

Good afternoon, and welcome to “Lessons Learned and Promising Practices from the Field”

The presentation will begin at 1 p.m. EST

Today’s presenters include:

- Karen Keefer and Nancy Brady, Garrett County Maryland Health Department
- Vuka Stricevic, Ohio Legal Aid Society of Greater Cincinnati
- Cathy Kaufmann and Heather Morrow-Almeida, Oregon Healthy Kids

A Child's Health is Priceless



Community Outreach

Nancy Brady

&

Karen Keefer

Garrett County Health
Department - Maryland

CHIPRA Webinar
March 31, 2010



Overview

- ✿ Outreach Strategies in Western Maryland – CHIPRA Grant
- ✿ Community Mobilization
- ✿ Finding Champions in Your Community
- ✿ Lessons Learned



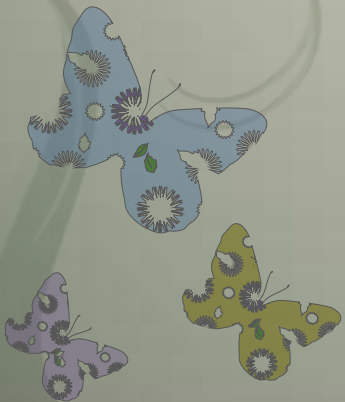
Garrett County Western Maryland



Challenges

- Over 260 inches of SNOW!!!
- 17 missed school days

- High unemployment
- Poverty
- Appalachian Culture
- Amish & Mennonite Communities



Face to Face Community Outreach

- Community Health Outreach Workers
- Energy Assistance Intake Workers
- Community Action Housing Advocates
- Federally Qualified Health Center – Patient Advocate
- Local Health Department Home Visiting Program
CHIP Specialist

- Additional Efforts include:

School Outreach – 2,400 releases were distributed to middle and high schools to identify uninsured kids.

Traditional Community Events (e.g. Health Fair, Agricultural Fair, Food Commodities Pick-up site, P-T Conference Nights...)



Community Mobilization Outreach Model



Community Planning Groups

- Grassroots Community Groups
 - Youth Leadership Groups



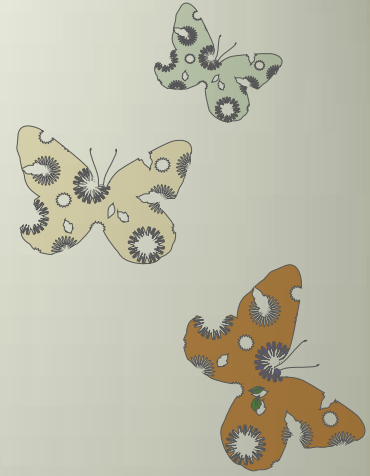
Finding Champions in Your Community

- Planning Groups
- Identify CHAMPIONS in your community or neighborhood.



Lessons Learned

- School “BUY IN” -
- Trusted Partner – Outreach Worker Success!!
- CHIP Specialist – Important link between the CHIP Eligibility Unit, can follow-up with families and advocate on their behalf.



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Partnering with Media to Enhance A CHIPRA Project

Trey Daly, Project Director, Legal Aid Society of Greater Cincinnati
Vuka Stricevic, Project Manager, Legal Aid Society of Southwest Ohio

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LEGAL AID SOCIETY OF
GREATER CINCINNATI



Who is Legal Aid

- The Legal Aid Society of Greater Cincinnati (“Legal Aid”) is a nonprofit law firm, dedicated to reducing poverty and ensuring family stability through legal assistance.
- A source of legal representation, information, and advocacy, Legal Aid serves low-income residents in Brown, Butler, Clermont, Clinton, Hamilton, Highland, and Warren counties.
- Primary practice areas include: Housing Law, Employment & Income Law, Family Law, Education Law, Immigration Law, and Children’s Law.
- Legal Aid is committed to ensuring all eligible families are enrolled in Medicaid, the public health care program for low-income individuals.
- Last year, Legal Aid opened 442 cases related to assisting clients to obtain or keep Medicaid coverage.



