Please note: This strategy guide was created in 2010. Some contact information and links may be outdated, but the general ideas referenced can be incorporated in sports-related Medicaid and CHIP outreach and enrollment activities. (October 2017)















The Game Plan:

How School and Community Youth Sports Programs Can Help Get Eligible Children Enrolled in Medicaid and CHIP







Dear Friend:

Thanks for your interest in **Get Covered, Get in the Game.** Involving children and teens in sports programs isn't just a great way to encourage

physical activity—it also fosters self-esteem and can be a great start to lifelong good health.

Nothing should stand in the way of youth sports participation— especially the lack of affordable health insurance. But without health insurance, it's hard for aspiring athletes to get the physical exams they need to play. And for many families without health insurance, fear of medical bills from potential sports injuries leaves them reluctant to let their children participate.

The good news is that while we're taking steps to make health coverage available to all Americans, many children don't have to wait. Eligible children and teens can get no cost or low cost health coverage now through Medicaid and the Children's Health Insurance Program (CHIP).

These health coverage programs may be called by different names—Child Health Plus, Health Check, etc.—but together they are providing comprehensive health benefits to nearly 42 million children and teens.

Get Covered, Get in the Game is just one component of our ongoing efforts here at the U.S. Department of Health and Human Services to ensure that all children get the health coverage they need. It is part of our Connecting Kids to Coverage Challenge, which calls upon leaders in government, schools and communities across the country to reach out and enroll all children eligible for Medicaid and CHIP.

We've been making great progress increasing health coverage for uninsured children, but there still are millions more who are eligible but are not yet enrolled. People like you—coaches, physical education teachers, school nurses and other health staff, guidance counselors, youth activity directors and anyone who works with kids—can play a big role in helping them get coverage and stay covered for as long as they qualify. **The Game Plan** provides a wealth of information, activity ideas and materials to help make your efforts as effective as possible.

I'm sure you'll agree that we must do everything we can to make sure our children are healthy. Health coverage will help them get in the game, whether their passion is soccer or basketball or jumping rope on the playground. They'll get exercise and have fun—and they'll stay protected on and off the field long after the sports season is over.

Thank you in advance for your efforts.

Sincerely.

Cindy Mann Director,

Cuay lo

Center for Medicaid, CHIP and Survey & Certification



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The Game Plan

About this Guide

Get Covered, Get in the Game

provides strategies and outreach materials that can help schools and communities link youth athletes—and all eligible children and teens—to Medicaid and CHIP.

Get Covered, Get in the Game

participants in 7 states— Colorado, Florida, Maryland, New York, Ohio, Oregon and Wisconsin—helped demonstrate how outreach activities designed around youth sports programs can work. This guide shares what they learned and encourages others to pick up the ball and run with it!

Youth athletic coaches are in an excellent position to help get eligible students enrolled in Medicaid and CHIP:



- School athletes need health insurance to get the physical exams they need to play, but also to ensure they're covered in case of injury.
- Health plans sometimes offered to school athletes are very limited and often don't include preventive care. Medicaid and CHIP provide comprehensive health coverage that helps children stay healthy and get medical attention in case of illness or injury.
- Coaches and athletes are often school role models who can promote the importance of health insurance and the availability of Medicaid and CHIP throughout the school community.
- Coaches can team up with others, including school nurses, and other school health staff, social workers, teachers and the PTA, for school- and district-wide outreach and enrollment activities. Together, they can elevate awareness of Medicaid and CHIP and create opportunities for eligible students to enroll.

Here's what coaches have to say about Get Covered, Get in the Game.

"Health insurance is crucial for every student athlete and for the peace of mind [it brings] their families. Florida KidCare makes this a possibility when otherwise there wouldn't be a way. Thanks Florida KidCare."

Tim Couet, Executive Director Pasco Police Athletic League Pasco, FL

"For our kids at Princeton High School, the **Get Covered, Get in the Game** campaign was invaluable. We had families who, like parents throughout the U.S., were not aware their children were eligible for health coverage. Access to affordable health care has benefits that show up on the playing field and in the classroom. I would say to coaches: see if you have players who are eligible and connect them with this program. And kids deserve every opportunity to excel at being healthy."

Tom O'Neill Princeton High School Hamilton County, OH

"As a teacher and football coach, I see firsthand the impact of a child's health on his or her ability to learn and play sports. I hope every coach across the state will join me in spreading the word about Healthy Kids!"

Gary Sletmoe
Head Football Coach and
English Teacher
Cleveland High School
Portland, OR

What's in the Game Plan?

This guide contains everything you need to engage school and community youth sports programs in connecting eligible children to Medicaid and CHIP. These ideas should help, whether your goal is to provide basic information and referrals or to conduct a full-fledged outreach and enrollment campaign.

Throughout the guide, "All Star Strategies" highlight the early experience of **Get Covered, Get in the Game** participants and others. You may want to replicate efforts you think will work in your school or community, or adapt them to fit your own special circumstances.



