



# Promising Practices in Outreach to Immigrant Families

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Connecting Kids to Coverage:  
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# About Us



Statewide coalition that uses advocacy, policy development, community empowerment and education to improve women and children's health.

## Our Projects:

- Campaign to Save Our Babies
- Chicago Area Immunization Campaign
- Illinois Coalition for School Health Centers
- Illinois Premature Infant Health Network
- text4baby – mobile messaging program

# covering kids & families illinois



- Statewide Coalition of 1,400 members and over 150 advocacy organizations, health care providers, community organizations, schools, business and labor representatives, and government agencies
- Funded primarily by the Robert Wood Johnson Foundation and locally through local health care foundations
- Fully operational in Illinois from 1999 – 2007, but IMCHC continues to monitor progress of Medicaid and related programs



# All Kids Overview

- Illinois' plan to provide health insurance to EVERY Illinois child who needs insurance, regardless of family income, medical condition or immigration status
- Expanded coverage began on July 1<sup>st</sup>, 2006; prior to this coverage was limited to US citizens and LPRs with at least five years of residency and family income below 200% FPL



# How Families Can Apply

- Applications can be completed directly online or downloaded from [www.allkidscovered.com](http://www.allkidscovered.com)
- Families can phone the toll-free hotline at 1-866-ALL-KIDS
- All Kids Application Agents (AKAAs) are trained to assist families in the application process
  - AKAAs receive Technical Assistance Payments (TAPs) of \$50 for each complete application that results in a first-time enrollment of a child



# Initial Challenges

- Fear – not only from undocumented families, but also from mixed immigration status families (e.g. undocumented parent with citizen children)
- Limited translation services and translated materials
- Anti-immigrant sentiment from some legislators and public
- Confusion with immigrants around citizenship documentation requirements resulting from DRA



# Opportunities

- Leadership at all levels
- New program/name recognition
- Paid media campaign
- Existing network of All Kids Application Agents – infrastructure for training and mobilization
- Momentum to recruit additional AKAAAs



# Messages that Resonated

- Affordable health care coverage for kids
- Basic coverage is included: doctor visits, prescription drugs, dentist visits
- Working families are eligible – “Even families earning \$60,000/year may qualify”
- (Children of any immigration status could apply)



# Promising Practices



- Enlistment of new partners and trusted community leaders:
  - Ethnic community-based agencies
  - Faith leaders
  - Schools
  - Consulate offices
- Program name reflected coverage: All Kids meant all kids
- Development of new materials that responded to concerns of most vulnerable populations, including immigrant families
- Showcase of success of programs to media and legislators



# Program Status

- In the first two years of All Kids, 170,000 children were enrolled into All Kids – most were already eligible
- According to an audit of the All Kids program, ~95,000 children enrolled in FY09 – 71,665 were classified as “undocumented children”
- Over 1.8 million children enrolled in All Kids today
- Leadership legacy and state budget challenges

# Program Status (cont'd)



- January 2011 Medicaid reform resulted in All Kids eligibility changes to “Some Kids”, but no change to coverage for undocumented children
- Continued need to monitor and “defend” successes of All Kids
  - Ongoing work with immigrant rights organizations
  - Relationships with legislative leadership and Latino caucus
- Implementation of health care reform that builds on best practices for outreach and enrollment
- Ensuring inclusiveness of Application Agent network as Navigators

# Questions?



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