Overview of Outreach and Enrollment Grant

- \$316,418 from the U.S. Department of Health & Human Services in the form of a CHIPRA Outreach and Enrollment Grant.
- Over the two-year grant period, this project will enroll 1,800 children into Medicaid and facilitate the retention of 425 children.
- The project will operate in 9 counties in Southwest Ohio:
 - ❖ Adams
 - ❖ Brown
 - ❖ Butler
 - ❖ Clermont
 - ❖ Clinton
 - ❖ Fayette
 - ❖ Hamilton
 - ❖ Highland
 - ❖ Warren



Uninsured Landscape

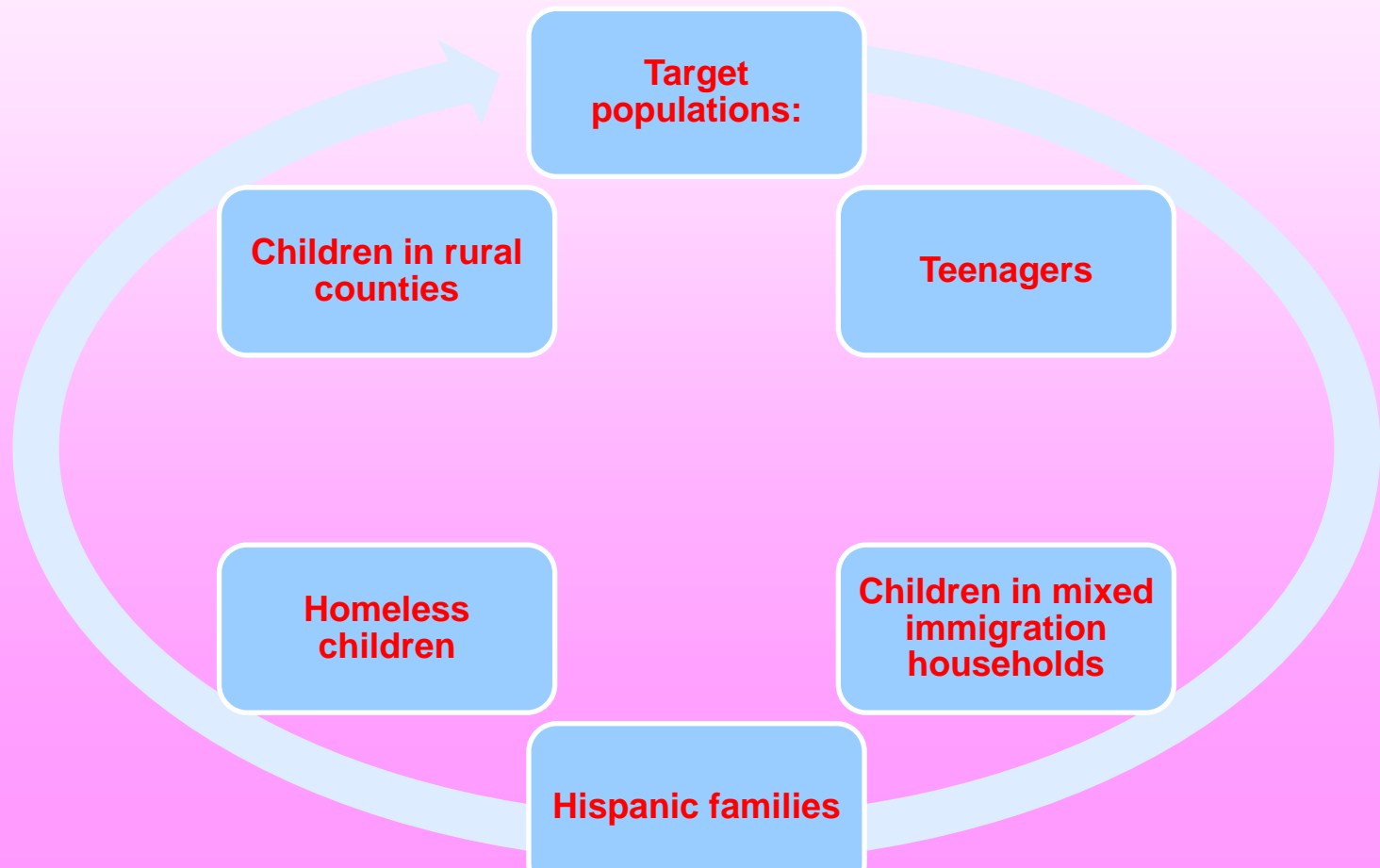
- **Over 110,000 of Ohio's children are uninsured; two out of three of Ohio's uninsured children, or about 77,000 children, are presently eligible for Medicaid.**
- **187,116 uninsured individuals live in our nine CHIPRA counties.**
- **This includes 18,558 uninsured children.**
- **16.2% of Ohio's uninsured children live in our nine CHIPRA counties.**