Applying for Medicaid and CHIP

Families can learn about children's health coverage programs in their State and how to apply by calling: 1-877-KIDS-NOW (1-877-543-7669)

Visit <u>"Programs in your State" on InsureKidsNow.gov</u> for on-line information and applications, if available. Programs typically cover a range of benefits, including:

- Doctor Visits
- Hospital Care
- Prescription
- Hearing

- Emergency Care
- Vaccinations
- Vision

Drugs

Dental

It's How You Play the Game: Ideas for Your "Get Covered, Get in the Game" Initiative

The Starting Line: How to Begin

Before jumping into action, find out about activities that may already be in progress. You'll want to check in with your State, community organizations or school district to learn what they may already be doing to connect children to Medicaid and CHIP. Some ideas:

- Contact your State's Medicaid and CHIP programs.
- Reach out to youth athletic coaches associations in your State.
- Engage school district leadership.
- Touch base with local youth sports leagues.
- Connect with children's health promotion or advocacy groups in your State, County, City or community.
- Consult the resource list at the end of this guide for contact information.

Join campaigns that are already underway. If efforts to engage youth sports programs in health coverage outreach activities don't exist, bring potential partners together to develop a plan to:

- Customize and disseminate Get Covered, Get in the Game materials, including flyers and fact sheets.
- Train leaders—coaches, physical education teachers, school nurses and other health staff, guidance counselors and youth activity directors—about Medicaid and CHIP and how to get children enrolled.
- Create opportunities for children and teens to apply for health coverage.



- Incorporate outreach and enrollment efforts into ongoing, routine school and community sports programs.
- Track and document your enrollment progress to build on success.

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The "Connections to Coverage" campaign, spearheaded by the New York State Department of Health, used direct mail to engage a wide range of partners. The campaign sent a <u>letter</u> to 335 school and community organizations to inform coaches, superintendents, principals, and others about the availability of **Get Covered, Get in the Game** materials and offered to provide presentations and trainings. As a result, 13,000 posters and fact sheets were disseminated through schools and partner organizations, and State outreach staff responded to 45 requests for presentations about Medicaid and Child Health Plus (New York's CHIP program).

For more information, contact: K. Pamela Lavillotti in the New York State Department of Health, Office of Health Insurance Programs at (518) 474-5449; email kpl01@health.state.ny.us

Cover Your Bases:

Reach Out to School and Community Leaders

Make the case for linking a children's health coverage outreach campaign with youth sports activities. You can start with education or health agencies, the local school district, an individual school, or a State or local youth sports program.



Target school districts where students are most likely to qualify for Medicaid or CHIP. Your State Department of Education can help identify:

- Schools in which large percentages of students get free or reduced-price school meals.
- Title I schools, which serve elementary school children in low-income communities.

Emphasize that students need health coverage whether they're athletes or not, and it's best to design school activities that encompass the needs of all students. Children and teens may be dancers, actors, "mathletes," artists, chess players, debaters, scientists, school news reporters, foreign language speakers, poets, student government leaders and lots more. They all need health insurance to stay healthy and excel!

Offer to train coaches and other school staff on the basics of the State's Medicaid and CHIP programs and what it takes to help get students signed up. Explore opportunities to incorporate training about children's health insurance coverage into requirements for coaches' certification, orientation for new staff or continuing education.

Strike the right balance between goals and expectations, especially when it comes to increasing school staff workload. Suggest simple ways staff can get involved and make it easy for them to help connect eligible students to health coverage.



Sports by the Season



Fall

- **Cross Country**
- **Football**
- Soccer

- **Basketball**
- Hockey
- Wrestling

Spring/Summer

- Baseball
- Lacrosse
- **Tennis**
- Track & Field
- Volleyball

Year-Round

- Cheerleading
- **Gymnastics**
- **Swimming**
- **Field Hockey**

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In Colorado, state staff who spearheaded the **Get Covered, Get in the Game** initiative partnered with Children's Hospital in Aurora, Colorado, which was hosting a Coaches Clinic to help coaches get their certifications. At the same time coaches heard experts talk about first aid, the importance of hydration and how to deal with head injuries, they learned about Medicaid and CHIP. In addition, they received materials to distribute to students and their families about how to sign up for health coverage. Media coverage at the Children's Hospital event highlighted Get Covered, Get in the Game and the value of health insurance for student athletes.

For more information, contact: Tonya Bruno at the Department of Health Care Policy and Financing at (303) 866-2362; email Tonya.Bruno@state.co.us.

Tips for Getting the Word Out

- Display Get Covered, Get in the Game flyers in coaches' offices, school nurses' offices, school clinics, the principal's office and teachers' lounge.
- Keep applications on hand for students to bring home.
- Distribute Get Covered, Get in the Game flyers at team try-outs. Send flyers and applications home with materials letting families know about the requirement for sports physicals.

