

EFFECTIVE OUTREACH IN INDIAN COUNTRY

Indian Health Care Resource Center of Tulsa, Inc.

Introduction

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- Jenifer Hamma - CHIPRA Project Coordinator
- Indian Health Care Resource Center (IHCRC)– Tulsa, Oklahoma
- Developing an Outreach Strategy
 - Marketing Techniques Employed
 - Enrollment Growth
 - Barriers to Success and How to Persevere
 - Conclusions

Developing an Outreach Strategy

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- Identify target market – Eligible but uninsured Native American children
- Our challenge – How to effectively reach those children?

Outreach Strategy Employed

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- Patient Outreach - Developed a screening process for our eligibility clerks
- Partner with local public schools
- Identify local events with high concentrations of Native American families
 - Powwows
 - Indian Taco sales
 - Wild onion dinners

Outreach Strategy Employed (cont'd)

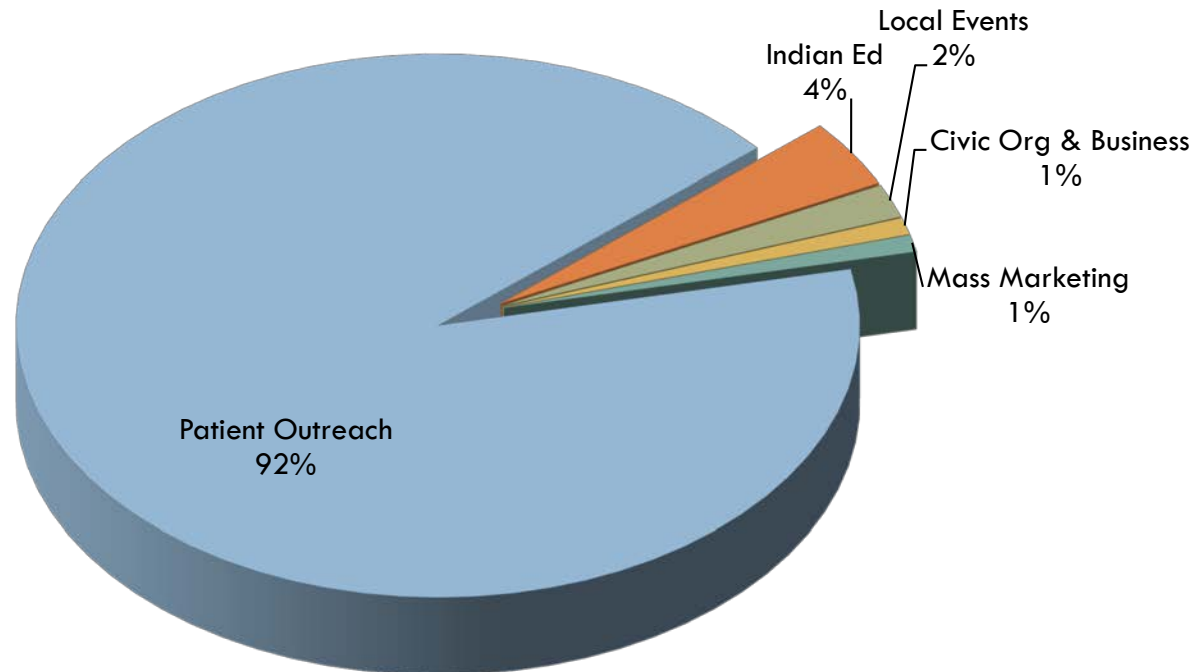
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- Partner with local civic organizations and businesses
 - Distribute flyers at Native American community centers
 - Child care facilities
 - Local libraries
- Utilize mass marketing – TV Commercial & Tulsa Transit

Analysis of Outreach Initiatives

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Source of Applicants



Patient Outreach

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- Educate eligibility and medical staff on SoonerCare requirements
- Screen patients and Conduct SoonerCare Enrollment or Recertification
- Participate in activities hosted by the clinic including:
 - Health Fair
 - Teddy Bear Clinic
 - Summer Camps and Spring Break Camps

Examples of Patient Outreach

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The After School
 Programs are offered each day from 2:45-5:30 pm. Monday-Thursday:
 • Healthy snacks
 • Homework help & tutoring
 • Choices of activities
 • Recreation and sports

Elementary After School Program Weekly Activities:
 A full-week of program activities is offered at Jane Addams Elementary School and Allen Bowden Elementary School.

