

# Innovative Outreach Strategies to Target the Ethnic Community – Getting Health Coverage and Keeping It!



# An Initiative of Health Care For All

A statewide non-profit advocacy organization. We educate residents about health care, engage them & help them to navigate the system.

- Policy and Advocacy
- Outreach
- Helpline



# Massachusetts: Where are we?

- In 2008 ~ 32,000 uninsured children (according to the US Census Data)
- In 2010 ~ 3,300 uninsured children (according to the Massachusetts Division of Health Care Finance and Policy )



# First Step

- Data Findings in 2009
  - Most uninsured children are from Middlesex county, Western Mass, Suffolk and Plymouth
  - Many of the families with uninsured children face language barriers and fear due to immigration status
  - Latinos and non-English speakers are more likely to be uninsured



Very Next Step...

# Campaign Launch

- Launched the “got coverage? Health Coverage For Kids and Teens” campaign
- All kids and teenagers in Massachusetts are eligible for health coverage
- Working group with different partners
- Partnerships with community and faith-based organizations and the ethnic media



# Collaterals for the Campaign

There are many things kids and teens need.

Health Coverage  
is one of them!

- Notebook
- Lunch Box
- School Bag
- Health Coverage

got coverage?



Check one more  
item off your list.

Health Coverage  
For Kids and Teens

Call Health Care For All's Helpline  
to sign up over the phone:

1-800-272-4232  
[www.hcfama.org/kidsandteens](http://www.hcfama.org/kidsandteens)

## Health Coverage For Kids And Teens Is Within Reach

In Massachusetts children and  
teens through age 18 are eligible for  
Free or Low-Cost health coverage,  
regardless of income, employment  
or immigration status.

**A phone call is all it takes to sign up!**

MassHealth and the Children's Medical  
Security Plan cover more than just urgent  
health needs. Kids and teens can get:

- Doctor visits
- Dental care
- Immunizations
- Prescription drugs
- And more

got coverage?



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# And more...



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All developed in:

- English
- Portuguese
- Spanish

Portuguese is the  
second most  
spoken language  
in Massachusetts



3 Main Activities...

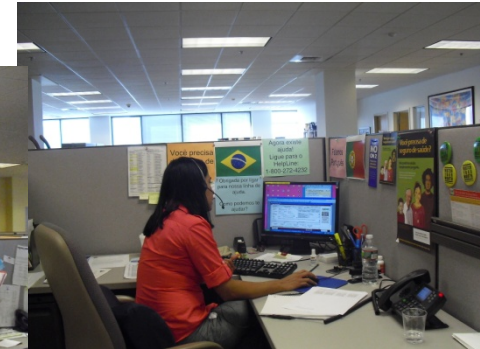
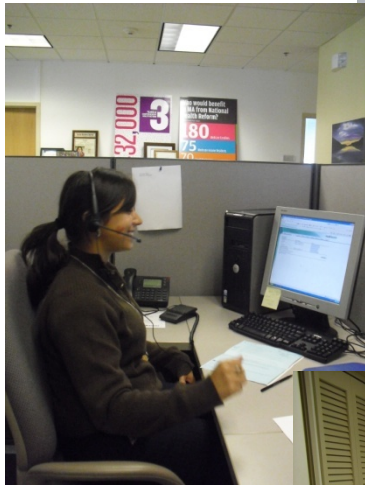
## 3 Replicable Models...

1. Phone-A-Thon
2. Statewide Enrollment Challenge
3. Next Challenge: Keeping Kids Covered





# 1. HCFA's First Phone-A-Thon



# Barriers to Coverage: Our hypothesis

- Language
- Lack of Information
- Fear of Immigration Status



# Thinking Outside The Box...



# Testing an Innovative Model for Covering Hard-to-Reach Children

Phone-A-Thon main components:

- A specific day dedicated to children and teens
- Extended hours at the HelpLine & Volunteers
- Intense outreach:
  - Ethnic Media: Paid and Unpaid
    - TV, Radio, Newspaper
  - Faith-Based
  - Postcard Distributions