- Place Get Covered, Get in the Game ads in school and community newsletters and websites. Publish a letter to families written by a school or community athletic director or a popular coach. Reinforce that health coverage is important for all children, not just athletes.
- Promote Get Covered, Get in the Game messages at school sports events. Display contact information on signs on the field or publicize on an electronic scoreboard or over the public address system. Set up a booth at home games or other school events with basic information about Medicaid and CHIP.
- When customizing or developing materials for schools or community groups, make sure to:
 - Allow enough time for material review and approval.
 - Meet any special requirements, such as providing multi-language materials.
 - Make sure all materials include a contact phone number.
 - Provide the web address in states where families can apply online.

In the North Country, a rural area in New York state, information about Medicaid and Child Health Plus (New York's CHIP program) was conveyed to families four ways: in person, on television, online and via email. Counselors from the Northeastern Central School in Champlain invited the Adirondack Health Institute (AHI), an organization that provides application assistance, to a parent meeting. The home town cable network interviewed AHI and provided the school with the television segment to post on its website. The school also emailed the link to parents of all middle school and high school students in the district.

For more information, contact: K. Pamela Lavillotti in the New York State Department of Health, Office of Health Insurance Programs at (518) 474-5449; email kpl01@health.state.ny.us

Partnerships are Key

Partnerships are essential to making **Get Covered, Get in the Game** a success. Partners can contribute resources and expertise and help broaden the scope of your outreach effort.

- Involve organizations that provide sports opportunities for children and teens: Boys and Girls Clubs, YM/YWCAs, Police Athletic Leagues, County Parks and Recreation, summer camps and others.
- **Engage local businesses** that may be interested in promoting children's health coverage or subsidizing the printing of materials.

- Involve health care providers, including community health centers, children's hospitals, health plans and departments of health that have a stake in ensuring that eligible children get enrolled. Their staff are likely to be trained to help families complete applications.
- Enlist college and professional sports teams. College teams may lead community service projects or be able to link you with campus organizations interested in spearheading children's health coverage sign-up activities. Professional teams may have private foundations or non-profit entities that sponsor activities for children and youth.



- Florida Covering Kids & Families partners with baseball's Tampa Bay Rays to host a Florida KidCare night every season. The team's Community Relations Department helps coordinate the event.
- Maryland Citizens Health Care Initiative and Baltimore Health Care Access launched a "Got Healthcare?" campaign after the State expanded Medicaid eligibility for adults in 2007. Local sports heroes from the Baltimore Ravens and Washington Redskins volunteered to help promote the program. The groups ran radio ads, partnered with local hotlines and put up posters in every hospital to alert people. Having sports celebrities promote enrollment in Medicaid helped raise awareness about the program and reinforce the importance of an active lifestyle.

Eagles Youth Partnership, the charitable wing of the Philadelphia Eagles football team is enhancing the services it offers to children visiting the Eagles Eye Mobile for free eye examinations, eyeglasses and referrals to specialists. By providing contact information to local organizations like Public Citizens for Children and Youth, which helps families complete and submit Medicaid and CHIP applications, the Eagles Eye Mobile program is creating opportunities for eligible children to sign up for health coverage. Eagles Eye Mobile is also in daily contact with school nurses and let them know when Eagles Eye Mobile staff identify a child who is uninsured, triggering an opportunity to alert the parent and assist with enrollment. In addition, **EaglesEyeHealth.org** now includes a link to COMPASS, Pennsylvania's comprehensive on-line application that enables families to apply for health coverage for their children on their own.

For more information, contact: Sarah Martinez-Helfman, Executive Director, Eagles Youth Partnership via email: Martinez-Helfman@EAGLES.NFL.com.

ALL KIDS On the Field: An Interview with Cathy Caldwell, Alabama's CHIP Director

Alabama's CHIP Program, ALL KIDS, has a longstanding connection with college sports teams which help promote enrolling eligible children in health coverage. **Get Covered, Get in the Game** went straight to the source—Alabama CHIP Director, Cathy Caldwell— to find out how her State has made it work.

Get Covered, Get in the Game: What prompted you to forge the connection to college sports teams?

Cathy Caldwell: In Alabama, there is one thing we know that transcends all: FOOTBALL! We take football very seriously, from peewee to collegiate teams—we are fans. BIG FANS! ALL KIDS has partnered with the sports marketing groups of four major universities: the University of Alabama, Auburn University, University of Alabama at Birmingham and Troy University.

GCGG: How are you promoting children's health coverage with the teams?

Caldwell: Our outreach packages include scoreboard and LED signage, half-time promotions, extensive sports radio coverage, promotions in all print materials including the football program. Endorsements from the head football coaches are used as TV, radio and movie theater spots throughout the year.

GCGG: You've made the point that football is big in Alabama. Do you work with any other sports teams?

Caldwell: Our outreach is not limited to football. We get the same exposure through basketball, baseball and gymnastics. Auburn has a new basketball arena where a permanent ALL Kids corner has been built. This is an area where children can play and participate in activities like coloring and face painting. I get reports regularly—families are loving this area!

GCGG: Is all this outreach working?

