. And you can see where your state measures up with respect to that national average. We have many, many states that are doing better and better all the time, and they're in that 90% range of participation, but we still have obviously many that are also below the average and we have lots of work to do there. So we are grateful for your interest and for your participation. I see that we are at the time that we've allotted for this session. I want to thank all of our



presenters, our guests. Frederick, Barbara and Melanie, you all gave fabulous presentations today, and as Riley said you're all going to be getting access to the presentation in just a couple of weeks or earlier if you connect with Riley. This is our last webinar for a while. We wanted to get it in plenty of time before back-to-school, but we'll be coming back to you after the summer. But I did want to mention that we will be having, there will be an informational webinar on August 13th, which is focused on working with low literacy populations. And those of you who get our e-newsletter that Sandy talked about will be getting the information for that webinar. So if you are interested just watch your email over the next couple of days. Meanwhile I just want to thank everybody for joining us on our series of webinars. We've had tremendous participation, great questions. We know that you're out there and you're working really hard to get eligible children enrolled in coverage and their parents too. It's an ongoing activity. Again, Medicaid and CHIP enrollment are year round, so why wait? Don't wait. We wish you tremendous luck in this back-to-school season. We'll be waiting to hear from you about what strategies you have used that have been particularly successful. We want to hear about the good work that you're doing. In the meantime, we just want to say thank you again and we are going to sign off now, and we really wish you all a great, safe and healthy summer. Thank you.

Riley Greene: Thanks everyone. Good-bye.