Supportive Community Partners
 All Nations Indian Youth
 Allen-Bowden Schools Indian Education
 American Osteopathic Association
 American Indian Chamber of Commerce
 Community Service Council of Greater Tulsa
 Green Country Camp Fire USA
 IHCRRC
 Circle of Care Program
 Oklahoma 6th Kolls Coalition
 Salvation Army – Boys and Girls Club
 Thunder Road Productions
 Tulsa area Indian churches
 Tulsa area tribal youth programs
 Tulsa Creek Indian Community Center
 Tulsa Parks Department
 Tulsa Public Schools Indian Education
 Tulsa Public School ROPES Challenge Course
 United National Indian Tribal Youth (UNITY)
 YMCA of Greater Tulsa
 YWCA of Tulsa

Friday Fun Day!
 Planned fun group activities, such as skating, bowling, ROPES high adventure challenge course and cultural field trips.

Fun, educational and active programs for Indian youth
 Indian Health Care's after school programs are fun and engage the mind and body. The enriching programs are not just an extension of the regular school day – students learn skills such as drama, dance, cooking, personal safety, gardening, cultural arts and crafts and other activities as suggested by the students, parents or teachers.

Activities to help Youth/Teens live healthier lives
 • With the support of community partners, the Indian youth program improves the ability of Indian children and youth to function in social settings and peer relationships to focus on a health driven life.
 • IHCRRC has organized a Native Nations Youth Council for middle and high school aged Native youth, which is affiliated with United National Indian Tribal Youth (UNITY).
 • Health centered activities are regularly held at, and with the support of, the Salvation Army Boys & Girls Club.
 • Cultural history experiences, traditional games, and visits to area Indian cultural centers are organized.
 • An "Indian Voices" youth street theater program has been developed for Indian youth to develop scripts and make community health education presentations.

Indian Youth Program
 Indian Health Care Resource Center of Tulsa
 Indian Youth Program
 For Healthy Living

TEDDY BEAR CLINIC



INDIAN HEALTH CARE
 RESOURCE CENTER OF TULSA

550 S. Peoria Ave
10 am-12 pm
October 1

First 125 children get a free teddy bear!

What is a teddy bear clinic? Children bring their teddy bear, favorite stuffed animal or doll to get a well-bear check-up and see how everything in the clinic works. Don't worry if you forget your bear, we will have one for you.

Indian Education Outreach

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- Presently work with five local public school districts and hope to expand to nine
- Give us a unique opportunity to reach Non-traditional Native American families
- Partnering with Indian Education gains instant credibility with parents
- Win-Win situation for all parties