Caldwell: We think this outreach has been excellent for the ALL Kids program. It has been very successful in helping to overcome any reluctance families might have about signing up for a public program. Our presence at sports events has made ALL Kids "cool." When I'm staffing an ALL Kids outreach booth or wearing an ALL KIDS T-Shirt, I have children run up to me just beaming to tell me they are enrolled in the program. But it's not just my personal experience: Our web-based application includes a survey that obtains data about where the applicant heard about ALL KIDS, so we know that our sports team outreach is getting the message across. In addition, we get lots of phone calls from people who have seen us at sports events.

GCGG: Do you think the **Get Covered, Get in the Game** initiative is on the right track?

Caldwell: Yes! We didn't stop with just college teams here in Alabama. ALL KIDS has enjoyed a long and rewarding partnership with high school coaches. Our regional staff located throughout the State is always working diligently with their high school athletic programs to reach uninsured student athletes and their siblings.

GCGG: Thanks, Cathy! Where can readers find out more about ALL KIDS 'outreach efforts?

Caldwell: You're welcome! For more information, contact: Cathy.Caldwell@state.al.us

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In 2008, Virginia's children's health insurance program, FAMIS, partnered with FOX 35 and the Virginia High School League (VHSL) as primary sponsor for the Virginia High School Basketball Tournament. The tournament was continuously televised live on FOX in five locations throughout the State on March 14 and March 15. The sponsorship included the creation of a FAMIS Teen TV commercial which was aired 32 times throughout the two-day tournament and also included interviews and feature opportunities between games. More than 250,000 viewers tuned into the tournament.

For more information, contact: Shelagh Greenwood in the Division of Maternal and Child Health at the Virginia Department of Medical Assistance Services at (804) 786-0166; email Shelagh.Greenwood@dmas.virginia.gov.

Getting Media Coverage

Local media coverage can be a huge asset to your campaign. News stories, advertisements, and public service announcements should always link readers and listeners to enrollment assistance.

- Capitalize on partnerships with local newspapers, radio and television stations.
- Understand how to <u>pitch the media</u> to interest them in covering your story.
- Host a radio media tour. Choose a knowledgeable spokesperson and provide "on message" talking points. Pitch interviews to radio outlets that conduct interviews and report on local news. Schedule 5-minute interview blocks, one after the other. Call each reporter from a landline to conduct the interviews one at a time.
- Incorporate social media. Ninety-four percent of the 17 million moms on Facebook use it once a week. (Facebook Market Research, Q4 2009)
 - Use Facebook to promote your activities and share news.
 - Use Twitter to broadcast your up-to-the-minute interests and seek opinions from others.
 - Use LinkedIn to find experts relevant to your mission.
 - Leverage what you learn from your contacts from one social media site, such as Twitter, and post it on the other sites, such as Facebook.



Say Ahhhh! The Children's Health Policy Blog, hosted by Georgetown University's Center for Children and Families, features information and opinion on issues related to children's health coverage programs. Say Ahhhh! demonstrated the power of the blog as a tool to engage individuals in a robust exchange of ideas when it called for a "Super Blog-Off" to coincide with the 2011 Super Bowl. The **Blog-Off** was conceived as a friendly competition between Covering Kids and Families of Wisconsin and the Consumer Health Coalition in Pittsburgh, two organizations from the same cities as the teams competing in the Super Bowl—the Green Bay Packers and the Pittsburgh Steelers. "Fans" of each organization were encouraged to comment on the blog to show their support for efforts to connect uninsured kids to health care coverage. Both teams proved to be extremely energetic (and witty!) and fans broke all records for posting comments on the blog. You can replicate this tactic to create some friendly competition between town recreation leagues or rival school districts to encourage enrollment in health coverage.

For more information, contact: Cathy Hope at the Center for Children and Families via email cathy.hope1@verizon.net.

Preparing a Media Pitch

Whenever possible, don't send a traditional press release. The media, like the rest of us, is so inundated with information that traditional press releases are not as effective as they once were. To the extent possible, invest the time developing personal emails for each media outlet. Follow-up with a phone call. See below for tips to prepare a media pitch.

- **The Lead**—Grabs the reporter's attention or interest and summarizes key components of the story.
- **The "Ask"**—Explain what you want the reporter to do with the information you shared (e.g., write a story, interview your spokesperson, attend an event).
- **Supporting Details**—Provide data to support why this would make a good story and identify a spokesperson to tell the story.
- Closing—Offer a summary of the "ask" and ask for direction on how to follow-up with the reporter.
- Contact Information—Indicate how the reporter can contact you with questions or for additional information.

For more information, check out our webinar Strategies for Building Media Relationships to Expand Medicaid & CHIP Outreach Efforts.

Don't forget to reach out to reporters who cover sports. They may not be on your email list for health outreach news, but local sports reporters often write human interest stories that have a sports-related connection. Reach out to them with a story about how coaches are helping youth athletes get health coverage. Reporters that cover high school sports teams in the area may be especially interested.