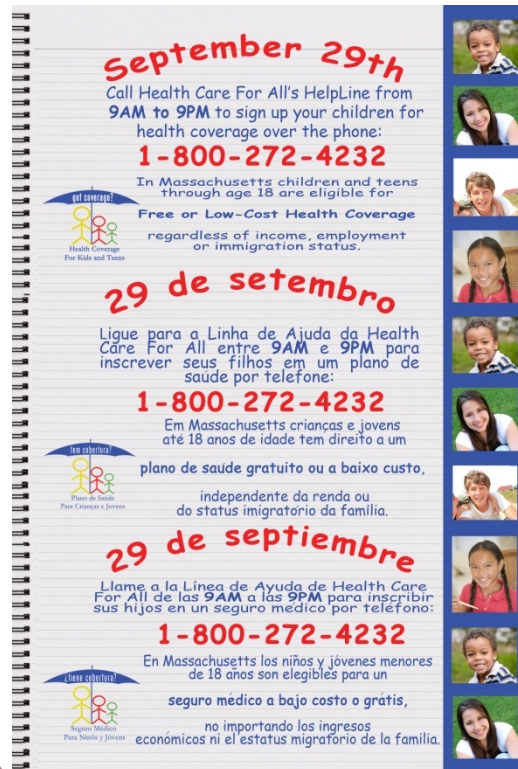
# What it Took...

- 3 weeks prior to the Phone-A-Thon:
  - 20 Faith-Based network groups and churches
  - 31 Radio Programs (Portuguese & Spanish)
  - 387 Organizations received postcards and posters
    - 49,000+ pieces of collaterals distributed!



# What it Took...

Postcards and posters were distributed in different places: consulates, DTA offices, schools, stores...

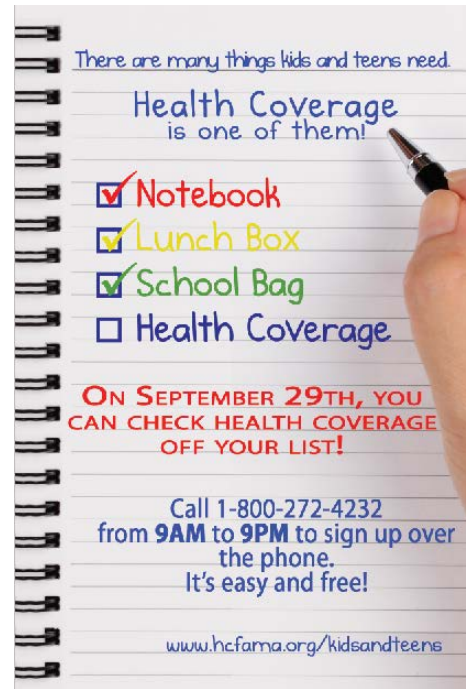



**September 29th**  
Call Health Care For All's HelpLine from 9AM to 9PM to sign up your children for health coverage over the phone:  
**1-800-272-4232**  
In Massachusetts children and teens through age 18 are eligible for  
**Free or Low-Cost Health Coverage** regardless of income, employment or immigration status.

**29 de setembro**  
Ligue para a Linha de Ajuda da Health Care For All entre 9AM e 9PM para inscrever seus filhos em um plano de saúde por telefone:  
**1-800-272-4232**  
Em Massachusetts crianças e jovens até 18 anos de idade tem direito a um plano de saúde gratuito ou a baixo custo, independente da renda ou do status migratório da família.

**29 de septiembre**  
Llame a la Línea de Ayuda de Health Care For All de las 9AM a las 9PM para inscribir sus hijos en un seguro médico por teléfono:  
**1-800-272-4232**  
En Massachusetts los niños y jóvenes menores de 18 años son elegibles para un seguro médico a bajo costo o gratis, no importando los ingresos económicos ni el estatus migratorio de la familia.

Logos: "got coverage?" (English, Spanish, Portuguese), Health Coverage For Kids and Teens



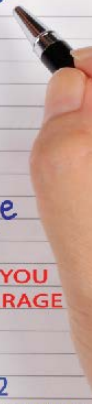
There are many things kids and teens need.  
Health Coverage is one of them!

- Notebook
- Lunch Box
- School Bag
- Health Coverage

**ON SEPTEMBER 29TH, YOU CAN CHECK HEALTH COVERAGE OFF YOUR LIST!**

Call 1-800-272-4232 from 9AM to 9PM to sign up over the phone.  
It's easy and free!

[www.hcfama.org/kidsandteens](http://www.hcfama.org/kidsandteens)



**September 29th phone-a-thon**

Call Health Care For All's HelpLine to sign up over the phone.  
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**Free or Low-Cost health coverage,** regardless of income, employment or immigration status.

MassHealth and the Children's Medical Security Plan cover:

- Doctor visits
- Dental care
- Immunizations
- Prescription drugs
- Vision Care: Exams/Glasses
- And more



# What it Took...

HCFA purchased  
media spots for the  
first time!