Uninsured Rates in CHIPRA Counties

County	Total Children	% Uninsured Children	Uninsured Children
Adams	7,291	7.88%	574
Brown	11,018	5.39%	594
Butler	89,933	2.77%	2,491
Clermont	51,556	6.39%	3,294
Clinton	10,621	1.18%	125
Fayette	6,775	4.85%	329
Hamilton	203,369	4.37%	8,887
Highland	10,919	4.06%	443
Warren	54,746	3.70%	2,026

Details of Outreach and Enrollment Grant





Details of Outreach and Enrollment Grant

Key Partners:

Global Project Partner - HealthSource of Ohio

Data Management – Health Care Access Now

Evaluation - Child Policy Research Center

Inreach - Cincinnati Health Department, Cincy Smiles, Cincinnati Public Schools

Bounty - Healthy Moms and Babes

Outstation Sites – Santa Maria Community Services, Children's Hospital



Covering Kids and Families Campaign Kick-Off

Kick-Off Press Conference

Phonathon



Kick-Off Press Conference

When:

**Monday, March 15, 2010,
10:00 am**



Kick-Off Press Conference

Where:

Walnut Hills High School



Kick-Off Press Conference

Who:

Congressman
2 State Senators
City Council Member
State and County Medicaid Agency
Health Department
School District
Pediatrician



Kick-Off Press Conference

What:

Announce Details of CHIPRA Project

Emphasize Importance of Medicaid Coverage

Announce Strickland Initiative

Showcase our Partners

Build Relationships with Media and Politicians



Kick-Off Press Conference

Results

3 TV Stations

3 Radio Stations

Major Newspaper



Phonathon

WCPO, ABC Affiliate

Morning, Mid-day, Evening News Broadcasts

Phone Number Crawl

Interviews with Anchors

Bumps



Phonathon

Trained Volunteers

Screening Form

Onsite Analysis

Onsite Envelop Stuffing



Phonathon

Results

273 Phone Calls

**336 Uninsured Children Identified
(22 from Ky and IN)**



Web Site

www.covercincy.org



Facebook



CONTACT INFORMATION

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Oregon Healthy Kids

Cathy Kaufmann
Administrator
Office of Healthy Kids



What is Healthy Kids?

- Expanded state health coverage program for Oregon children
- Funding to reach and enroll 80,000 more children
 - GOAL: 95% of Oregon kids have health coverage
- Largest expansion of coverage for children
- New Office of Healthy Kids created under the Oregon Health Authority to administer program



Healthy Kids

FOR A HEALTHY OREGON



No-Cost

Income less than
\$44,000 for a
family of four*

Free;
no cost to family



Low-Cost

Income between
\$44,000 and \$66,000 for
a family of four*

Low-cost premium
on a sliding scale



Full-Cost

Over \$66,000 for a
family of four*

No subsidy;
full-cost premium
available to purchase

*Program eligibility based on average monthly income and number of members in the family. Income guidelines are approximate. Annual income for family of four is used for example purposes.



What does Healthy Kids cost?

- FREE to families at or below 200% of the Federal Poverty Level (about \$44,100 for family of four).
- Families between 200 and 300% of the Federal Poverty Level (about \$66,000 for a family of four) will pay 10-15% of the premium.
 - Family at 250% FPL with 2-4 kids will pay \$31 - \$49
 - Family at 300% FPL with 2-4 kids will pay \$47 - \$73
- Families above 300% FPL will pay full cost: \$165 - \$475



What does Healthy Kids cover?

- Healthy Kids covers all of the health care kids need, including:
 - Medical, dental and vision care
 - Regular check ups and preventive care
 - Mental health and behavioral health care
 - Prescription medicines and medical equipment
- Coverage lasts for one full year and will be renewed as long as the child is eligible.
- Guaranteed issue: no child can be turned away because of a preexisting medical condition.



How are we doing?

- Enrolled just over 38,000 (13%) more children between July 2009 and February 2010
 - Slightly ahead of schedule to meet our target of 80,000 more children by December 2010.