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Famous sports figures who also are respected role models make great spokespersons for a children's health coverage enrollment campaign. In American Indian/Alaska Native (AI/AN) communities, Billy Mills, Oglala Sioux and U.S. Olympian, is lending his voice to this effort through a Public Service Announcement (PSA) produced by the U.S. Department of Health and Human Services. At the 1964 Olympics, Mr. Mills shocked the world when he came from behind to win the gold medal in the 10,000

meter race. He is currently the national spokesperson for Running Strong for American Indian Youth, an organization that promotes healthy lifestyles for children. In television and radio PSAs, Mr. Mills encourages parents and grandparents to enroll their children in their State's Medicaid and Children's Health Insurance Programs.

For more information and additional CMS tribal outreach and educational resources, please visit the CMS Tribal Affairs website at go.cms.gov/AIAN or email TribalAffairs@cms.hhs.gov. You may order tribal products at go.cms.gov/CMS-Tribal-Products.

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As part of launching **Get Covered, Get in the Game** in Ohio, the Legal Aid Society of Greater Cincinnati (Legal Aid) engaged Cincinnati's ABC news affiliate to host a back-to-school Phone-A-Thon to enroll children into Medicaid and CHIP. The station's news reporters interviewed key **Get Covered, Get in the Game** spokespeople throughout the day and ran an article on the station's website. The phone number to connect with Phone-A-Thon operators ran continuously in the "crawl" at the bottom of the screen.



Legal Aid volunteers answered the phones using a <u>simple script</u> to screen callers for potential health coverage eligibility and sent them an application. During a second Phone-A-Thon later in the year, volunteers went a step further and helped families complete applications over the phone. Of the applications Legal Aid helped complete, 88% were approved.

For more information, contact: Vuka S. Stricevic at the Legal Aid Society of Southwest at (513) 361-8846; email vstricevic@lascinti.org.

Score the Goal! Getting Children and Teens Enrolled

To reach the goal—getting children enrolled in Medicaid and CHIP—providing application assistance is vital. Steer families to places in the community where they can get help, or create sign-up opportunities at their child's school or where children are involved in extracurricular activities.

Some things to remember:

 Large school events may be great places to provide information, but may not always be the right environment for families to complete applications. Staff can follow up with families later.

- If you do decide to offer on-the-spot application help, take steps to increase the response. Advertise in advance that application help will be available and provide a checklist of things to bring, such as proof of family income.
- Set up enrollment opportunities in a quiet, private area and plan to reconnect later with families that may not be able to complete applications at the event.
- Arranging individual follow-up appointments may
 work well if school staff are trained to help families
 complete applications or if the school is partnering with a community organization
 that can help enroll children.
- Community health centers, United Way agencies and local departments of health may be willing and able to help. <u>View this video</u> to learn how Family Resource Counselors from the Rhode Island Health Center Association help enroll Providence schoolchildren in Medicaid and CHIP.



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Florida Covering Kids & Families participated in the Back-to-School Slam Dunk Bash at the Amway Arena in Orlando, sponsored by Hope Now International. The event helped thousands of Central Florida families get their children ready for school by offering free school supplies, free haircuts, free immunizations and free school physicals and dental screenings. Florida Covering Kids & Families staff came equipped with lap-top computers to provide families one-on-one application assistance for Medicaid and KidCare (Florida's CHIP program). Assistors gave families their contact information for follow up after the event. The first 40 families to fill out an application were awarded a gift card to a popular store where they could find additional back-to-school needs. Florida KidCare materials were included in the backpacks that were distributed to schoolchildren at the event.

For more information, contact: Jodi Ray at Florida Covering Kids & Families at (813) 974-3143; email **jray@health.usf.edu**.

Feedback from the Team: Let Us Know the Score!

We want to hear from you!

Whatever your approach, we'd like to know how your efforts are helping enroll eligible children in your community. Please send in your experiences—successes and challenges—so that we can share them with others and enhance the information in this guide. Email **ConnectingKids@cms.hhs.gov**.

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Through a partnership between the School Health Division of Baltimore City Department of Health and Baltimore Health Care Access (BHCA), a local outreach and enrollment organization, students are finding their way to health coverage when they need it. Families of children in the Baltimore City Schools are asked to complete health cards to indicate whether or not their children have health insurance. Each year, over 500 referrals of uninsured children go from the school nurse or other health staff to BHCA which helps families enroll their children in Medicaid or MCHIP (Maryland's CHIP program). BHCA counselors also help educate families about how to use their benefits.

For more information, contact: Traci Kodeck at (410) 649-0521; email TKodeck@bcha.org.





The Office of Healthy Kids in Oregon and the Oregon Health Authority sponsored a Healthy Kids Basketball Camp in March 2011. To promote the event, they included an <u>article</u> in parent newsletters, sent <u>flyers</u>, created a web banner and included information on its Healthy Kids Facebook page. Kids came to play basketball, while parents learned about Medicaid and CHIP. About 150 families attended the event, and many filled out cards to schedule follow-up appointments for application assistance.

The basketball camp worked so well, Oregon Healthy Kids also created a **How-To Guide** for partners who want to host a soccer tournament.

Resources to Make it Happen

You can get any of the **Get Covered, Get in the Game** campaign materials customized for your State.

