Children's Health Insurance Plan - Community Outreach Activities
January - November 2006

CHIP Media Campaign
"Health Insurance for Kids - Peace of Mind for Parents."

- CHIP conducted a statewide media campaign February 13, 2006 through March 10, including television, radio, and print advertising. CHIP and Department staff produced all of the campaign materials in-house. By working directly with media outlets and avoiding advertising agency fees and commissions, the Department saved approximately $20,000.

- Two 30-second television commercials, one of which featured Governor Schweitzer and Nancy Schweitzer, aired statewide on broadcast TV stations from February 13 to March 10.

- Two 30-second radio commercials aired February 13 to March 10.

- The campaign placed print advertising in all Montana markets, including rural, weekly newspapers and tribal newspapers beginning the week of February 6, 2006 and running through the end of March.

- CHIP evaluated results in March and April 2006 and is prepared to follow-up with additional media placements, if warranted.

- CHIP conducted a summer print advertising campaign in follow-up to last spring's statewide media campaign. Ads placed in all Montana markets, including daily, rural, weekly newspapers and tribal newspapers, running June through August.

- Covering Kids & Families, a program sponsored by the Robert Wood Johnson Foundation, conducted a television campaign promoting CHIP in the greater Helena area from mid-August to mid-September, as part of its annual back-to-school initiative

Community Partnerships

- CHIP continues to develop its statewide network of health care associations, individual health care providers, and related agencies to increase CHIP awareness by distributing CHIP materials in their communities. To date, over 300 new distribution points have been established across the state.

- Conducted the following CHIP train-the-trainer workshops:

    - April 3, Billings, St. Vincent's Healthcare
    - May 23, Missoula, St. Patrick's Hospital
    - July 23, Libby, St. John's Lutheran Hospital
    - July 26, Sidney, Sidney Health Center

- Developed a "CHIP Champion" award plaque to recognize community partners who go "above and beyond" in promoting CHIP in their communities.

Native American Outreach Activities

- Upon request of IHS and tribal health directors, CHIP conducted informational/outreach meetings with all seven reservation tribal health/IHS departments emphasizing how CHIP works in conjunction with Indian Health Services/tribal health, incorporating hands-on training to help families apply for CHIP.

    - April 26 – Confederated Salish & Kootenai, St. Ignatius
    - June 6 – Crow Reservation, Crow Agency
    - June 6 – Northern Cheyenne Reservation, Lame Deer
    - June 13 – Ft. Belknap Reservation, Harlem
    - June 14 – Rocky Boy Reservation, Box Elder
    - July 26 – Ft. Peck Reservation, Poplar
    - August 23 – Blackfeet Reservation, Browning

- Developed and distributed a brochure insert and poster addressing advantages of Native American participation in CHIP.

Other Recent Outreach Activities

- A series of statewide press releases beginning in early December, announcing increased CHIP enrollment, the CHIP media campaign, new income guidelines, and the CHIP self-administration contract were covered by several major Montana newspapers, including the Billings Gazette, Great Falls Tribune, Montana Standard, and the Helena Independent Record.

- Incorporated printed application into brochure to create a single, easy-to-distribute, marketing tool.

- Redesigned CHIP website to be more user-friendly and consistent with other DPHHS sites.

- Developed web-based interactive application allowing parents to complete application on their computer.

- Distributed CHIP information packets to all state legislators.

- Mailed CHIP brochure kits to all Offices of Public Assistance on May 31.

Upcoming Outreach Activities

- Working in conjunction with the state's food stamp program and reduced/free school lunch program to develop a targeted direct mail campaign to potential CHIP families.

- Develop ongoing (monthly) survey tools to track enrollee retention, customer satisfaction, and outreach efforts.

- Evaluate the cost effectiveness of contracting with community-based organizations to distribute CHIP information and assist with the completion of applications.

Recent Events

- Capital Hill Mall Health Fair (March 4th) Helena
- Montana School Nurse Association meeting (March 17) Helena
- Medicaid Provider Fair (March 22-23) Helena
- Blackfeet Nation Federal Benefits Workshop (March 28-29) Browning
- CHIP Champions Train-the-trainer Workshop (April 3) Billings
- MSU American Indian Council Pow Wow (April 14-15) Bozeman
- Spring Public Health Conference (April 18-19) Billings
- University of Montana Kyi-Yo Pow Wow (April 21-22) Missoula
- Blackfeet Health Conference (April 24-25) Browning
- The Confederated Salish & Kootenai Tribes Federal Benefits Workshop (April 26-27) Pablo
- Grandparents Raising Grandchildren Conference (June 10) Great Falls
- Grandparents Raising Grandchildren Conference (June 17) Billings
- CHIP Train-the-trainer workshop (July 21) Libby
- CHIP Train-the-trainer workshop (July 26) Sidney
- Covering Kids & Families Press Conference (August 9) Helena
- Rocky Boy Federal Benefits Workshop (August 9-10) Box Elder
- CKF-sponsored Back-to-School Expo (August 12) Helena
- St. Regis Family Fair (August 15) St. Regis
- MT Public Health Association Conference (September 12-14) Billings
- MT Parent Teacher Association Convention (September 15-16) Missoula
- MT American Indian Women's Health Conference (October 6) Billings
- Lions Club meeting (October 17) Helena
- MEA-MFT Conference (October 18-20) Billings
- Altacare Annual Training Conference (October 19) Butte
- St. John's Ministries Employee Benefits Fair (October 20) Billings
- Indian Child & Family Conference (October 24-26) Great Falls
- Montana Eligibility Workers Conference (October 25) Great Falls
- NAMI Conference (October 25-27) Helena
- Early Childhood Services Fair (November 4) Ronan