<http://youtube/VrT-E0hSDMA>



# Phone-A-Thon Results!

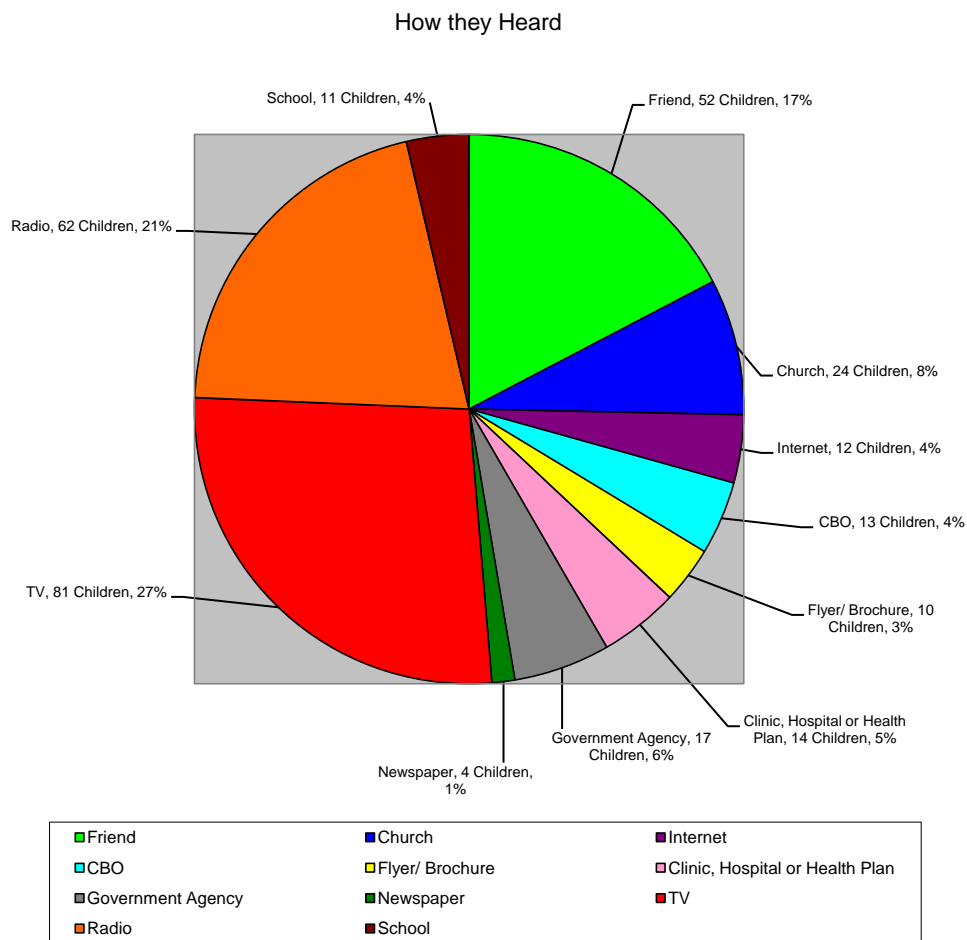
- On September 29<sup>th</sup>, 2010: 405 phone calls on the HelpLine
- And 300 new children applied for health coverage

Normally between 150 to 200 children are assisted over a period of three months.