Campaign materials available here, along with instructions for customizing: https://www.insurekidsnow.gov/library/index.html

- Fact sheets for coaches (English & Spanish)
- Print ads/flyers for parents (English & Spanish)
- Direct mail pieces for parents (English & Spanish)

See Appendix for these additional materials:

- New York letter enlisting partners
- Ohio phone-a-thon screening script
- Talking points



- Article in parent newsletters
- Oregon soccer tournament flyers
- Oregon soccer tournament web banner
- Public Address system scripts

Some Potential Partner Organizations

- American Camp Association: http://www.acacamps.org/
- American Association of School Administrators: http://www.aasa.org/
- Boys & Girls Clubs of America: http://www.bgca.org/Pages/index.aspx
- Little League: http://www.littleleague.org/Little_League_Online.htm
- Pop Warner Youth Football: http://www.popwarner.com/
- National Alliance for Youth Sports: http://www.nays.org/
- National Association of Children's Hospitals and Related Institutions:
 https://www.childrenshospitals.org/About-Us/About-the-Association
- National Association of Community Health Centers: http://www.nachc.org/
- National Association of County Park and Recreation Officials: http://www.nacpro.org/
- National Association of School Nurses: http://www.nasn.org/
- National High School Athletic Coaches Association: http://www.nhsaca.org/
- National PTA: http://www.pta.org/
- National Police Athletic Leagues: http://www.nationalpal.org/
- School-Based Health Alliance: http://www.sbh4all.org
- YMCA: http://www.ymca.net/
- US Youth Soccer: http://www.usyouthsoccer.org/index.html
- US Youth Volleyball League: http://www.usyvl.org/

Appendix

Corning Tower The Governor Nelson A. Rockefeller Empire State Plaza Albany, New York 12237

Richard F. Daines, M.D. Commissioner

James W. Clyne, Jr.
Executive Deputy Commissioner

August 18, 2010

| Name | |
|-----------------|--|
| Address | |
| City, State Zip | |
| | |
| Dear | |

I am writing to you today with an invitation to participate in an exciting new initiative launched by the federal Centers for Medicare and Medicaid Services. *Get Covered, Get in the Game* is part of Health and Human Services Secretary Kathleen Sebelius' commitment to enroll 5 million uninsured children nationwide in children's public health insurance programs. The New York State Department of Health *Connections to Coverage Campaign* is supporting this initiative by enlisting the help of coaches and community sports programs across the state in outreach to youth athletes and their parents to educate them on the availability of Child Health Plus and Medicaid, New York's public health insurance programs for children.

We believe that your shared interest in the health of the children in your community makes you a natural partner for us in spreading the word that all of New York's uninsured children and teens are eligible for health care coverage through Child Health Plus or Medicaid. Getting involved can be as easy as distributing informational materials on New York's public health insurance programs, or inviting a member of the Connections to Coverage team to give a presentation or conduct a staff training on Child Health Plus and Medicaid.

I hope you will join us in this very important initiative to keep your athletes from being sidelined this season because they don't have health insurance. To get involved, please fill out the attached order form and return it to the address or fax number on it. For more information, please contact me at (518) 474-5449, or via e-mail at kpl01@health.state.ny.us.

Sincerely,

K. Pamela Lavillotti Connections to Coverage Campaign



GET COVERED. GET IN THE GAME.

CAMPAIGN PARTNER ORDER FORM

Getting involved in the *Get Covered. Get in the Game* initiative is as easy as filling out the form below and sending it back to us. Enclosed with this order form are samples of a flier, a factsheet and a direct mail insert you may order from us to distribute to your coaches, teams and parents of your athletes. You also may wish to invite a member of the Connections to Coverage Campaign team to give a presentation at a meeting or event, or to conduct a training for your staff or coaches on Child Health Plus and Medicaid. All of these materials and services are available to you free of charge.

| PUBLICATION NAME | QUANTITY PLEASE CIRCLE THE DESIRED QUANTITY OF EACH OR INDICATE A DIFFERENT QUANTITY |
|---|--|
| CHILDREN'S HEALTH INSURANCE FACTSHEET FOR COACHES | 15 25 50 OTHER |
| CHILDREN'S HEALTH INSURANCE FLIER | 15 25 50 OTHER |
| DIRECT MAIL INSERT | 15 25 50 OTHER |

| PLEASE
CHECK | REQUEST FOR PRESENTATION OR STAFF TRAINING | # OF PEOPLE EXPECTED TO ATTEND |
|-----------------|---|--------------------------------|
| | I WOULD LIKE A MEMBER OF THE CONNECTIONS TO COVERAGE TEAM TO GIVE A PRESENTATION AT A MEETING OR EVENT MY ORGANIZATION IS HOSTING | |
| | I WOULD LIKE A MEMBER OF THE CONNECTIONS TO COVERAGE TEAM TO CONDUCT A TRAINING FOR COACHES OR MEMBERS OF MY STAFF ON THE AVAILABILITY OF NEW YORK'S PUBLIC HEALTH INSURANCE PROGRAMS AND HOW TO LINK THE FAMILIES WE SERVE TO COVERAGE | |

| Name of Organiza | ion: |
|------------------|------|
| Contact Name: | |
| Street Address: | |
| City/State/Zip: | |
| Phone Number: | |
| E-Mail Address: | |

Please return this form to Pamela Lavillotti via fax at (518) 474-4424 or mail to:

K. Pamela Lavillotti New York State Department of Health Office of Health Insurance Programs Corning Tower, Rm.1695 Albany, New York 12237

For more information, please contact Pamela at (518) 474-5449.

