SECTION III: ASSESSMENT OF STATE PLAN AND PROGRAM OPERATION

Please reference and summarize attachments that are relevant to specific questions.

OUTREACH

1. How have you redirected/changed your outreach strategies during the reporting period?

   Due to budgetary issues, in May 2006 we did not renew our contract with our public relations and advertising firm, who assisted us in numerous outreach activities during the first part of the reporting period. We have now redirected our efforts toward "inreach" within our own Department and in the other Departments of state government. Inreach involves finding and enrolling uninsured children already accessing other governmental programs.

2. What methods have you found most effective in reaching low-income, uninsured children (e.g., TV, school outreach, word-of-mouth)? How have you measured effectiveness?

   Outreach through clinics, hospitals, and schools have proved most successful. We worked closely with hospitals to train their financial staff in completing the application and to assist them in holding open registration events at their facilities. Having a combined Presumptive Eligibility (PE) for Children/NJ FamilyCare application has been beneficial in enrolling the uninsured as they present for care at hospitals, clinics and FQHCs. The PE income limits now match the income eligibility level of NJ FamilyCare – 350% FPL.

3. Is your state targeting outreach to specific populations (e.g., minorities, immigrants, and children living in rural areas)? Have these efforts been successful, and how have you measured effectiveness?

   We have targeted the minority community through the use of cable television, radio and printed materials. With our inreach initiatives, we are targeting children already enrolled in other governmental programs. We have simplified the enrollment of children who are already receiving other state benefits, such as Food Stamps, by using the same information supplied on those applications to complete the NJ FamilyCare application. This has enabled us to enroll 16,262 children in the past year.

SCHOOL TARGETED OUTREACH

SCHOOL NURSES

At the end of the 2005-2006 school year, a mailing was sent to all school nurses throughout the state. We created and distributed a training kit tailored to school nurses. It contained an NJ FamilyCare power point refresher training on CD. They were reminded of the eligibility rules for children, told of new eligibility rules for parents, and informed them about the one-page (formerly 12 page) application, reduced documentation requirements, and the ability to apply online.

FREE AND REDUCED PRICE LUNCH

We continue to use the Free and Reduced Price School Lunch application to inform families about NJ FamilyCare. Uninsured families were directed to our website and our toll-free number for information about the program.

BATTLE OF THE BANDS

We sponsored the United States Scholastic Band competitions in New Jersey, attending events at high schools in many regions of the state. The competition culminated in the

winning band playing at half time at a Jets game. All competition literature to schools and parents contained the NJ FamilyCare logo. Announcements about NJ FamilyCare were made throughout the competitions.

DIVISION OF FAMILY DEVELOPMENT NURSERY SCHOOLS/ DAYCARE CENTERS

We continue to provide updated training and materials to the network of state-supervised daycares and nursery schools, so they can continue assisting all families of uninsured children to apply for the program.

OTHER OUTREACH

MEDIA

NJ FamilyCare was in partnership with NJN (New Jersey Network) until August, 2006. A 15 second spot promoting health insurance for children aired throughout the year around PBS Kids programming. NJ FamilyCare also sponsored the educational series New Jersey Education Association (NJEA) Classroom Close-up with our logo opening and closing this daily show. Primarily parents and educators view this show.

During the back-to-school period in 2005, NJ FamilyCare pursued a wide-spread media campaign. From September through early November, we advertised on buses, newspapers, radio, and cable TV. The print campaign focused on foreign language newspapers around the state: Korean, Chinese, Indian, Portuguese, Spanish, Arabic, Polish, and Filipino. FamilyCare was also advertised on Hispanic, Korean, Chinese and South Asian radio. The advertisements were created to help allay the fears of the immigrant community about applying for children in households of mixed immigrant status. This was a targeted outreach through ethnic media.

HOSPITAL OUTREACH

We again worked on making sure that the hospitals in our state were helping uninsured families get insured by informing them about NJ FamilyCare and completing an NJ FamilyCare application for any uninsured child they identified. This year we outreached twelve hospitals, providing training to their staff, and holding enrollment events at their facilities.

COMMUNITY PARTNERSHIPS

NJ FamilyCare worked with twelve public housing developments to host an NJ FamilyCare Enrollment Day. Eligible families from the community and surrounding areas were invited for a morning of activities for the children and given the opportunity to apply for the program with the help of trained, bilingual NJ FamilyCare Representatives.

We partnered with a number of Police Athletic Leagues (PAL'S) around the state. They added a health insurance status question to their registration forms and then provided a list of all uninsured children to NJ FamilyCare for follow-up. In conjunction with our sponsorship, we provided shirts or balls with our logo and displayed NJ FamilyCare materials at their games and registration days.

We attended health fairs throughout the state as requested by numerous community agencies, where we distributed NJ FamilyCare materials and premiums.

The Insure Kids Now hotline, 1-800-KIDS-NOW continues to be available nationwide to connect interested families to NJ FamilyCare information. On average, New Jersey's call completion rate is 97%, and is repeatedly higher than the national call completion rate.
The Robert Wood Johnson Foundation Covering Kids Consortium continued to support this office's mission of promoting enrollment of eligible, uninsured children. The grant for New Jersey ended in September 2006. However, in New Jersey the Covering Kids and

Families Coalition will continue independently without the support of the national grant funds.