Indian Education Outreach

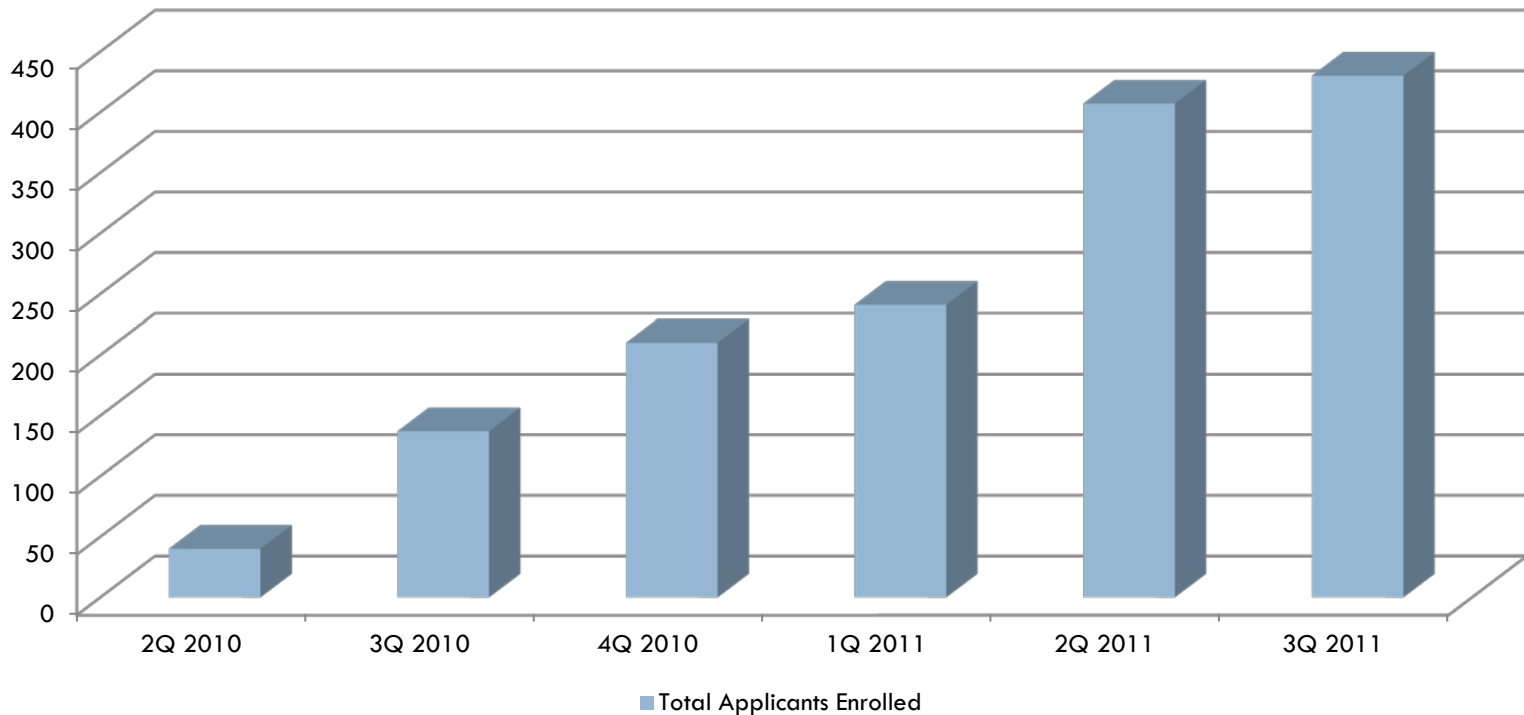
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- Include SoonerCare flyers with Johnson O'Malley school supply distribution
- Speak to parents at Johnson O'Malley and Title VII meetings
- Articles in Indian Education newsletters
- Referrals and electronic distribution of flyers
- Provide booths at Indian Education Powwows

Enrollment Growth

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Applicants Per Quarter



- 1465 applicants since project initiated
- 2011 enrollment expected to be three times that of 2010

Barriers to Enrollment in Indian Country

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- Belief that a CDIB is Indian Insurance
- Fear that enrollment will interfere with Indian Health Services
- Distrust of the government
- Long travel distances to Tribal or Indian Health Services
- Welfare stigma
- Transportation



Conclusion

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- Identify the target population
 - Determine appropriate outreach methods
 - Experiment with different mediums
- Successful IHCRC outreach
 - Patient outreach-educate eligibility and medical staff
 - Indian Education- partner with others who are in contact with your target population and establish a win-win relationship

Conclusion (cont'd)

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- Document your progress – identify what outreach methods are effective
 - Year to date we have 3 times the enrollment of 2010
 - Since the project's inception we have enrolled 1465 children
- Identify your barriers to success and nullify them
- Build a strong dedicated team that understands the projects goals.