Sample Public Address System Announcement for Children's Sporting Events

- 1. Did you know [INSERT STATE] offers free or low-cost health insurance coverage for kids? Visit [INSERT STATE PROGRAM NAME booth/ Web site] today to find out how to get your kids covered so they can get into the game.
- 2. Don't let kids get sidelined because they lack health insurance coverage. Visit [INSERT STATE PROGRAM NAME booth/ Web site] today to find out how to get your kids covered and get them in the game.

Sample Public Service Announcement/Live Read Script

Your kids shouldn't be sidelined this season because they don't have health insurance.

Your State offers low or no cost health insurance that covers doctors visits, eye care, hospital visits, dental exams and even prescriptions drugs.

So, get your kids covered and get them in the game.

A family of four with an income up to \$45,000 a year can get their kids covered. Call 1-877-Kids-Now or visit insurekidsnow dot gov today.

Get Covered, Get in the Game Initiative Sample Talking Points

- -Get Covered. Get in the Game. in [insert state] engages school and community sports programs to help get uninsured eligible children and teens enrolled in Medicaid and the Children's Health Insurance Program (CHIP).
- -The National Council of Youth Sports estimates 44 million boys and girls participate in organized youth sports. Coaches are often mentors, educators and role models for young people in the schools and communities in and also are enlisting their colleagues, to help ensure that all families with eligible children get the information and help they need to enroll in Medicaid and CHIP.
- -We care deeply about our children. Healthy kids do better in school and in life because they are able to participate fully in activities that develop their bodies and their minds. According to the Centers for Disease Control and Prevention, children who are part of sports teams have more energy, and perform better in school.
- -Kids with health insurance generally have better health throughout their childhood and into their teens. They are sick less often, get the treatment they need when they are sick and are less likely to miss school due to illness.
- -There are [insert number of eligible but uninsured in state] children in the state of [insert state] who are eligible for, but not enrolled, in free or low-cost health care coverage through [insert name of state CHIP and Medicaid program]. Alternative [XX%] of the eligible uninsured children in [insert state] are enrolled in Medicaid and CHIP, but that means [YY%] are not participating.
- -Unfortunately, many of these children are held back from fully participating because they can't afford to see a doctor for the basic physical they need to join a team or participate in a school activity. Or their families may be reluctant to allow them to play because they worry about how they will cover costly medical bills if their children get injured.
- -We have the opportunity and the commitment to see that [insert state] children—from the very youngest to the high school senior—get enrolled into [state program name] if they qualify. Once they are enrolled, they are covered for comprehensive health benefits on and off the field and long after the sports season ends.
- -[Insert state program name] is free or low-cost health insurance for kids. A family of four with an income up to [insert income limit] a year can get their kids covered. Even if they have been turned down in the past, they may be able to get coverage for their kids now.
- -Once enrolled, kids can get doctor and dentist visits, vision and hearing care, hospital care, mental health services, regular check-ups and shots, and needed treatment, including prescription drugs.
- -OPTIONAL MESSAGE BASED ON STATE SITUATION: [Insert state] has made it easy to apply for children's health insurance by [insert information about ways the state has simplified their processes]



"Let No Child Go Uninsured"

| Hi my name is | | | | | |
|---|--|--|--|--|--|
| Thank you for calling the Covering Kids and Families Phonathon. We are hoping to give children and teens the gift of health this season by helping them enroll in Medicaid. Are you calling about a child that needs health coverage? | | | | | |
| If <u>no</u> kids We have information about health care options for adults. Should we send that to you? | | | | | |
| If yes wants information | | | | | |
| Let me get the information I need to send that to you | | | | | |
| | | | | | |
| Name: | | | | | |
| Street Address: | | | | | |
| City: State: Zip: | | | | | |
| E-Mail | | | | | |
| If <u>yes</u> , calling about child that needs health coverage Does child live with you? If <u>no</u> , child does not live with caller Can we send information to you or the child's parent about Medicaid? | | | | | |
| Name: | | | | | |
| Street Address: | | | | | |
| City: State: Zip: | | | | | |
| E-Mail | | | | | |
| Relationship to Child: | | | | | |
| | | | | | |

If yes, child lives in home

Covering Kids and Families helps families through the Medicaid application process. The actual decision is made by the Department of Job and Family Services. I would like to complete the application with you right now over the phone so it can be submitted to Job and Family Services. Do you have time to answer some questions now, it should take just a few minutes..