NJ FamilyCare maintains a comprehensive list of over 600 enrollment sites. Periodically, we mail to these sites to provide them with updated program material and notify them of program changes.

Cooperating with the national effort to promote dental health on "Give Kids a Smile Day" in February 2005, we distributed NJ FamilyCare materials to dental clinics throughout the state, with volunteers interfacing with families to promote NJ FamilyCare as they arrived to receive free care.

BUSINESS PARTNERSHIPS

During Fall of 2005, we provided NJ FamilyCare information at Burlington Coat Factory stores around the state.

In the winter months, we partnered with the Stop and Shop supermarkets, to distribute NJ FamilyCare materials in their stores around the state.

We also distributed materials at various job fairs.

FAITH BASED

We worked with the Greater New Jersey United Methodist Church, in particular, the Princeton United Methodist Church, to locate and assist uninsured children. They coordinated training for representatives of all the religious institutions in Princeton, so they could all help their congregants apply for NJ FamilyCare.

TRAINING

The Office of NJ FamilyCare provides routine trainings to various county agencies involved in children's behavioral health. These agencies are expected to assist their families in applying for the program. Other trainings include New Jersey Immigration Policy Network's immigrant healthcare conference, Special Child Health Services, WIC, and HMO/Medicaid providers training.

INREACH WITH GOVERNMENT PARTNERS

DEPARTMENT OF LABOR

Referrals are received weekly from the Rapid Response Team as to plant closings or downsizings. We send sufficient NJ FamilyCare materials for each of the affected employees.

The Department of Labor is also supporting training in NJ FamilyCare for the staffs of their One Stop Career Centers and their Vocational Rehabilitation Centers. We have provided these agencies with a CD power point training on FamilyCare, posters to be displayed, and materials for distribution in their agencies.

DEPARTMENT OF HEALTH AND SENIOR SERVICES

WIC – We have been outreaching all those who appear to be uninsured according to the WIC files.

FQHCs – We are working on a project to place participants of the Community Work Experience Program (CWEP) in certain FQHCs to assist in completing applications for PE/NJ FamilyCare. FQHCs are focusing on helping eligible families apply for NJ FamilyCare instead of relying on Charity Care for their uninsured populations.

DEPARTMENT OF THE TREASURY, DIVISION OF TAXATION

The NJ FamilyCare power point training CD was distributed to the seven regional tax offices in the state, along with posters and other NJ FamilyCare materials, so that those assisting families with their tax returns could make appropriate referrals to NJ FamilyCare when needed. An advertisement about NJ FamilyCare was included in the NJ1040 instruction booklet where it speaks about the Earned Income Tax Credit. A link to NJ FamilyCare was provided on the Division's website as well.

DEPARTMENT OF EDUCATION

At the encouragement of NJ FamilyCare, the Department of Education has outreached 30 of our poorer school districts to make sure that they capture information on the insurance status of their students for the statewide database that is being established for "No Child Left Behind." (This information will be solicited from all districts next year.) The NJ FamilyCare fact sheet was distributed to all districts and links to NJ FamilyCare's website were placed on certain Department of Education websites.

DEPARTMENT OF STATE, OFFICE OF FAITH BASED INITIATIVES

All grants awarded by the Office of Faith Based Initiatives included NJ FamilyCare outreach and enrollment as part of the stipulations for receiving funding. Grantees will have training on NJ FamilyCare, making outreach an integral part of the services any grantee is performing.

MOTOR VEHICLE COMMISSION (MVC)

The Motor Vehicle Commission distributed NJ FamilyCare posters and flyers to all of their 45 local offices.

DEPARTMENT OF HUMAN SERVICES - COMMISSION FOR THE BLIND AND VISUALLY IMPAIRED

The Commission does visual screenings for over 25,000 preschoolers every year. Health insurance status has been made a part of their screening process, so that the family of any uninsured child will receive an NJ FamilyCare application.

DEPARTMENT OF HUMAN SERVICES – DIVISION OF FAMILY DEVELOPMENT

An NJ FamilyCare flyer will be part of a mailing to approximately 14,000 recipients of the Earned Income Tax Credit.

DEPARTMENT OF BANKING AND INSURANCE

NJ FamilyCare fact sheets are included in the "Individual Health Insurance Buyer's Guide".

OFFICE OF CHILD SUPPORT AND PATERNITY

- **Work continues on the coordination of the National Medical Support Notice (which is sent to employers of parents in custody cases) with NJ FamilyCare. NJ FamilyCare applications are mailed to families with no source of employer insurance.**
- **We are also working on developing another pilot in 3 counties where court facilitators will work with families to make sure that their children are insured through available employer insurance, or will work with them in completing the NJ FamilyCare enrollment process.**

ON THE WEB

Our NJ FamilyCare website, www.njfamilycare.org, continues to be a great source of information for the public, with fact sheets available in 11 languages. Not only can families learn all about NJ FamilyCare, but they can apply online as well. Our state also offers www.njhelps.org, a website whereby families can screen themselves for various social services offered by the state, including Medicaid and NJ FamilyCare.