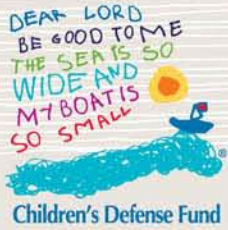


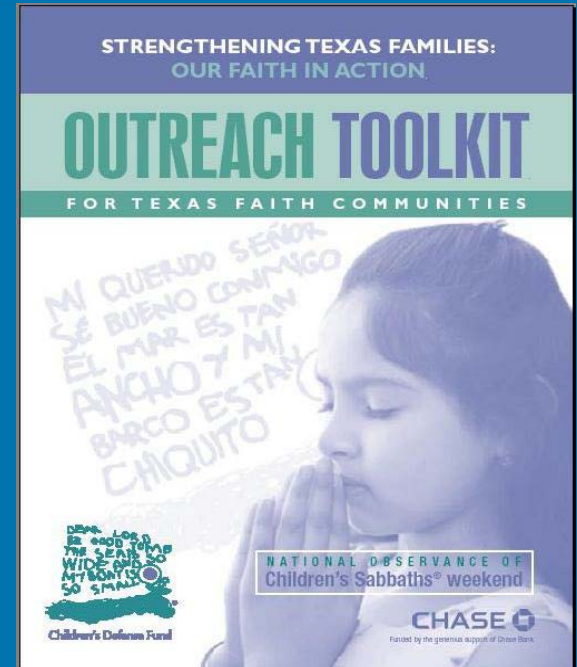
# *Reaching Uninsured Children in Challenging Economic Times*

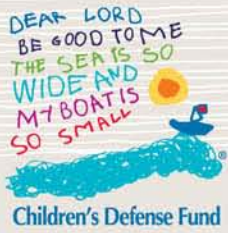
Centers for Medicare and Medicaid  
Services Webinar  
October 12, 2010



# Go where families are

- School based outreach
- Grocery stores
- Places of worship

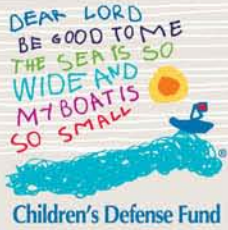




# Engage the business community as outreach partners

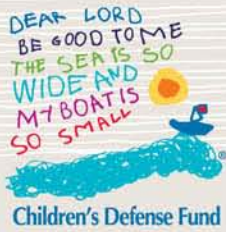
- Fiesta supermarkets, H-E-B, McDonald's Restaurants
- Chambers of Commerce





# McDonald's/Clear Channel Outreach

- McDonald's "CHIP Trayliners" distributed in **14 cities with 124 enrollment sites**
- Clear Channel posted **88 bilingual billboards** in 4 cities and aired public service announcements on **125 radio stations**



# Local Business Partnerships – Back to School Campaign

**Healthy Kids are Happy Kids!**  
**¡Niños Saludables son Niños Felices!**

Apply for children's health coverage thru **CHIP** or **CHILDREN'S MEDICAID** at participating McDonald's®

**Reliable, Affordable coverage for Texas Kids**  
Insure all your children for \$90 OR LESS  
Remember Benefits including:  
Wellness, Vision, Dental and Prescription Care,  
18 months continuous coverage for CHIP  
**NO WAITING PERIODS**

**Applying is Easy!**  
Just bring COPIES of:  
• Proof of household income  
• Children's birth certificates  
• Proof of children's residency status and Social Security Numbers  
Or call toll free (877) KIDS NOW

**SATURDAY, AUGUST 28  
10am – 2pm**

**PARTICIPATING McDONALD'S® LOCATIONS:**

5830 Casser at Harwin	2811 N. Main at I-45
16480 N W Fwy at Mangum	185 West Road at I-45
17170 Dackler at Hwy 2818	16760 Easton Fwy at Little York
8920 Clearwood at Gulf Fwy	6000 Gulf Fwy at Maxwell
1332 Casser at Washlow near Memorial City Mall	131 Pasadena Blvd/Tartar at Hwy 238

**¡Solicite seguro médico infantil por medio de CHIP o MEDICAID en McDonald's® participantes**

**Cobertura Económica y Segura para Niños Texanos**  
Asegure a todos sus hijos por \$90 O MENOS  
Beneficios esenciales incluyendo:  
Salud MEDICINA, Visión, Dental y Cuidado Prescribal  
18 meses de cobertura continua en CHIP  
**SIN PERIODO DE ESPERA**

**¡Inscripción es fácil!**  
Solo trae COPIAS de:  
• Prueba de ingresos  
• Acta de nacimiento de los niños  
• Prueba de residencia y números de seguro social de los niños  
O llama gratis 1 (877) 543-7669

**Chip**  
**McDonald's**  
**McDonald's**  
**McDonald's**

**INSURE ALL YOUR CHILDREN FOR \$50 OR LESS**

**CALL TOLL-FREE  
1 (877) KIDS-NOW**

**CHIP|Children's Medicaid**

**McDonald's** The MotherNet Hospital  
**BCM** Baylor College of Medicine  
**CHIP**

A public service message by Clear Channel Outdoor.

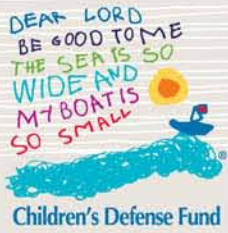
**ASEGURE A TODOS SUS HIJOS POR MENOS DE \$50**

**LLAME GRATIS AL  
1 (877) 543-7669**

**CHIP|Children's Medicaid**

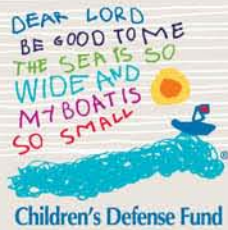
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**CHIP**

A public service message by Clear Channel Outdoor.



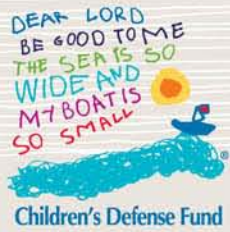
# Fiesta Supermarket—over 20,000 children reached in 20 citywide drives!





# Keys to the Campaign

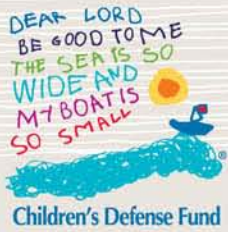
- Fiesta has a strong level of trust in the community
- Heavy media upfront, in English and Spanish, telling families exactly what to bring to apply for coverage
- Citywide drive with 10 – 15 sites in one day. Stores located in neighborhoods with high numbers of uninsured children
- State contracted outreach groups serve as “store managers”
- 100 plus volunteers per drive (hospitals, clinics, faith based groups, students, AARP etc.)
- Fiesta includes promotion in circulars and existing materials and has hosted and sponsored ongoing press conferences



# Looking Forward

- Fiesta has instituted monthly drives to help families with renewal and utilization of coverage.
- Campaign has developed broader messaging for health coverage: “Get it, use it, renew it.”





# Thank you!

**Barbara Best**  
**Director of Foundation**  
**Relations and Special Projects**

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<http://www.childrensdefense.org>