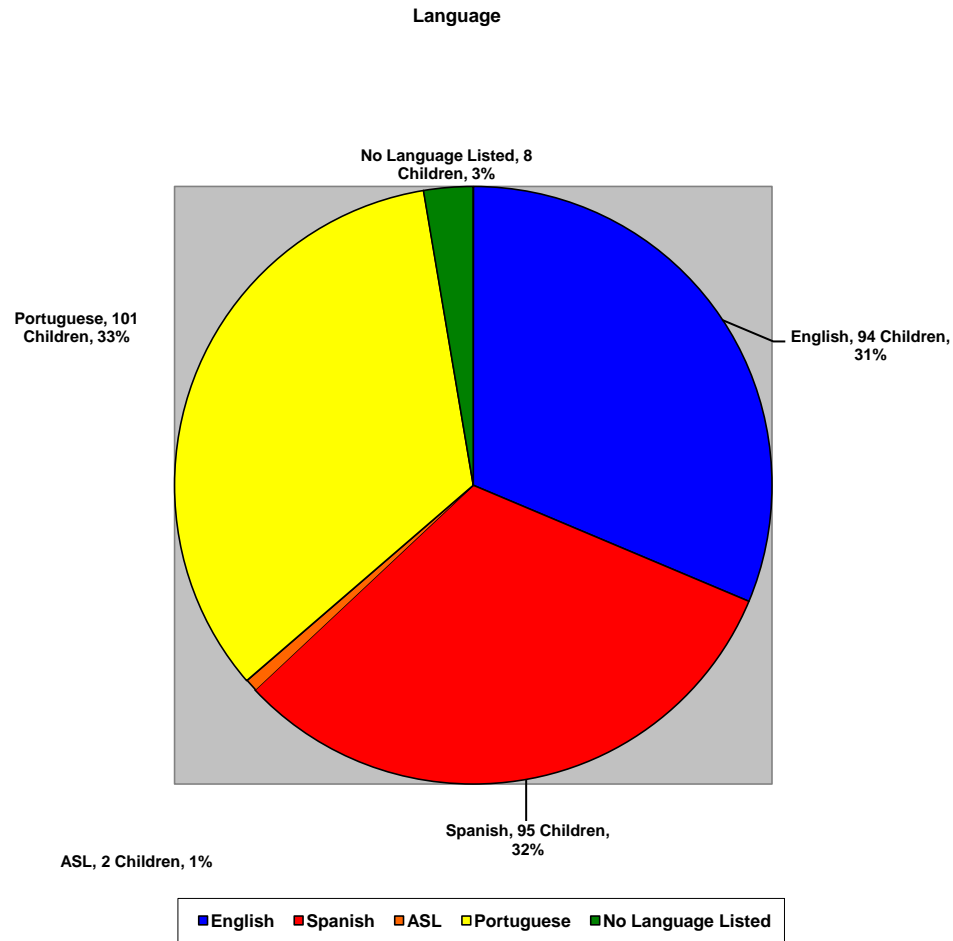




# How People Heard About the Phone-A-Thon?



# Language Spoken...



## 2. Statewide Enrollment Challenge

- In response to Secretary Sibelius's nationwide Connecting Kids to Coverage challenge
- 90+ organizations invited to join the challenge
- 66 organizations across Massachusetts participated in the contest



# Goal of the Statewide Enrollment Challenge

- Engage Partners Statewide and provide support to their work
- Enroll 500 children during the month of May, 2011



# How did it Work?

- Organizations received postcards in 8 different languages: English, Spanish, Portuguese, French, Vietnamese, Mandarin, Swahili, and Haitian Creole.

**Does your child need health insurance?**

Sign up for FREE at



During the month of **MAY 2011**  
It's time to get your child enrolled in health care!

An initiative of the got coverage? campaign, in partnership with Health Care for All



In Massachusetts, children & teens up to age 19 are eligible for FREE or LOW-COST health insurance. Your income and immigration status do not matter.

**ENROLL YOUR  
CHILD TODAY!**



# How did it Work?

- Monetary awards were part of this initiative
  - First Place winner received: \$2,000
  - Second Place winner received: \$1,500
  - Third Place winner received: \$1,000
  - Fourth and fifth received: \$500 each
  - Sixth (drawing) received: \$500



Cash prizes donated by MassHealth Managed Care Organizations (MCOs).



# The Successes

- Secretary of Health and Human Services, Judy Ann Bigby, attended the kick-off event and publicly accepted the challenge to enroll all children in Massachusetts on behalf of Governor Deval Patrick.



- We nearly tripled our goal and enrolled 1,479 previously uninsured kids in a single month!



### 3. Next Challenge:

## Keeping Kids Covered

- Launched the Phase II of the got coverage? Health Coverage For Kids and Teens campaign
- Engaged 60 organizations across Massachusetts





# Resources Available

- FREE bookmarks and magnets in English, Portuguese and Spanish
- Bookmark: tips to help families keep their coverage
- Magnet: a reminder for families to renew their insurance annually.



# Samples!!!

What is the *key* to keeping your MassHealth, Health Safety Net or Commonwealth Care?

**Do not ignore any letter from MassHealth!**

**If you need any help, visit:**

Your organization's contact information goes here

Or, call the Health Care For All Helpline at 1-800-272-4232

## How to Keep Your Health Insurance

Call MassHealth:

- ✓ If you move or change your mailing address
- ✓ If you change or lose your job
- ✓ If the money your family gets changes
- ✓ If you have *Commonwealth Care* or *Family Assistance* and can't pay your premium; you can set up a payment plan or file a hardship waiver

Call the MassHealth Enrollment Center at

**1-888-665-9993**

*If MassHealth asks for any information, you must give it to them or your insurance can end.*

## Don't forget!

To keep your MassHealth, Health Safety Net or Commonwealth Care insurance, you must ***RENEW*** it every year.

Look for your Eligibility Review Form in the mail around the following month:

If you need help filling out your Eligibility Review Form, visit:

Or, call the Health Care For All Helpline at  
**1-800-272-4232**



# Thank You!

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