Campaign Approach

- Field:
 - Contracted partners
(*Application Assisters & Grantees*)
 - Broad coalition building / grassroots outreach
- Communications:
 - Marketing materials
 - Paid media
 - Earned media
 - New media
 - Speakers bureau
 - Story banking
 - Internal Systems
- New Office of Healthy
- All parts of agency with role in Healthy Kids have lines of accountability to OHK
 - Application / Eligibility
 - Renewals
- Ombudsman role
- Research / Evaluation



What are we doing?

- Targeted Outreach Grants
 - 27 grants awarded to organizations around the state
 - Target hard-to-reach communities
 - More outreach grants later this Spring
- Children's Health Equity Outreach Project
 - Oregon's CHIPRA Outreach and Enrollment Grant
 - Awarded to Safety Net Providers in Oregon
 - Targeted outreach and enrollment of eligible children of unauthorized immigrant and mixed status families
 - Coordinated approach in communities with grantees, community partners and local health departments
 - Additional grants later this Spring



What are we doing?

- Application Assistance Program
 - 88 applications for this program to date
 - Recruiting assisters in identified areas of need
- Coalition building / grassroots outreach
 - Focusing on housing, health care and hunger organizations
 - Also reaching out to business community and other state agencies
- Training
 - Holding informational sessions and trainings around the state
 - Training grantees, assisters, providers and volunteer community partners (*trained over 650 people to date*)



Further Outreach Plans

- School- Based Campaign
 - Campaign for Teens
 - Coaches Campaign
 - Back to School Campaign
- Campaign for Communities of Color
 - Hired bicultural / bilingual staff person to direct outreach efforts to Latino community and provide technical assistance to grantees, assisters and inform all OHK efforts.
 - Culturally appropriate and relevant marketing materials
 - Materials made (not adapted) for the communities we need to reach
- Faith-Based Campaign



Marketing

- First wave of materials developed and distributed
- Sent over 1,000 “Suitcases” to outreach partners
- Targeted mailings to thousands of families and partners:
 - Medical Providers
 - SNAP families
 - FHIAP waitlist families (13,000 families)
 - Child care providers
 - Schools
 - PTAs
 - Early Head Start / Head Start
 - Families under 200% FPL in targeted zip codes (~70,000 families)



Healthy Kids

FOR A HEALTHY OREGON

ONHEALTHYKIDS.GOV | 1-877-314-5678

Do your children have health care?



Healthy Kids can help!
WWW.OREGONHEALTHYKIDS.GOV | 1-877-314-5678

Healthy Kids FOR A HEALTHY OREGON

OHS Oregon Department of Human Services

Do your children have health care?



Healthy Kids can help!
Free or low-cost health care for all Oregon children 18 and younger.
WWW.OREGONHEALTHYKIDS.GOV | 1-877-314-5678

Healthy Kids FOR A HEALTHY OREGON

OHS Oregon Department of Human Services

OPHP Oregon Partnership for Health Promotion

Healthy Kids
500 Southwest 2nd Ave., 5th Fl.
Portland, OR 97204-0877

Oregon Family
1234 Sample Address
Portland, OR 97205

Do your children have health care?



Healthy Kids can help!
Oregon's new health coverage for uninsured children

Healthy Kids FOR A HEALTHY OREGON

OHS Oregon Department of Human Services

OPHP Oregon Partnership for Health Promotion



Website & Phone Number

- www.oregonhealthykids.gov
 - Revised website with basic information about Healthy Kids, outreach opportunities for community partners and an online application
 - Facebook page launched in October 2009
- **1-877-314-5678** for families or others to call for information or to request an application be mailed



Paid Media Campaign

- Transportation ads up around the state
- One billboard in Salem – more coming soon!
- Radio spots under development



Message (and other) Testing

- Testing all materials and messages with families to make sure we're getting it right
- Will revise materials / messages as needed in May
- Will then do focus groups with eligibility workers, community partners on overall program
- Will also test streamlined application with families.



System Improvement Goals

- Streamlined and better looking application
- Smart online application with online help feature
- More efficient eligibility determinations
- Improved phone system for information line
- Incorporate campaign messages into client notices
- Express Lane Eligibility
- Ex Parte renewals

Today's presenters will now take your questions:

- Karen Keefer and Nancy Brady, Garrett County Maryland Health Department
- Vuka Stricevic, Ohio Legal Aid Society of Greater Cincinnati
- Cathy Kaufmann and Heather Morrow-Almeida, Oregon Healthy Kids

**Thank you for joining us for
“Lessons Learned and Promising
Practices from the Field”**

The presentation will be available on InsureKidsNow.gov soon