If <u>no</u>, don't have time
Can I send you the application?

| Name: | | | |
|------------------------|--------|------|--|
| Street Address: | | | |
| City: | State: | Zip: | |
| E-Mail | | | |
| Relationship to Child: | | | |

If <u>yes</u> proceed to complete the application. When finished:

Now let's talk about the next steps. You need to sign the application and you need to provide proof of certain factors for the application to be approved. Once you have signed the application and provided the documents, we will give you a \$10 Kroger gift card. The documents you need to provide;

- Proof of your income for the last three months
- Proof of any medical coverage you already have
- Proof of identity of anyone applying (picture id)
- Proof of citizenship, like a birth certificate
- Proof of pregnancy

You have two options: you can come to the Legal Aid Society on Saturday morning between 10am-12 pm and bring the documents and sign the application form and we will give you the \$10 Kroger gift card right away. If you do not have all the needed documents we can help you get them. Legal Aid is located at 215 E. Ninth Street and there will be free parking. If you cannot come on Saturday, we can mail the application to you for your signature and there will be a return envelope to send back the application and your documents. We will send you the \$10 Kroger Gift card after we get the signed application back from you.

Can you come in Saturday?

If <u>ves</u>

Great. Again Legal Aid is located at 215 E. Ninth Street downtown between Sycamore and Main Streets. There is free parking and look for the green and red balloons. We will see you Saturday between 10:00 am and 12:00 pm.

If <u>no</u>

OK. Look for the application in the mail in the next few days. If you have questions, there will be a phone number to call with the application. Send it back as soon as possible so we can assure your child the Gift of Health and send you the \$10 Kroger Gift Card.

Thank you for calling and have a Happy Holiday. Goodbye.

Newsletter Article:

FREE Healthy Kids Basketball Camp

The Office of Healthy Kids is hosting a free, all-day basketball camp, Saturday, Mach 19th at the Salem Hoop!

The camp is open to all families and all-ages are welcome to participate. Families can come and learn about Healthy Kids and apply for the program while learning about basketball, teamwork, and healthy activity.

Free Healthy Kids Basketball Camp Saturday, March 19th from 9am – 3pm The Hoop - 3575 Fairview Industrial Dr. SE, Salem, OR 97302

Oregon Healthy Kids is a newly expanded health coverage program for uninsured Oregon children and teens up to 19 years of age.

No family makes too much money for Healthy Kids. Parent's income will determine whether a child is eligible for the no-cost or low-cost coverage option. For example, a family of four that earns as much as \$67,000 a year may qualify for low-cost coverage.

The Office of Healthy Kids is working to make sure parents know that their children now have access to great health coverage they can afford.

Families with uninsured children should apply for Healthy Kids today: Call 1-877-314-5678



Facebook/Twitter Post:

Free @OregonHealthyKids Basketball Camp, Saturday, March 19th from 9am – 3pm @ The Salem Hoop. Apply for Healthy Kids while learning about basketball, teamwork and healthy activity. All-ages welcome to participate.

Healthy Kids

Basketball Camp

All ages welcome!

Get more information about **Healthy Kids**, a **NEW** state health coverage program for Oregon's uninsured children and teens, and apply while learning more about basketball, teamwork, and healthy activity!

Saturday, March 19, 2011

All-day camp! Play from 9 a.m. - 3 p.m.!

The Hoop

3575 Fairview Industrial Dr., S.E. Salem, OR 97302 503-371-4667





Hosting a Healthy Kids Soccer Tournament

Make a plan

- -Contact the Healthy Kids office we'd love to help!
- -When and where do you want to have the event? Check community calendars: Are there other events happening that may affect attendance and involvement?
- -What level of competition? What age groups?
- -How will you identify teams to participate? Will there be a limit on the number of teams participating?
- -How will you reach the public or your target population to attend?
- -How long will the tournament last: one day, two days, three days, a season?

Secure field space (including permits) and game officials

–A list of Oregon soccer fields is available here: http://www.oregonyouthsoccer.org/index.html

-You can generally obtain a permit from county or city parks departments. A list of Oregon counties with links to their websites is available here: http://bluebook.state.or.us/local/counties/counties.htm

-To find a game official, contact the nearest Soccer Referee Association or Committee. You can link to the statewide list here: http://www.oreofficials.org/sportpage.php?sport=Soccer

Outline a budget for the event

- -What are your overall costs including equipment, refreshments, marketing, trophies, prizes, etc?
- -Do you need teams to pay an entrance fee? If so, how will it be collected and what is it?
- –Are there community members, organizations, or businesses that may want to cosponsor the event, and thereby decrease cost?
 Design the day
- –What's the format? Most soccer tournaments have two round-robin divisions per age group with the top team in each advancing to the final match.

-Where are families able to get Healthy Kids information and application assistance at the tournament?

Develop a communications plan

- -This should include:
 - -other Healthy Kids partner groups that can help you host the event;
 - -any volunteers/staff you need to recruit or train for the day;
 - -how you will contact participants for tournament updates (inclement weather, etc.);
 - -and how you will follow up with families identified at the tournament for assistance.
- -Also, consider a news advisory that the Office of Healthy Kids can help you develop and place to drive media involvement before, during, and after the event.

Play Soccer!